

Ranck's Lunchmeat: Info, Tips and Essentials from a favorite Local Deli in Chestnut Hill.

If great products and customer service are what you seek, visit Ranck's Lunchmeat, a small deli here in Chestnut Hill, Philadelphia, Pennsylvania. Jim Ranck encourages all residents to come to Ranck's for "a custom made sandwich and some good old-fashioned service."

Written and photographed by Lyric Harris-Peoples.



About Ranck's

Ranck's

Ranck's Lunchmeat is a local Chestnut Hill, PA favorite known for its fresh variety of deli meats, cheeses, handmade salads, and custom-made sandwiches for your personal preference! Today I interviewed Jim Ranck, the owner of the small business at the Market at the Fareway for almost 38 years. He shares with us his experience being self-employed and some tips and essential things for your own small business.

Bettering the Community

Jim Ranck was first immersed into the family's deli business when he was just 20 years old and has been running it for 41 years now. Ranck's deli is heavily family-oriented, which is one of the main reasons why people love coming back.

Jim says that "the biggest thing that makes Ranck's lunchmeat, Ranck's lunchmeat, is that there's a personal effect. When you come in, the first thing we do is say good morning, we start a conversation, and then we go and take care of whatever you need. You don't get that kind of interaction in very many places."

Additionally, he shares the most rewarding aspect of his job: "Seeing the employees that I've had over the last 40 years coming here and learning how to deal with people, and then taking that into the rest of life and seeing them mature and prosper." Moving onto his customers, Jim says he enjoys "seeing them and their children growing up, making good choices, and prospering."

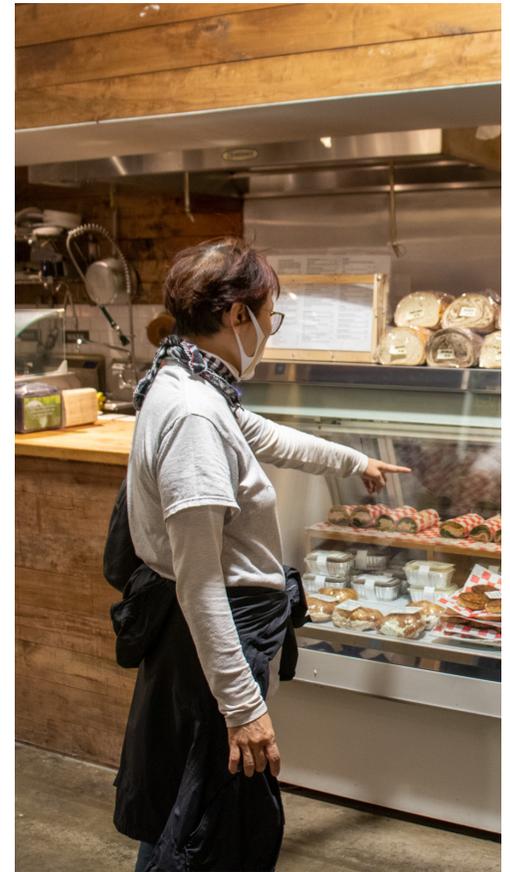




Jim's Perspective on Small Business Success

Day to Day Business Expectations

Ranck shares, "When you're self-employed, you have to wear a lot of different hats." Being self-employed is a difficult, yet rewarding task. Some of his responsibilities include: being retail savvy, delivering great customer service, managing his employees, being his own accountant, working alongside his employees, promoting his business, and overall assuming the role of the boss. That has to be at least a rainbow and a half long of different colored hats. A typical workday for Ranck's depends on the day of the week. He says, "We're in a farmer's market here, so Wednesday is our prep day. We get all our deliveries, unpack everything, and set it up. Then, Thursday, Friday, and Saturday are our retail days, where people come in and we make them sandwiches, we sell them lunchmeat, we make them salads, things to eat here, things to take home, whatever we can do for them." He also shares that 1 out of 3 customers is a new customer and two-thirds of his customers are repeat customers. When I asked about customer retention, Jim said, "Fortunately because we've been in business for a long time, we have a lot of business buildup. The goodwill that we've bestowed over the years translates into a lot of steady customers. The biggest thing for us is just trying to keep everybody happy and just trying to facilitate what has to be done here, day in and day out. That's pretty much it."



Tips for the Upkeep of Your Own Small Food Business

Ranck has a couple of tips for any small business. He says to keep your customers coming back, the biggest thing to focus on is "the personal interaction with customers". Additionally, to set yourself apart from the competition, he says the most important thing is the quality.

Wrapping up our conversation, Jim comments, "[Ranck's] probably has one of the best quality merchandise that you can buy. We make a lot of our own stuff, which is rare nowadays".