

The Solar Opportunity

MASTERCRAFT®
ELECTRICAL

Solar Survey Feedback

High Level Feedback
64% of Licensee Businesses currently promote Solar Solutions. Of those that don't currently 60% would like to expand into this space.
More than 50% of Licensees promote all levels of Solar Solutions
High levels of expertise in Domestic Installations but only average in commercial installations
Varying levels of support of existing Electrical Supplier Partners with a relatively high level outside of these partners
Reasonable spend each month by most licensees (approx. avg across the group $6500 per month)

Solar Survey Feedback

67% of Licensee's attract greater margin from Solar Projects
Gross Margins achieved range from 20-50%
The majority of Licensee's are aware of the new certification standards with 58% believing they have experience to meet these standards through the grandfathering process.
92% of Licensee businesses are prepared to upskill their team.
67% of Licensees see benefit if Mastercraft could coordinate specific group training – another 25% could be interested

Solar Survey Feedback

The majority of the group see potential in Mastercraft Solar Solutions as a brand (58% yes and 33% maybe)
Gross Margins achieved range from 20-50%
The majority of Licensee's are aware of the new certification standards with 58% believing they have experience to meet these standards through the grandfathering process.
92% of Licensee businesses are prepared to upskill their team.
67% of Licensees see benefit if Mastercraft could coordinate specific group training – another 25% could be interested

Solar Opportunities

Opportunities

Introduce Mastercraft Solar Solutions (or alternative name)for use across the Licensee network

- Strengthens the Mastercraft Brand and offering
- Allows for introduction of new suppliers and supply agreements into this specific market space.
- Adds further value to a Licensee's business

In conjunction with industry training organisations and suppliers **upskill Licensees** within the Mastercraft Group to grow business opportunities and take advantage of current revenue and margin opportunities.

Leverage existing experience and knowledge within the group wherever possible.

Investigate Supply Chain opportunities to benefit the wider group and ensure Mastercraft Licensee's offer a highly competitive solution in this market space.

Be aligned with industry associations (i.e SEANZ) and leverage these relationships to ensure Mastercraft is well informed and placed to be seen as a reputable solution provider.