PLAYING TO WIN

2025 Planning

MASTERCRAFT ELECTRICAL

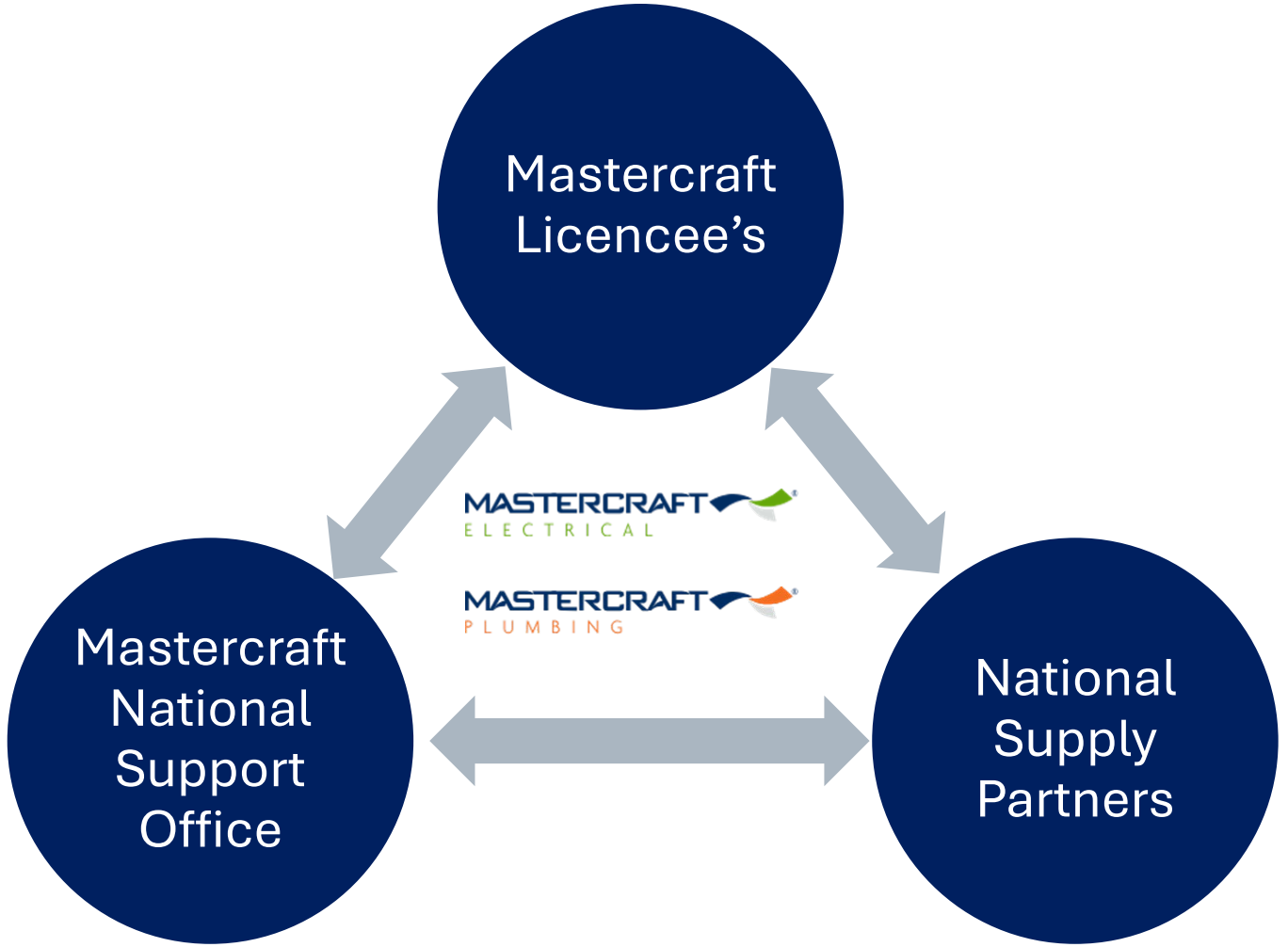
MASTERCRAFT PLUMBING

Group Objectives

	Brand	Supply	Knowledge
MASTERCRAFT ELECTRICAL MASTERCRAFT PLUMBING	• Build a brand with national awareness and industry respect • Onboard appropriate Licencees supportive of building the brand to support and grow their business • Develop reputation of the brand through excellence in technical knowledge, delivery of services to the client and customer experience • Ensure the brand is respected and supported by our supply partners • Support industry and community • Build a brand that industry players want to be a part of.	• Develop relationships to deliver a leading supply partner network to our Licencees • Promote the need of the entire group to be fully committed to supporting the supply partner network for 360° benefit • Generate highly competitive cost structures with supply partners for the benefit of the group • Actively review market trends and technology developments and where necessary bring on new supply partners for the benefit of Licencees • Ensure supply partners deliver on and support our commitment to customer service through efficient delivery and communication with our members • Grow national opportunities to increase supply benefits • Build strong interlinking relationships across the group (Kitchens, Electrical, Plumbing) to increase offering and opportunity	• Provide appropriate mediums that connect Licencees to share technical and business knowledge • Knowledge library • Enlist the support of supply partners to deliver educational assistance to Licencees and their teams • Ensure via Comms days and Annual Conferences a inclusive and supportive culture is built and maintained

Brand Value – deriving the most from it

- **Believe in it**
- **Support it**
- **Live it**
- **Benefit from it**



Brand

Objectives	Actions

• **Build a brand with national awareness and industry respect**	• Align existing Licencees with the brand
	  • Educate existing Licencees about the value of a strong brand
	  • Manage expectations around brand support as per Licencee Agreements
	  • Determine existing Licencee positioning based on their commitment to the brand
	  • Assist Licencees to come up to speed to build brand awareness
	• Build strong Licencee and Industry relationships
	  • Face to face contact to develop personal and business respect
	  • Build a communication level that is open, transparent and provides feedback for continual improvement
	• Align with appropriate Industry Associations
	  • Widen the exposure of the brand
	  • Support industry events with value for exposure
	  • Market the Mastercraft opportunity via these channels
	• Utilise Digital Media – (Facebook, Instagram, LinkedIn, Google)
	  • Understand the demographics we are dealing with and market appropriately
	  • Utilise existing Licencee's to tell the story alongside typical marketing

Brand

Objectives	Actions

• **Onboard appropriate Licencees supportive of building the brand to support and grow their business**	• Determine target level of Licencee's by Marketing territory based on
	  • Population
	  • Trade Base
	  • Industry Activity (new builds, type of builds, commercial opportunity vs residential etc)
	
	• Review opportunity to develop tiered recruitment system
	  • **Licencee** – fully engaged with brand, derives value from full engagement with National Suppliers and sees te benefit of group interaction both in the sharing of knowledge and developing/providing a national network offering capability and support
	  • **Associate** – smaller operators looking for benefits of purchasing power and selective interaction with the wider group. Maybe businesses looking to grow and wanting a future path for business growth through an associated brand like Mastercraft
	
	• Research potential candidates before promotion of opportunity
	  • Does the prospect align with Mastercraft criteria?
	
	• Depending on the territory and desired placement of a Licencee promote directly via
	  • Face to face interaction
	  • Targeted promotions to selected businesses to cast a wider net when promoting the opportunity and requesting feedback from interested parties

Brand

Objectives	Actions
• **Develop reputation of the brand through excellence in technical knowledge, delivery of services to the client and customer experience**	• Promote sharing of information and assistance with technical issues throughout the Licencee group through the facilitation of technology channels • Share across the group unique and significant projects complete by specific Licencee's , information gathered at regular Licencee review meetings • Utilise National Supply Partners to promote new technologies and industry directions at National Communication days • Consistently promote the message of delivering an “excellent customer experience” as a key requirement under the Mastercraft brand • Survey completed work and utilise key customer testimonials to assist in promoting the brand via Social Media channels • Support industry groups and events to promote the Mastercraft brand and image
• **Ensure the brand is respected and supported by our supply partners**	• Maintain regular contact with key people within our Supply Partner relationships • Regularly update Supply Partners on the development of the Mastercraft group • Invite Supply Partners to participate in the promotion of their businesses and brands at specific events and at their discretion • Drive the requirement for Licencee’s to utilise the Supply Partner network to ensure best benefits are available to all involved - 360° commitment • Assist our Supply Partners in the promotion of their business

Brand

Objectives	Actions
• **Support industry and community**	• Align Mastercraft with appropriate industry groups that provide opportunity to promote the brand and remain consistently visible • Drive connections across the wider Mastercraft group (Kitchens – Electrical – Plumbing) to solicit support and promotion through individual databases and contacts

Supply

Objectives	Actions
• **Develop relationships to deliver a leading supply partner network to our Licencees**	• Whilst maintaining existing supply partner relationships, identify other leading partner opportunity and build relationships accordingly • Understand their offering and opportunities • Gather feedback from Licencee's on new partner opportunities as technologies evolve and come on stream to be at the forefront
• **Promote the need of the entire group to be fully committed to supporting the supply partner network for 360° benefit**	• Drive the requirement for Licencee's to utilise the Supply Partner network to ensure best benefits are available to all involved - 360° commitment • Update Licencee Agreements to clearly communicate requirement of "competitive" Supply Partner support and provide feedback where this is not available. • Facilitate communication with supply partners where issues arise to ensure the most competitive offering is presented to Licencee's • Monitor supply partner support to address anomalies and facilitate workable solutions between parties
• **Generate highly competitive cost structures with supply partners for the benefit of the group**	• Utilise relationships and demonstrate support to supply partners to ensure Licencee's are offered highly competitive pricing • Review alternative options for supply where existing suppliers are unable to offer a competitive solution • Monitor and measure occurrence where exceptions are made to utilise non approved supply partners and utilise information appropriately with existing suppliers

Knowledge

Objectives	Actions
• **Provide appropriate mediums that connect Licencees to share technical and business knowledge** • **Enlist the support of supply partners to deliver educational assistance to Licencees and their teams** • **Ensure via Comms days and Annual Conferences a inclusive and supportive culture is built and maintained**	• Where possible enhance communication methods • Investigate opportunity to introduce a centralised Knowledge Base Library for storage and access of industry relevant documents and information • Drive the importance of Comms Day and Conferences as key information sharing events allowing individual businesses to learn and grow off the experience of others in the group • Invite Licencees to share project successes • Utilise all social media channels to share knowledge of the Mastercraft Group and its Licencee's with external parties • Always celebrate success via Comms Days/Conferences and Internal Communications