MASTERCRAFT®

PLAYING TO WIN

Conference 2025 Adelaide

The Game Plan

To be informed, inspired & engaged in maximising <u>your</u> Mastercraft brand for the benefit of your business



HIGH PERFORMANCE

Like all high-performance sports, top performing businesses have a plan. In fact, it is very similar to the game plan of the most successful sports teams.

They have the right players in the right positions, excellent leadership with ongoing coaching, training, and performance management. They identify their strengths and weaknesses and take appropriate action.

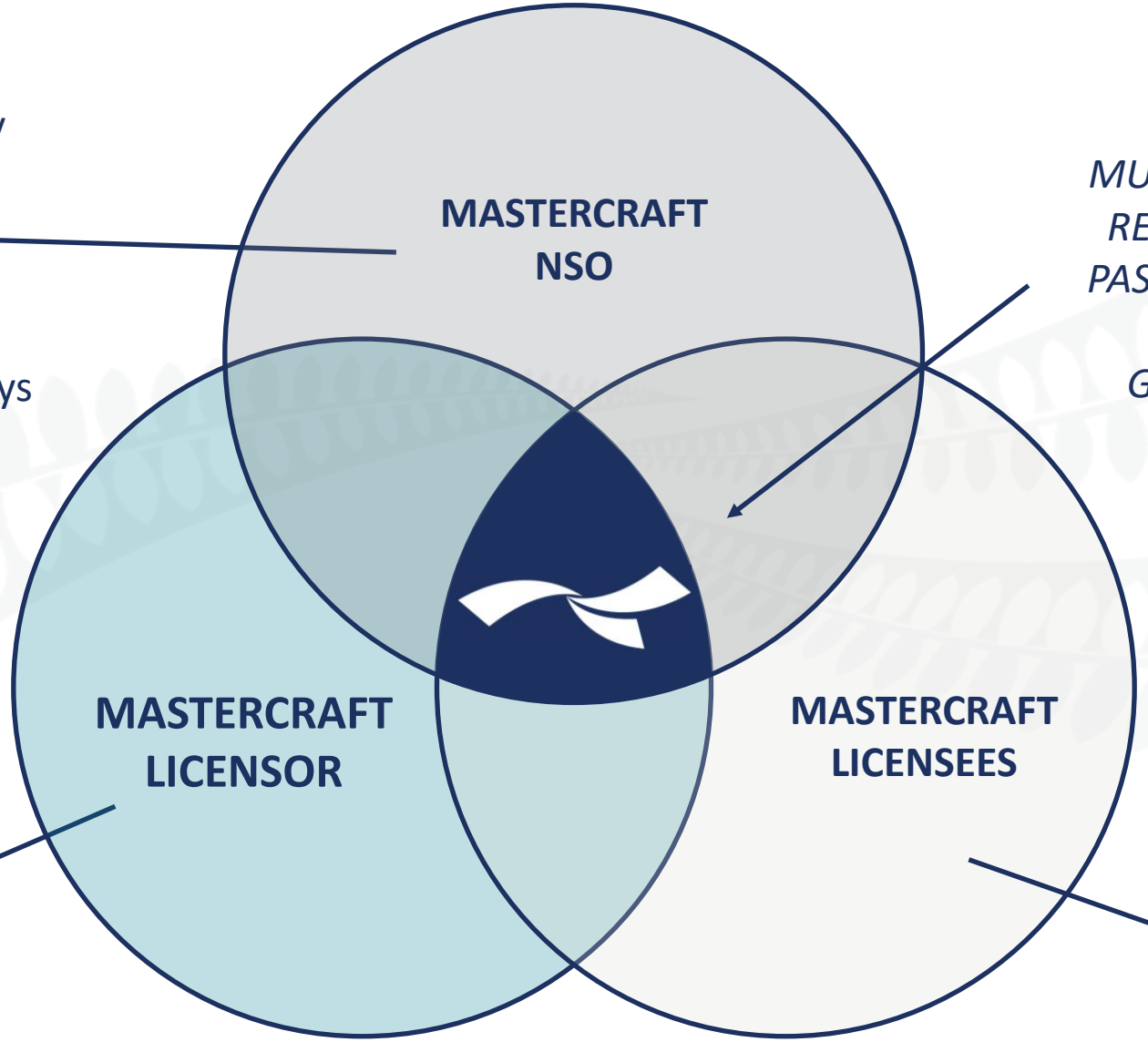
They understand their competitors' strengths and weaknesses as well as they know their own. Within the greatest teams, they unwaveringly and unashamedly hold each other to account.

Perhaps above all else, the very best of the best teams live the code of personal responsibility and have an ethos of continuous improvement.



HIGH PERFORMANCE MODEL

- Facilitators of Brand, Supply & Knowledge
- Marketing activity
- National relationships
- Licensee Support
- Conferencing & Comm's Days
- Accounts



Brand Values

We are:

MUTUAL - in all our relationships

RELIABLE – we do what we say

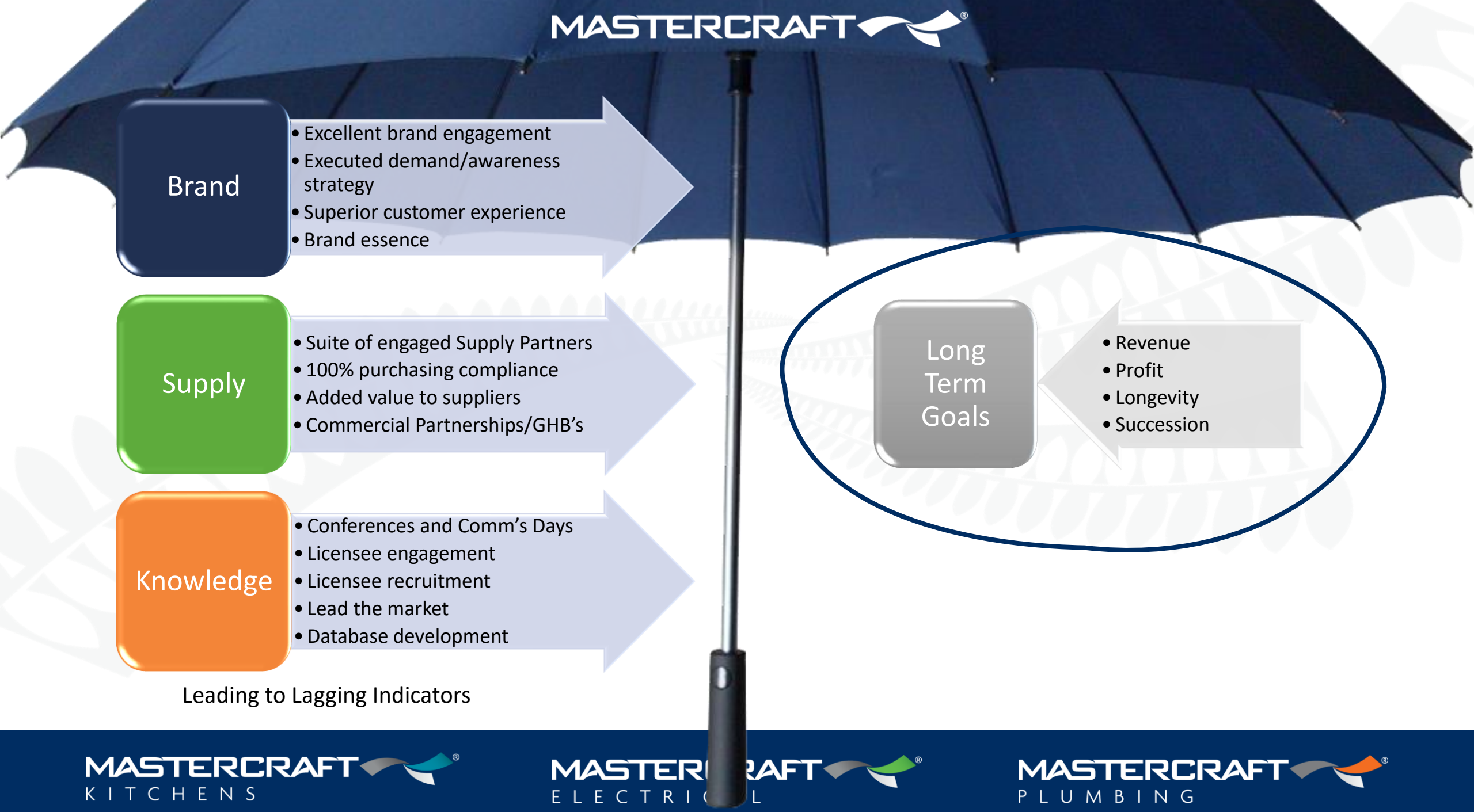
PASSIONATE – we're in boots and all

GROUNDED – we're down to earth

- Brand Strategy
- Brand Development
- Generating demand
- Licensee recruitment
- New Initiatives

- Represent & leverage the brand
- Deliver a superior customer experience
- Local relationships
- High quality products and services
- Independent SOP's

Brand Mission: *To be NZ's most trusted kitchen/electrical/plumbing brand*



Leading to Lagging Indicators

MASTERCRAFT KITCHENS | MASTERCRAFT ELECTRICAL | MASTERCRAFT PLUMBING

Strength
National relationships
Mastercraft Group

Support Crew
NSO
Supply Partners

Best platform to run on –
Mastercraft Brand



A great coach
Sales Manager/Licensee

Excellent equipment
MC collateral, Growth funds, Brand marketing, Google

Superior Knowledge
Comm's Days
Conferences
Group

Superior fitness
goals, training, KPI's,

Energy, stamina
sales process; taking your business to the street

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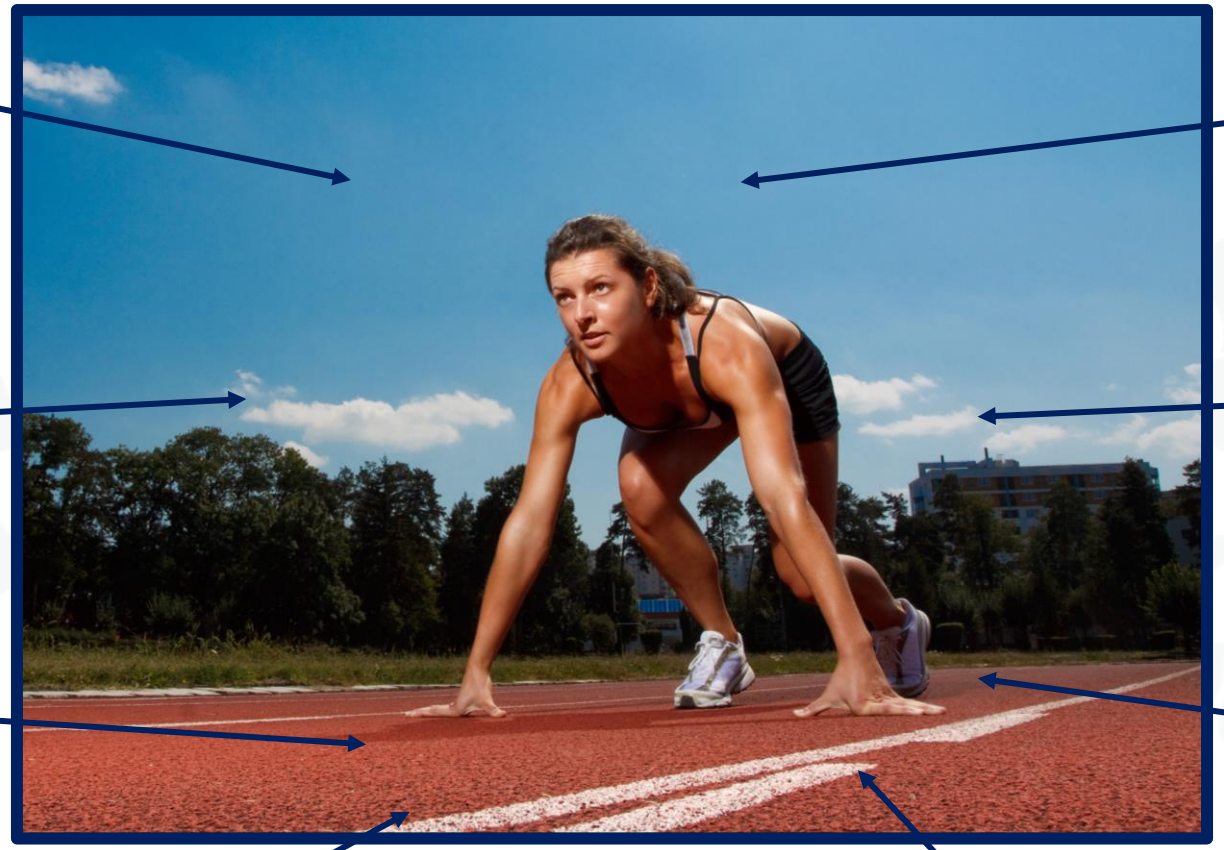


MASTERCRAFT KITCHENS | MASTERCRAFT ELECTRICAL | MASTERCRAFT PLUMBING

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Silica Free Initiative



Mastercraft Kitchens promotes move to zero crystalline silica

News silica

It has been widely reported that if workers inhale respirable crystalline silica (RCS) dust when fabricating engineered stone, they may develop silicosis, a chronic disease which can cause a scarring...

Read more

- August 2024, commence the removal of high silica samples form showrooms
- 2025 only low and zero silica engineered stone products will be promoted.

- *Everyone confirmed we are on track with these commitments*

LSC Initiatives

Wardrobes and Vanities offer

Peter Healey and Colin Campbell agreed to lead a license project to bring a national offer together. Need to consider accessory supply, lighting, and molded vanity tops. Murray to be involved too.









LSC Initiatives

Direct Relationships – National: Such as Kainga Ora, Metlifecare, others

Kāinga Ora
Homes and Communities

Metlifecare

Agreed a national offer with a direct KO relationship is worth investigating which DW will do in the first instance. Licensees would be able to opt in/out of any national initiatives, but Mastercraft still needs to be able to make a national offer

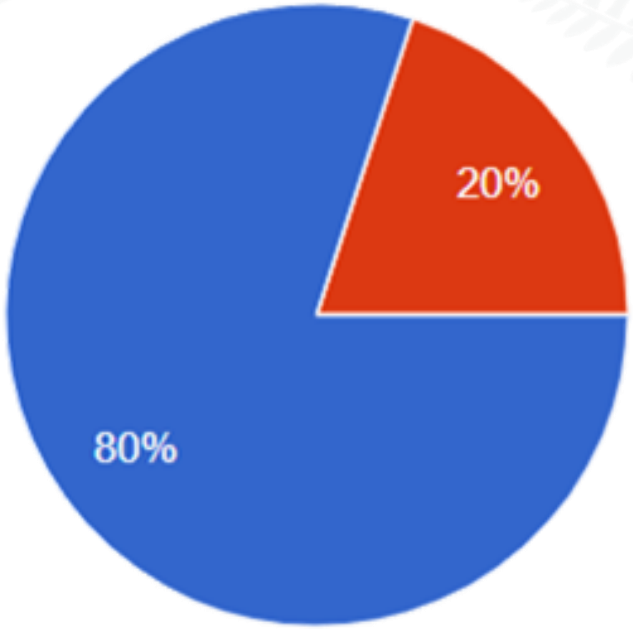


LSC Initiatives - GGF

Group Growth Fund – Proposal to raise the cap

The proposal is that the monthly sales cap is raised by 4% on 01 April 2025 to $130,000 per month, and then annually in line with the published CPI each year.

25 responses



Proposal accepted and reporting will be updated from 01 April 2025.

Group Growth Fund 2025/6

Group Growth Fund – 2025/6

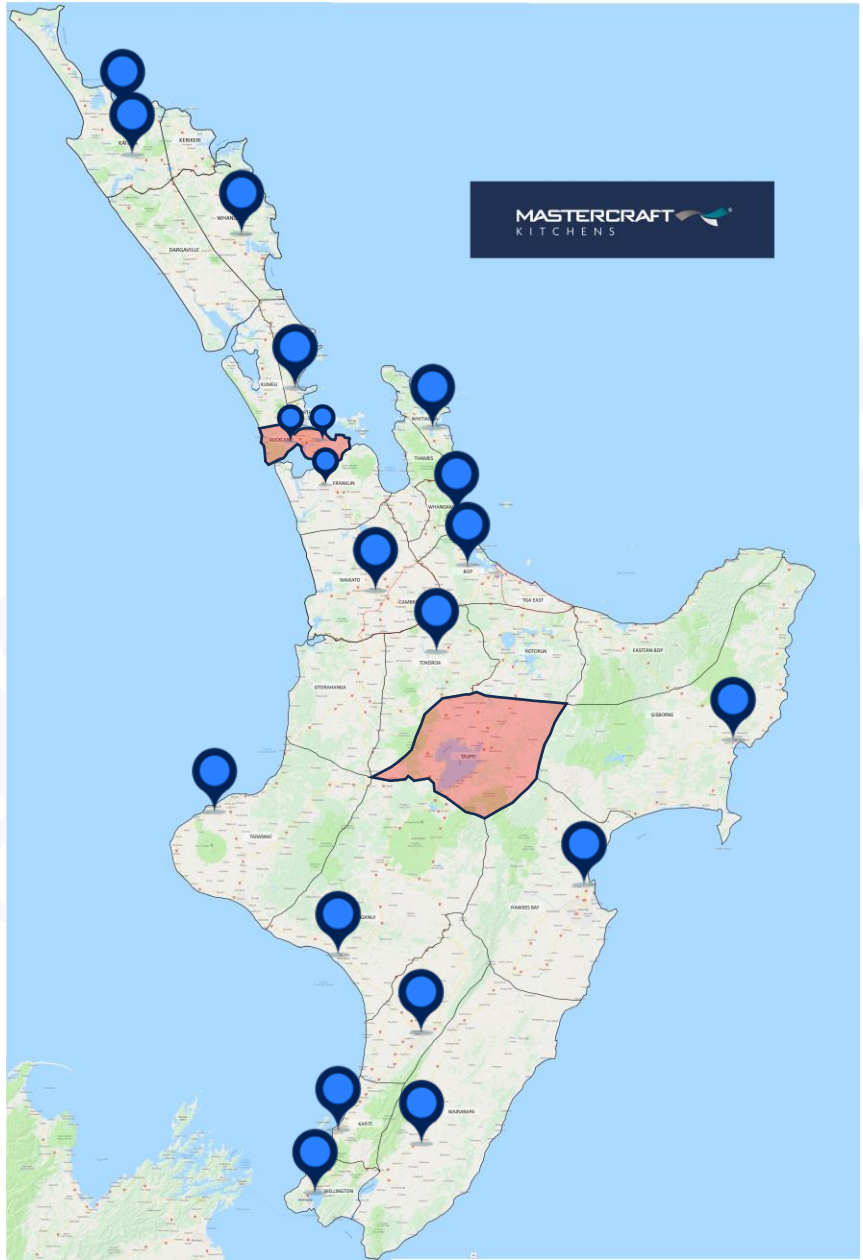
What are we spending the money on to get the most return on investment

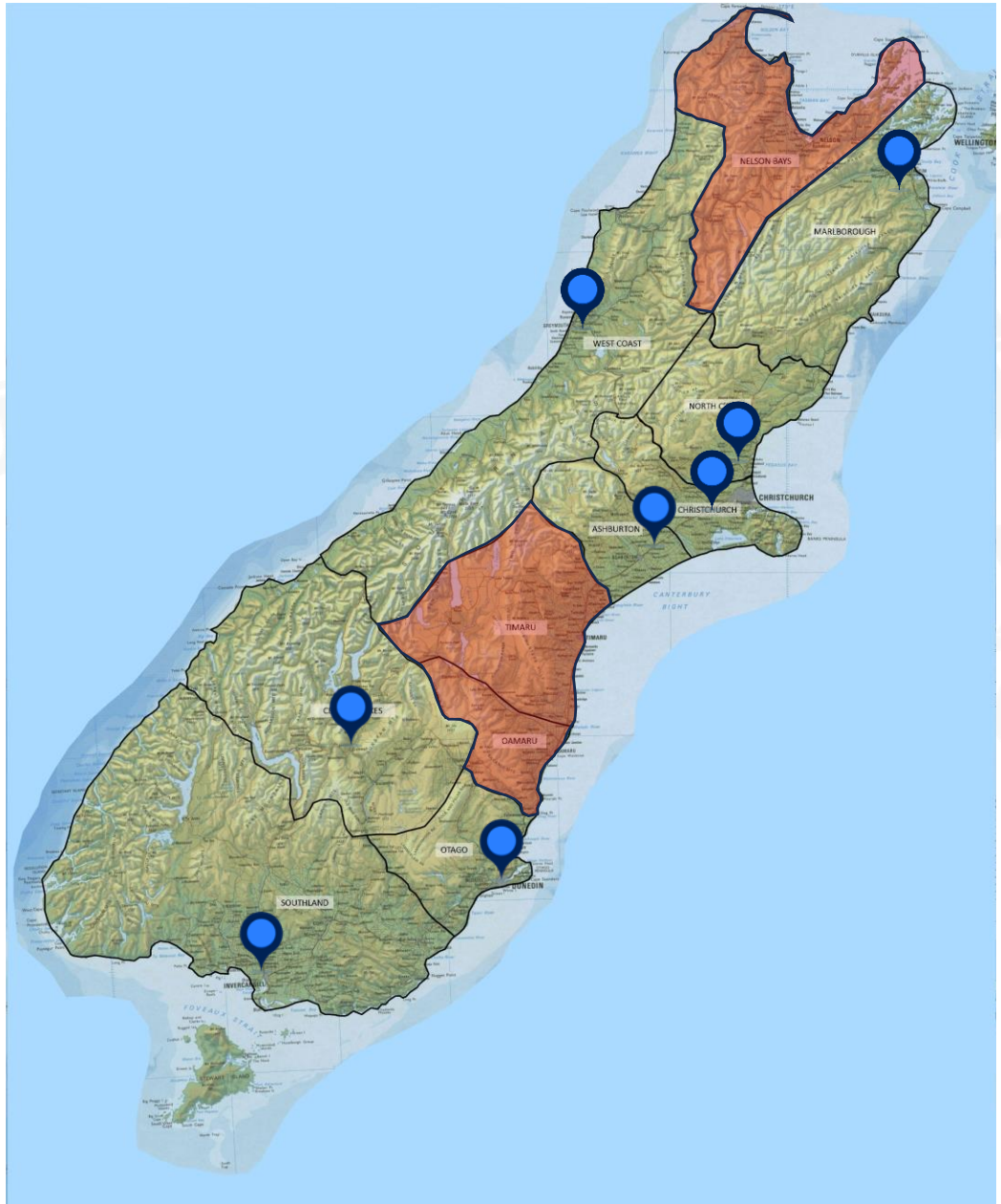
Targeted Google Ad Words	- the most qualified customers we can target
KBQ Magazine	- hard copy and online
NZHG	- eDM's only to promote website, look books, renovation guides
Look Books	
MCK Printed Collateral	-what do you need and what will get used?
Photography	
Design Contractor (Kristen)	- GHB Support, standard plans etc
Trees for Survival	
Brand Awareness Survey	- paid for by budget savings from last year

How will we measure the success?



New Licensee Targets





Auckland x 2
Taupo
Nelson
Timaru/Oamaru

Discussed and agreed Kitchen Studio is most trusted because they are the most well-known brand.

Kitchen Studio®

AWARD: WINNER
CATEGORY: KITCHEN DESIGNERS & MANUFACTURERS



WHAT MAKES KITCHEN STUDIO different from other kitchen companies?

"Our clients are delighted by the extent of the service we offer. It goes well beyond a consultation and design service, we will coordinate the project from design to installation," said Dawn Engelbrecht, CEO Kitchen Studio. "This advantage is so important when renovating and explains our continuing success in this market. Kitchen Studio takes charge of the entire project supporting clients every step of the way, and because of this, timing and disruption is minimal."

Kitchen Studio's strength is that the franchised company collaborates nationwide but works at a local level to give personalised care. "Every kitchen we create is unique because it is expertly designed with our client's needs in mind, along with infusing designers' skills, product knowledge, innovation and functionality to transform lives."

Trust is fundamental to Kitchen Studio's success, who provide a deposit guarantee as well as a 10-year guarantee. "We are extremely proud to be trusted nationally by New Zealanders to design and install their ideal kitchens," said Ms Engelbrecht.

SNAPSHOT

"Range of kitchens to choose from, Kiwi owned."

FEMALE, 50-59, BAY OF PLENTY

"My friend had her kitchen done by them and it looks lovely."

FEMALE, 30-39, OTAGO

"Been around a long time, rated well by family member."

FEMALE, 30-39, AUCKLAND



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Home Builders

WINNER

G.J. Gardner. HOMES

View Brand Showcase

HIGHLY COMMENDED

Signature HOMES Est. 1983
YOUR HOME. YOUR WAY.

HIGHLY COMMENDED

LOCKWOOD
Designed for good

Kitchen Designers & Manufacturers

WINNER

KitchenStudio®

View Brand Showcase

HIGHLY COMMENDED

MASTERCRAFT KITCHENS

HIGHLY COMMENDED

KITCHENSRUS
CABINET CRAFT

View Brand Showcase

Mastercraft can take the top spot if all licensees leverage the brand 100%



KITCHENSRUS CABINET CRAFT

AWARD: HIGHLY COMMENDED
CATEGORY: KITCHEN DESIGNERS & MANUFACTURERS

SNAPSHOT

"Professional service with a high standard."

FEMALE, 30-39, WELLINGTON

"Found them to be reliable and honest. Our job went to plan."

FEMALE, 40-49, BAY OF PLENTY

"Quite happy with their services."

FEMALE, 30-39, WEST COAST

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MASTERCRAFT ELECTRICAL

MASTERCRAFT PLUMBING

The Benefits of Brand Leveraging

1. Increased visibility and brand awareness
2. Increased credibility and trust
3. Increased sales and market share
4. Increased customer loyalty
5. Increased brand awareness and credibility



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LEVERAGE



We can put a brand on the ute, and even sit in the passenger seat sometimes, but licensees need to 'drive' it!

NCEA



NCEA sets <u>minimum</u> standards of achievement. We need to start setting brand standards with a requirement for <u>excellence</u>



LEVERAGE EXCELLENCE



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Moments of WOW

A 'wow moment' happens when your company does something so much better than anyone else that a customer would say to themselves, 'Wow, that was amazing.'

'Wow moments' are important because they make you memorable. And memorability leads to sales.

"If there's one reason we have done better than our peers over the last six years, it is because we have focused like a laser on customer experience, and that really does matter, I think, in any business where word of mouth is so very, very powerful." (Jeff Bezos, founder of Amazon)

You need to create a 'wow moment' to leave a stamp in your customer's brain. Produce enough 'wow moments' and people pay attention. Customers stick around. And refer their friends.

Many of the most valuable companies in the world have gotten where they are not by creating just one 'wow moment' but many.

'Wow moments' are your differentiators. They're what make you significantly better than anyone else. So if there was a single metric you could rally your team around, your best bet would be to focus on the number of 'wow moments' your team creates



What's Cooking in our Kitchen





The cover is a bespoke design that has been created for us by iconic New Zealand artist, Dick Frizzell. He's the legend who created Mr. Four Square, and the famous Mikey to Tiki Tumeke amongst countless other famous artworks. By the way, this artwork should have cost a lot of money to get done, but Dick has done it for us for **free**! He has done this purely as a favour to us.

The high quality cook book will be around 240 pages containing the favourite recipes from you – our Mastercraft Licensees!

MASTERCRAFT KITCHENS

What's Cooking in our Kitchen





This is the perfect, unique 'WOW' item for your customers. Christian Kasper from 'What's Cooking' will contact you directly in the next couple of weeks to seek orders.

At just $30 they are a very valuable piece of material for loyalty, referrals, brand awareness and trust!

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LEVERAGE EXCELLENCE

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Compulsory Initiative

Got your yet? Haha!



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When the ducks are in a row, an odd one out weakens the whole formation.

BRAND

The following pages are Kaydi's branding and co-branding examples. More to follow on upgrades to brand standards



BRAND


THE KITCHEN PEOPLE
Kitchens | Laundries | Vanities | Wardrobes | Custom Cabinetry
MASTERCRAFT
KITCHENS

BRAND


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MASTERCRAFT
KITCHENS
BY YOUR KITCHEN LTD
(04) 576 9348
(04) 576 9345
HOURS
.mastercraft.co.nz
30
Seaview Road
HOURS
Monday to Thursday - 8am to 4.30pm
Friday - 8am to 4pm
Saturday - 10am to 1pm
Closed Public Holidays
Member of the
NKBA
National Kitchen & Bathroom Association - NZ

BRAND


THE KITCHEN PEOPLE
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Inward Goods
MASTERCRAFT KITCHENS

BRAND



Mastercraft Kitchens By Nigel Molloy Joinery Ltd

5.0 ★★★★★ 4 Google reviews

Kitchen remodeler in Winton

You manage this Business Profile

Website | Directions | Save | Share | Call

Address: 300 Great North Road, Winton 9720

Hours: Open · Closes 5 pm

Phone: 0800 464 435

Edit your business information



Mastercraft Kitchens - by Whangamata Woodworks

5.0 ★★★★★ 7 Google reviews

Kitchen remodeler in Whangamata

You manage this Business Profile

Website | Directions | Save | Share | Call

Address: 108 Lindsay Road, Whangamatā 3620

Hours: Open · Closes 5 pm

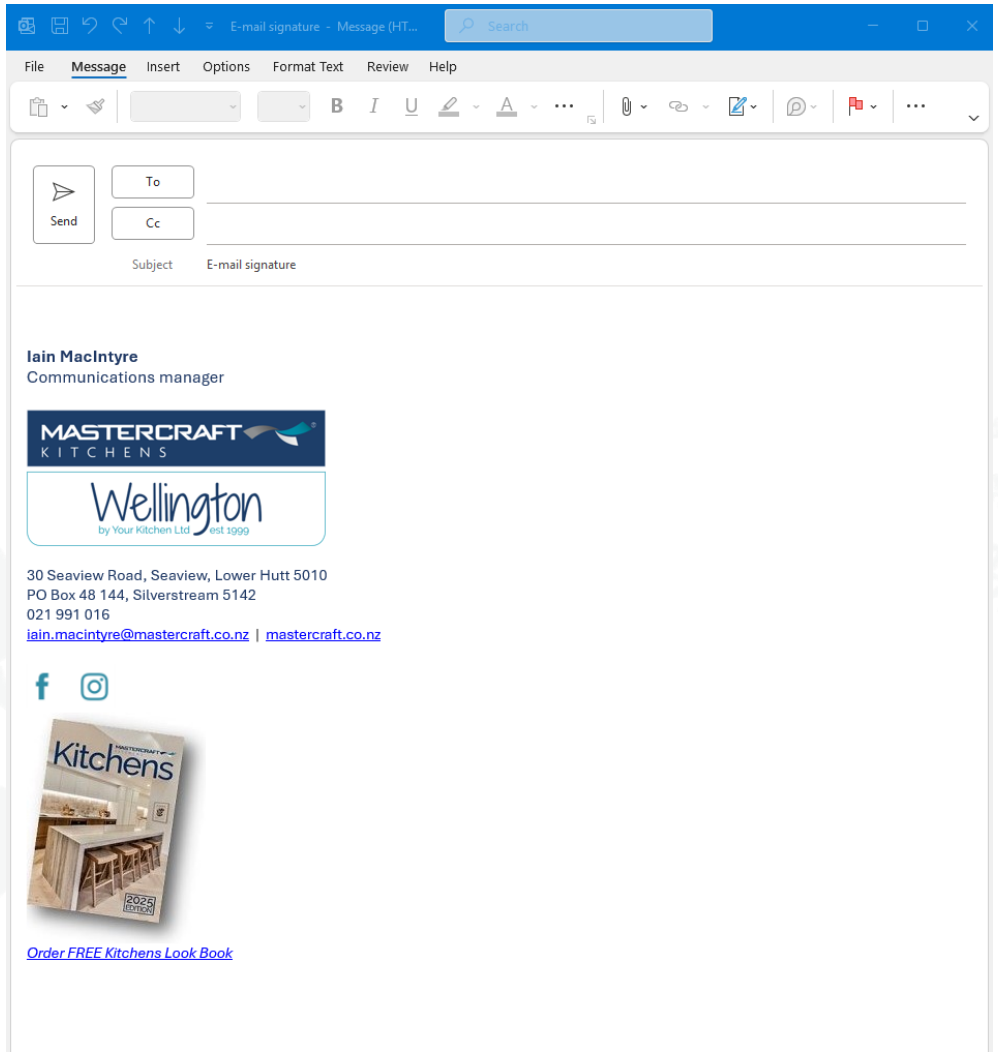
Phone: 07 865 7947

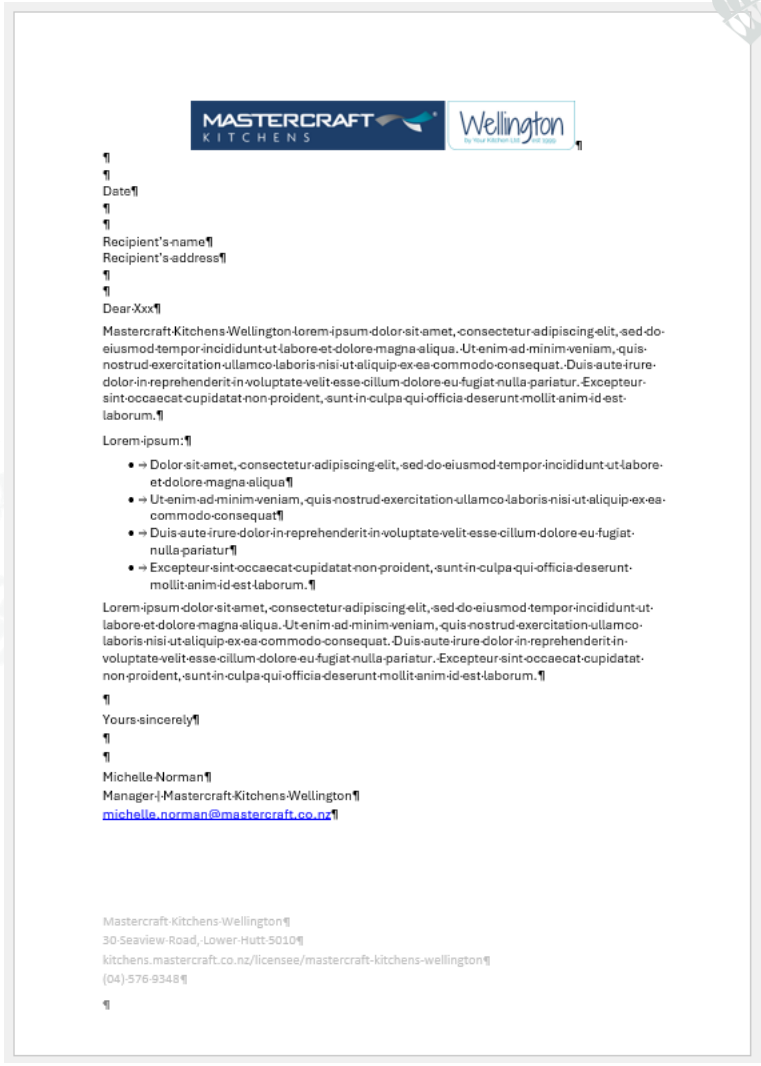
Edit your business information

BRAND

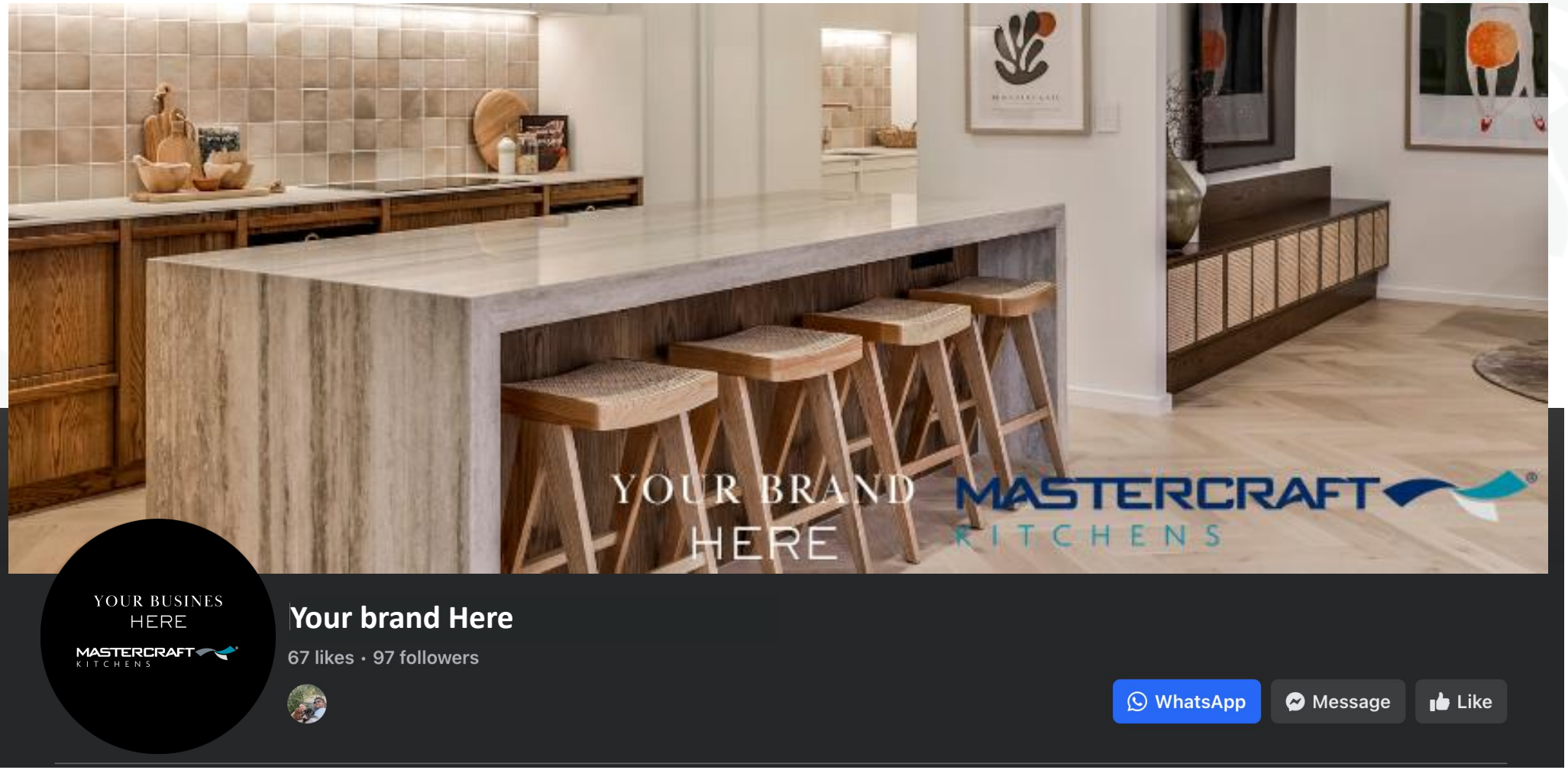


BRAND


E-mail signature - Message (HT...
Search
File
Message
Insert
Options
Format Text
Review
Help
Send
To
Cc
Subject
E-mail signature
Iain MacIntyre
Communications manager
MASTERCRAFT KITCHENS
Wellington
by Your Kitchen Ltd est 1999
30 Seaview Road, Seaview, Lower Hutt 5010
PO Box 48 144, Silverstream 5142
021 991 016
iain.macintyre@mastercraft.co.nz | mastercraft.co.nz
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Dear Xxx
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Yours sincerely
Michelle Norman
Manager | Mastercraft Kitchens Wellington
michelle.norman@mastercraft.co.nz
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30 Seaview Road, Lower Hutt 5010
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(04) 576 9348

BRAND



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