





MASTERCRAFT®

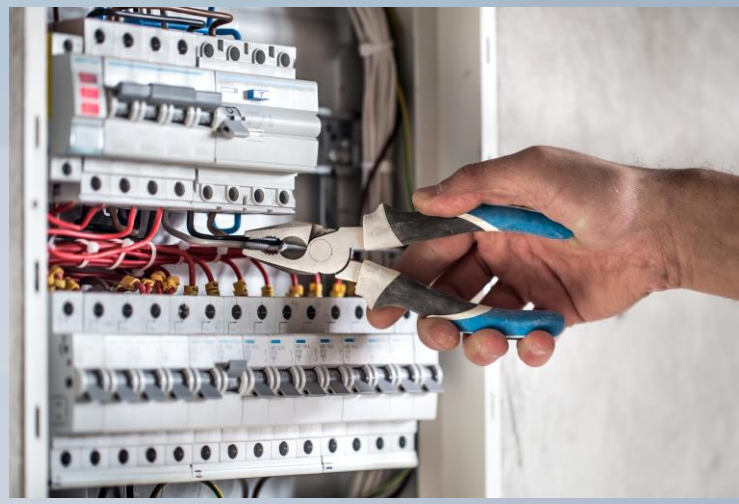


Communication Day

Friday 3 November 2023

Rydges Hotel

Christchurch







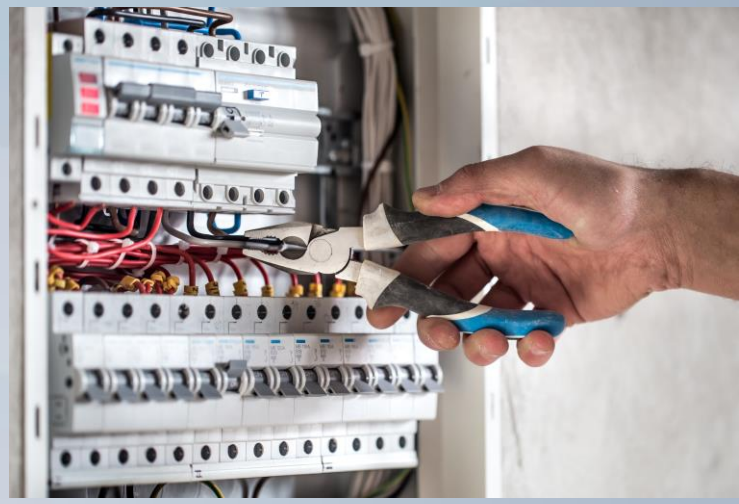


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Licensee Survey Results

Kevin Belz



Survey Decisions

Mastercraft Kitchens & Electrical now surveyed. Thank you.

No changes…..

- 2 x Communication days per year
- 1 x Annual Conference
- all combined events
- general format of Comms days or annual conferences
- bottom drawer quarterly newsletter

Survey Decisions

Changes…..

- preference for overseas conferencing (Australia / Pacific Islands) - Adelaide 2025
- advise event themes ahead of time
- ask for speaker recommendations
- increase Licensee workshop sessions at Comms Days
- more thorough introduction of new Licensees
- annual Licensee surveys - due July 2024
- increase field visits where possible
- system to better alert NSO to price discrepancies

Intranet

Changes…..

- currently scoping central knowledge bank (Intranet) for the group
- aim is to provide efficient and secure information sharing platform and provide better engagement by Licensees
- creates a single source of the truth for the latest shared information

Survey Decisions

Changes…..

- document storage of all shared files
- key dates calendar with notifications
- communications - bottom drawer
- divisional branding & information based on member login
- different level of access for different users
- all processes via the platform: photography, guarantees, new and exiting staff etc







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Dave

Marketing Strategy – Competitors, demographic, personas



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Who do we sell to?

Anyone like to have a go at describing our core demographic?





- Families with kids
- Families with sporty kids
- Retired/mature couples
- Couples without kids / healthy living (all ages)
- Single people (all ages)







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Mitch

Brand Standards & Marketing Results



Brand Standards



Assist you with maximising the use of the Mastercraft brand in your business whilst meeting measurable standards with regards to representing the brand.

Being part of a national organisation makes us stronger, but our customers continue to benefit from good old fashioned local service from a locally owned and operated business

Co-Brand...

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Brand Standards

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Brand Standards



Search for:

- Brand Standards
- Logos
- Email signature template



Email Signature template

Copy & Pasteable

Joe Bloggs
Position

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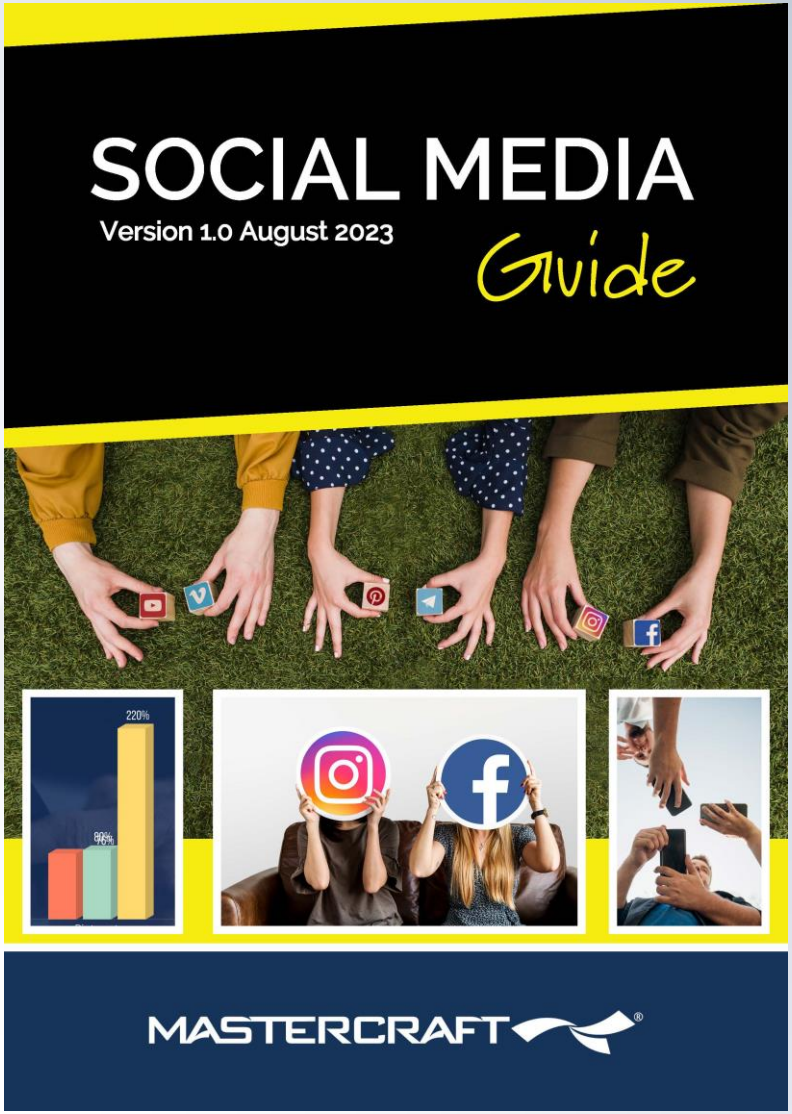
Mastercraft Kitchens by [local business name]
100 New Street, Suburb, City
PO Box 1234, City 2468
M 021 123 456 | **P** 07 123 4567
firstname.lastname@mastercraft.co.nz | mastercraft.co.nz



Order your FREE Kitchens Look Book here

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Social Media





Social Media Guide

Search for:

- Social Media Guide



Social Media - Report

Highest reach on a post



Facebook post

Have a look at this beautiful kitchen out of Mastercraft...

Sep 7, 2023, 11:00 PM

This post's reach (3,050) is 202% higher than your median post reach (1,011) on Facebook.

Highest reactions on a post



Facebook post

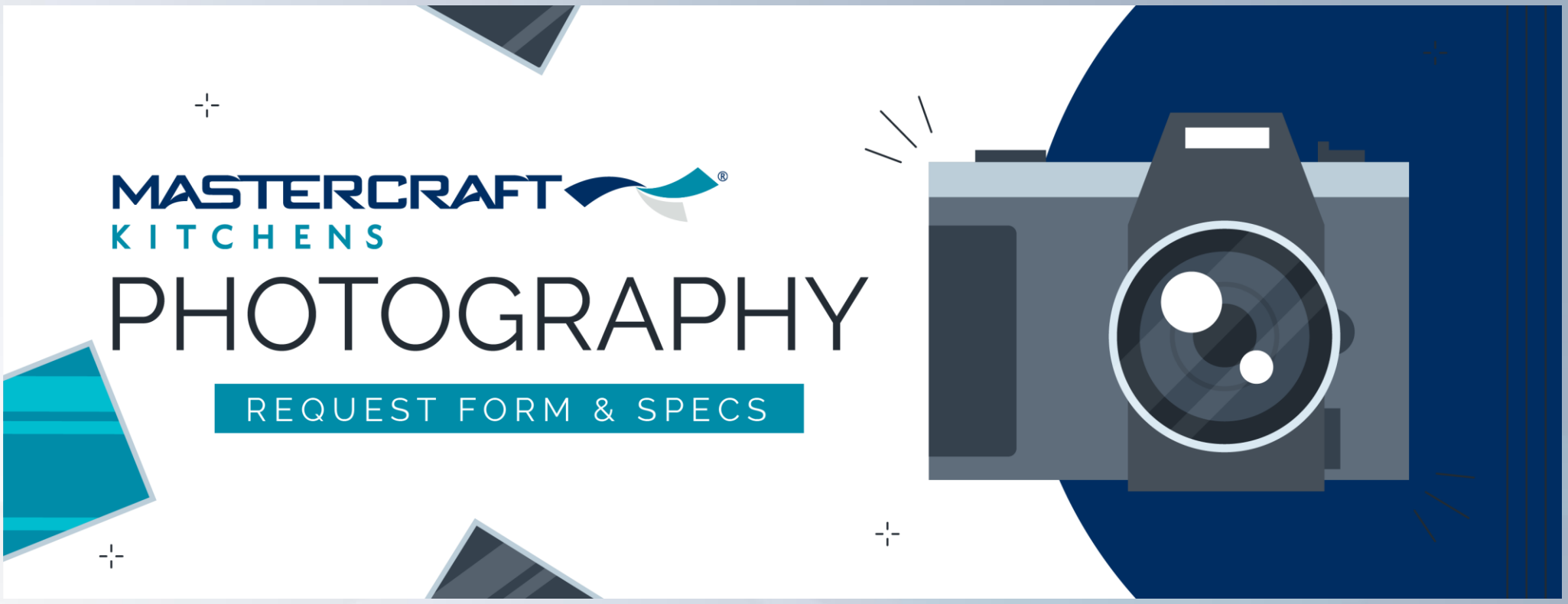
New Blog! Our terrific Mastercraft Kitchens...

Aug 10, 2023, 11:00 PM

This post received 535% more reactions (108 reactions) than your median post (17 reactions) on Facebook.



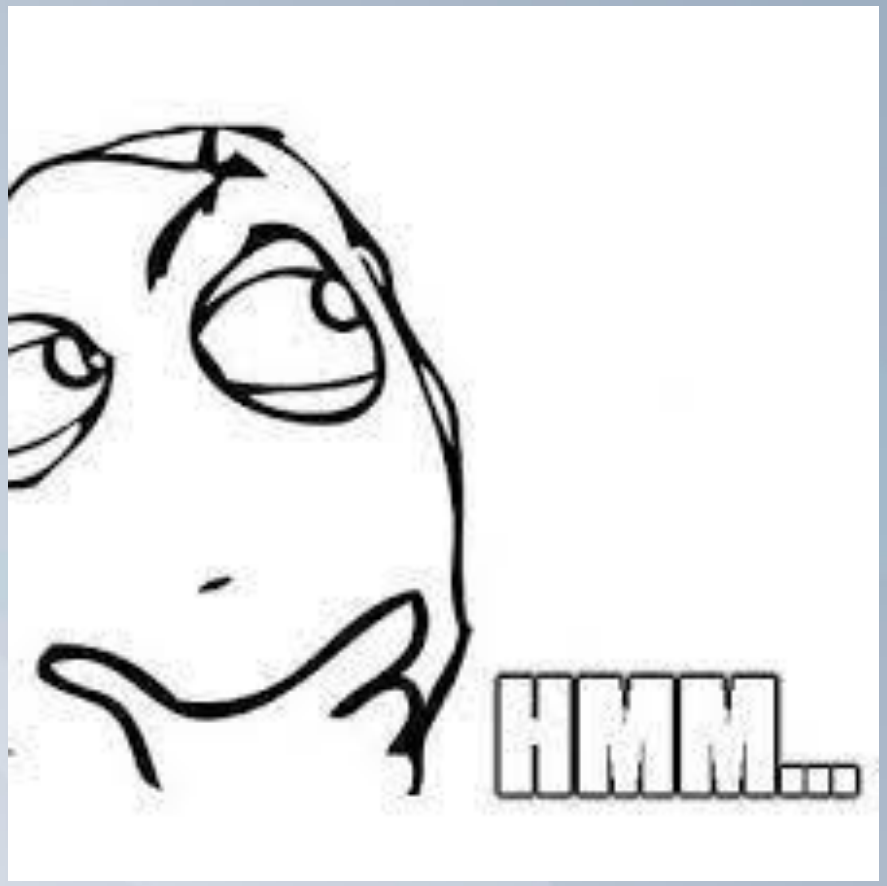
Photography - Process



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Photography

Start thinking about next year and Look Book



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Look Bookery





Look Book

- Published in November to make the most of the year end & holidays
- Designers' thoughts in the intro pages
- Feature reference circles
- Designer reference circle
- More pages (48) this year means more kitchens



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Look Book

1. A box has been sent to every licensee

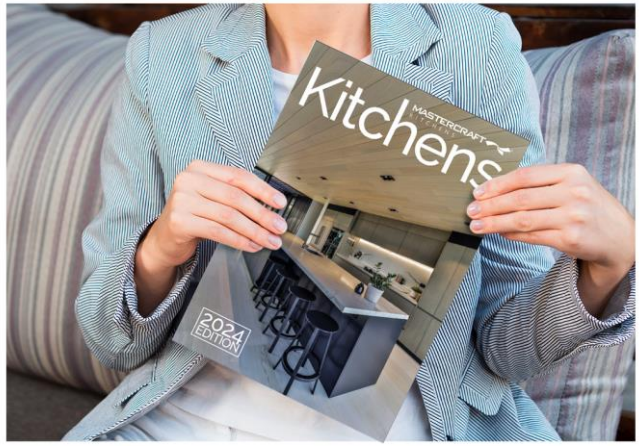
2. A survey will go to each licensee to:
   A) Ask how many more boxes (of 70) they need
   B) Ask if they will be delivering to their group builders or if they would like us to

3. We will send a survey to group builders asking how many Look Books they would like.
   A) For box lots, we can dispatch directly
   B) For smaller amounts, we could notify the licensee to deliver



Look Book promotion





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2024 Look Book COMING SOON!



Mastercraft Kitchens Inspirational Look Book

Request now →

Added to website

Social media promotion

Up to you to spread it locally







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Pay Rate Surveys



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Pay rate survey results Factory

Position	Number of responses	High ($ per hour)	Low ($ per hour)	Average $ per hour
Factory Manager	11	64.90	30.00	42.38
Pre-Assembly/CNC	14	40.00	26.00	30.50
Foreman	10	42.00	29.00	34.55
Qualified Joiner	16	42.50	26.00	32.53
Joiner	9	32.50	24.50	29.37
Assembler	10	31.50	24.50	27.00
Apprentice/Junior	13	30.00	22.70	25.30
Detailer	17	42.00	27.00	34.65

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Pay rate survey results Designers

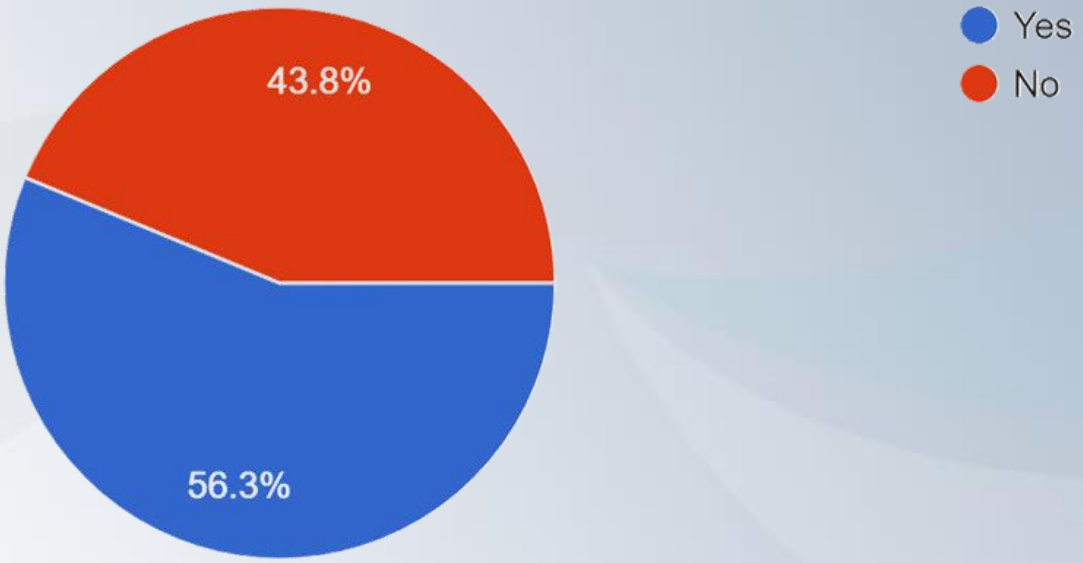
SALARY ONLY – 11/15 responses	
$62,400 PA ($30 p/hr)	
$60,000 - $70,000	
$62,500	
Junior $61,300 ($29.50) – Senior $84,240 ($40.50 p/hr)	
$60,000 to $100,000 (depending on experience)	
$66,500 - $74,800	
$75,000 - $97,000	
Salary and Commission – 4/15 responses	
$36,000	2%
$56,000	3%
$52,000	3%
$55,000	5%

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Annual CPI Adjustment

As a general rule, do you adjust staff salaries in line with the CPI each year?

16 responses









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You are not your builder's bank

Discussion



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GHB Sales

12 months to September 2023

Versatile™

$1,199,363

LATITUDE HOMES

$2,908,830

CAMBRIDGE HOMES
EVERY STEP OF THE WAY

$1,489,940

Jennian HOMES

$3,586,775

navigation homes

$1,791,598

Signature HOMES Est. 1983
YOUR HOME. YOUR WAY.

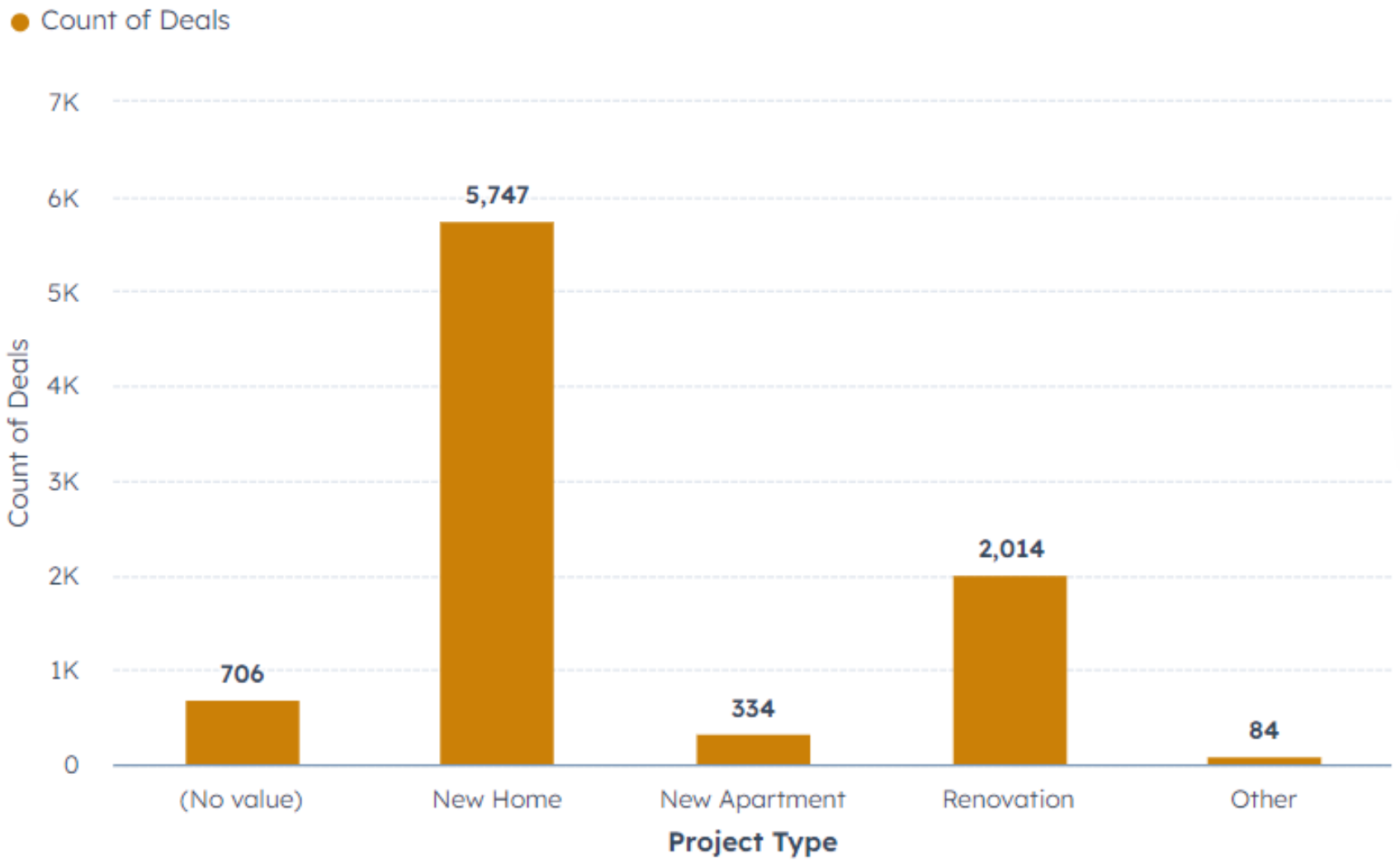
$7,032,156

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Project type

Guarantees by Project Type

Date range: All time

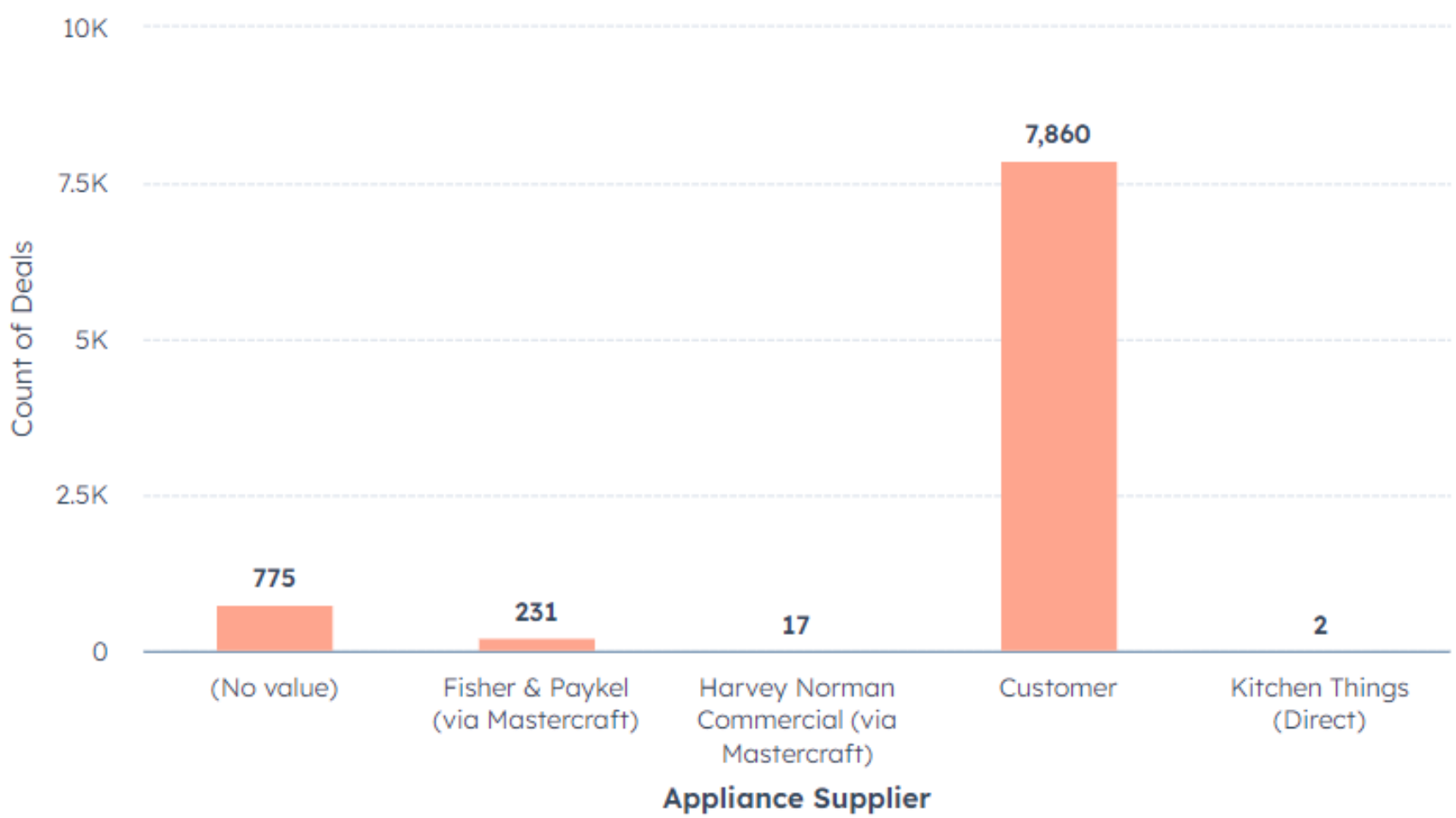


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Appliances

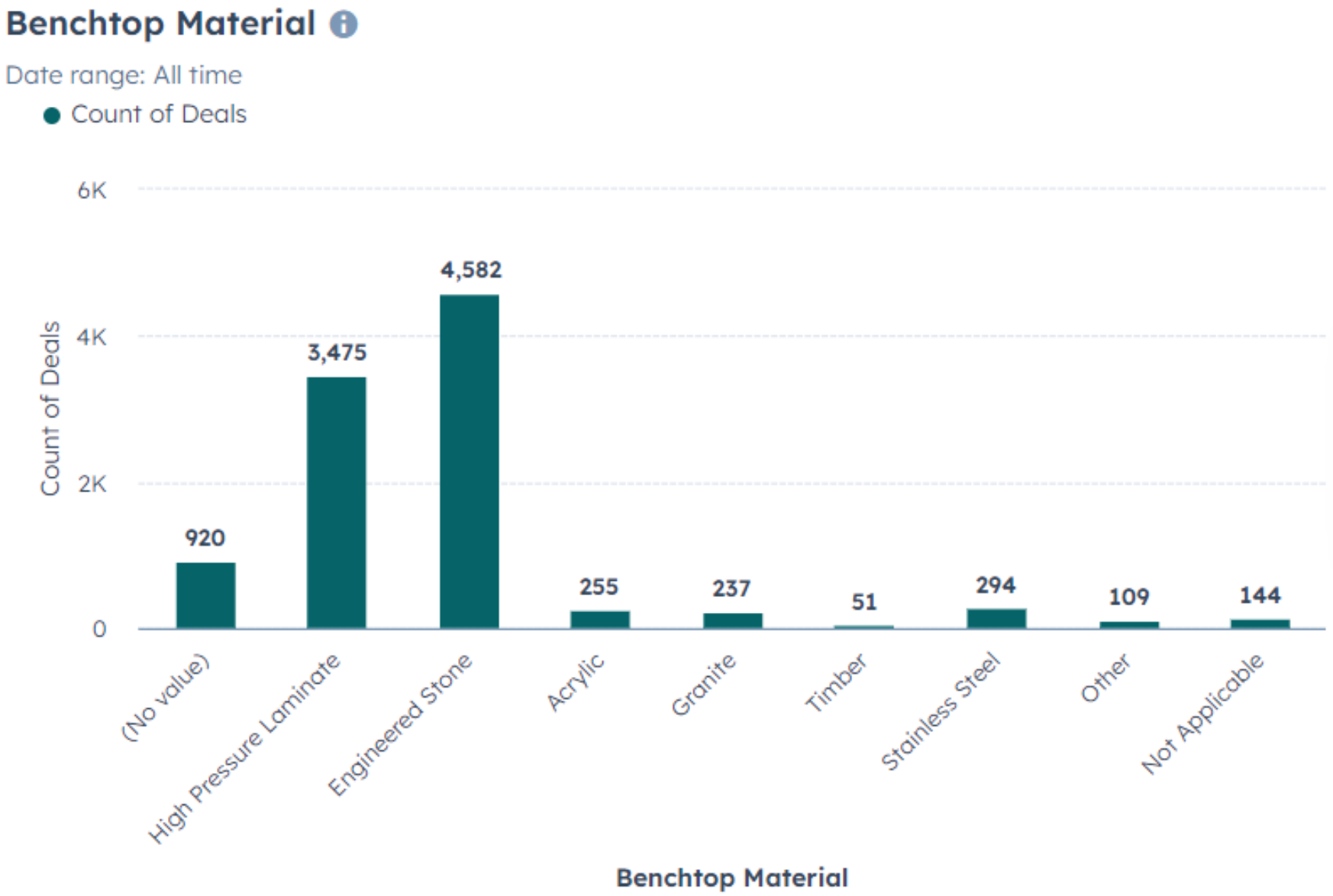
Appliance Supplier

Date range: All time



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Benchtop Material

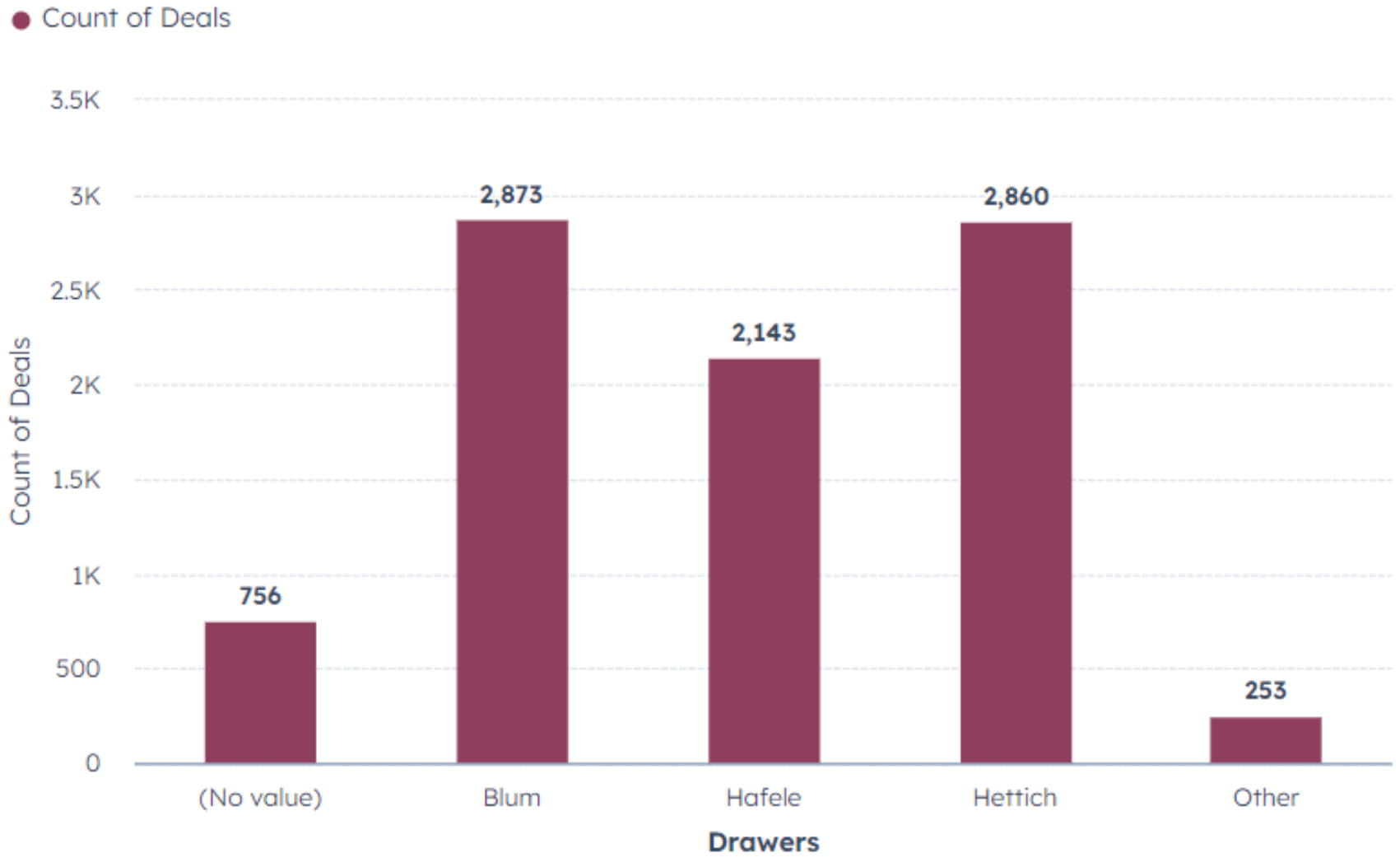


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Drawers

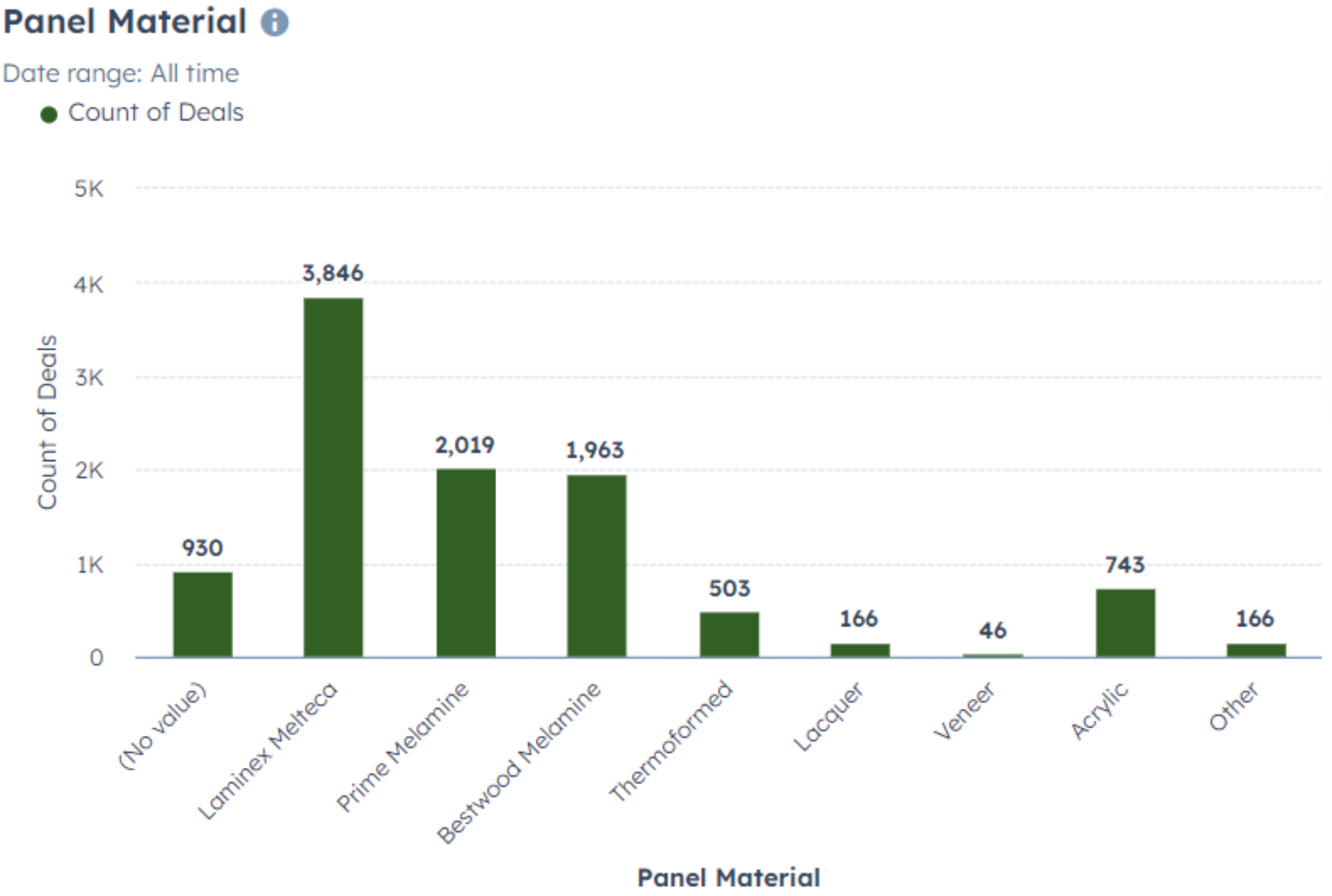
Drawers

Date range: All time



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Panel Material

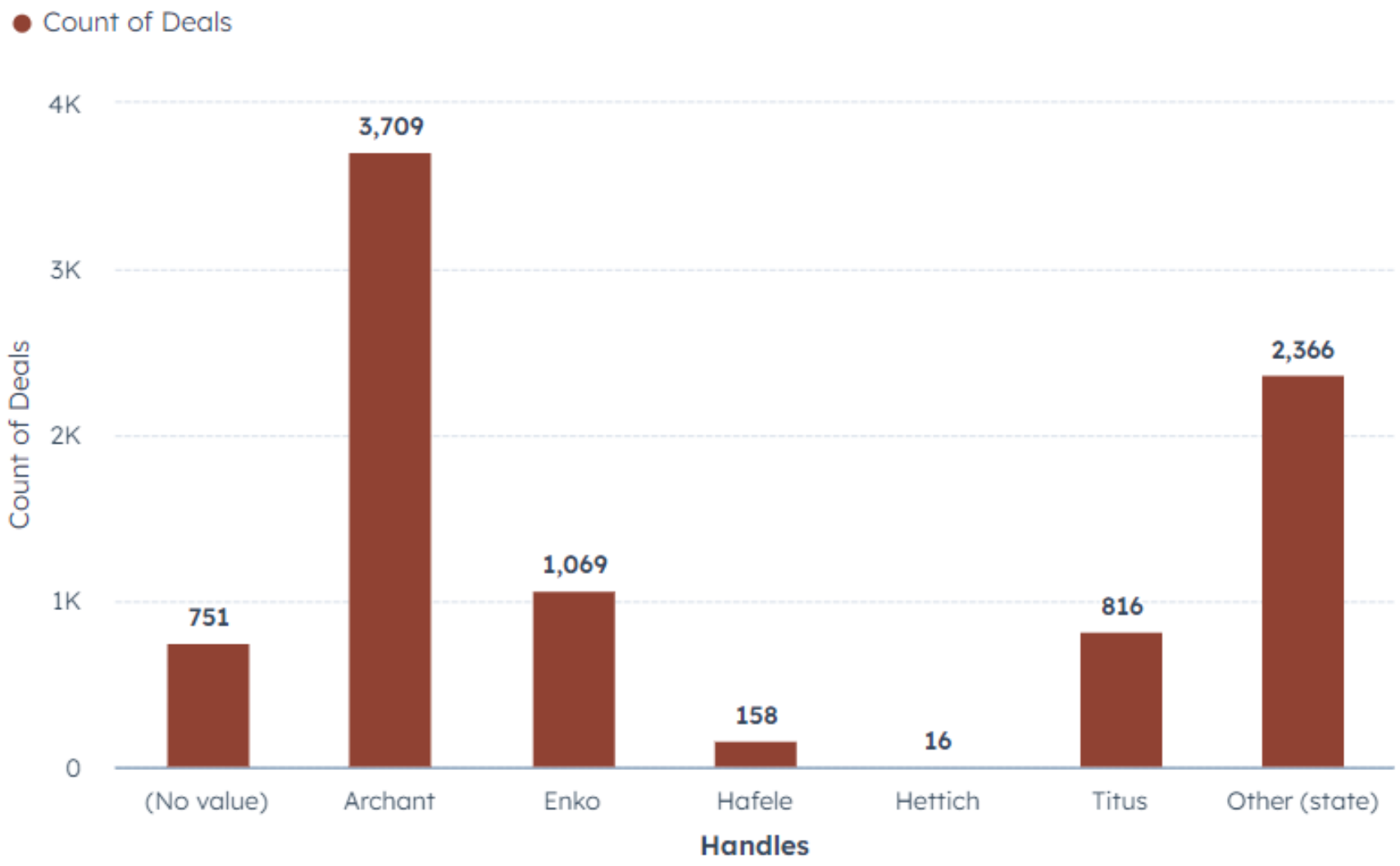


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Handles

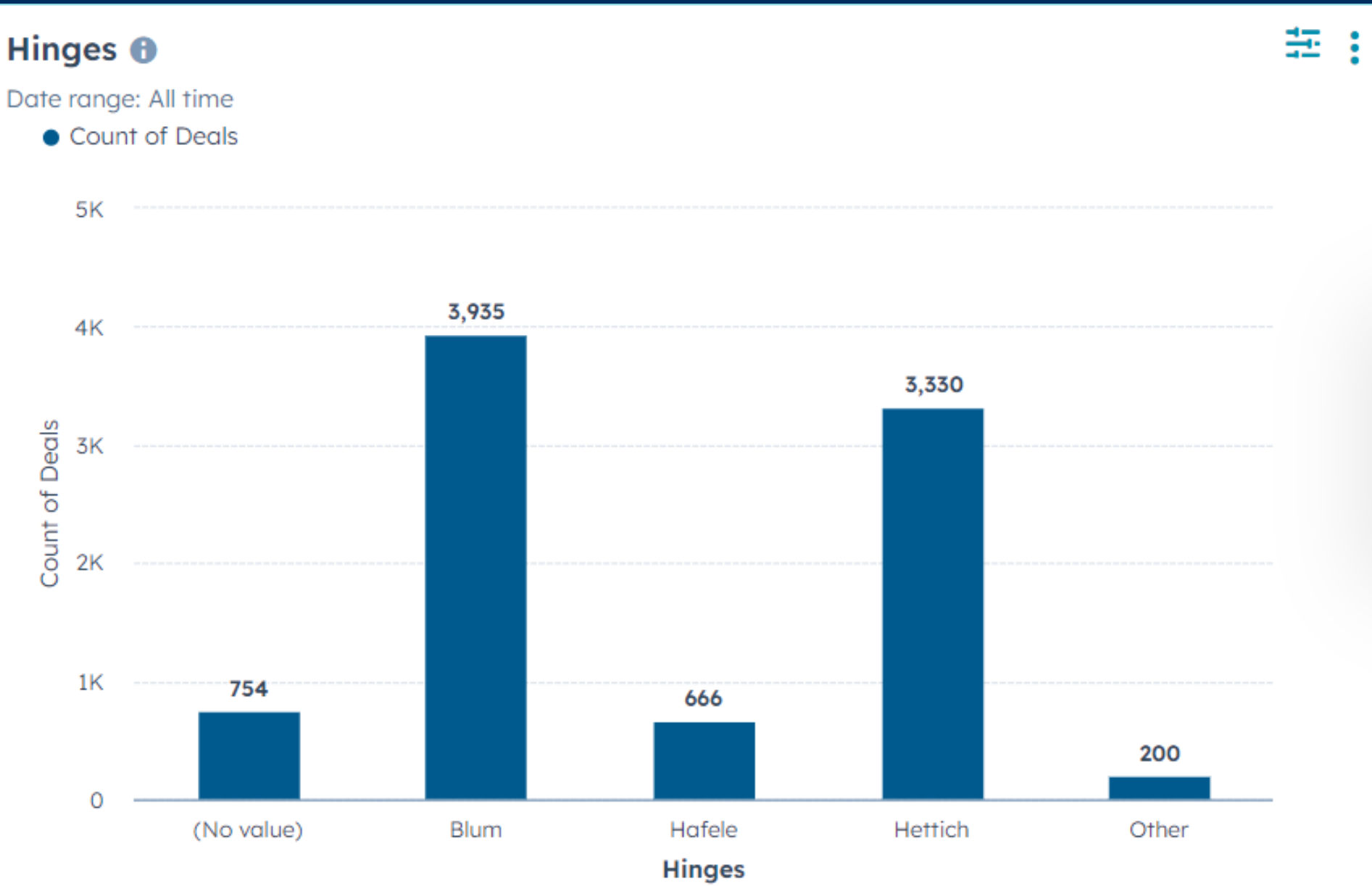
Handles

Date range: All time



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Hinges







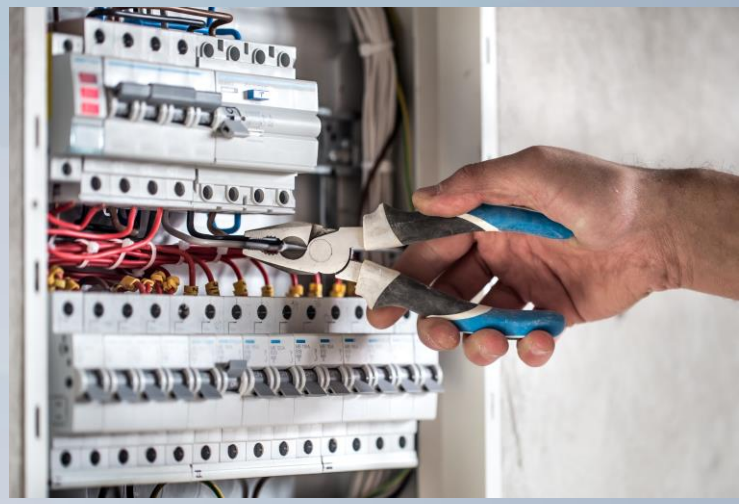


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Leveraging you local Mastercraft advantage

Workshop



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MASTERCRAFT ELECTRICAL

- What is your unique selling proposition?
- How do you explain the USP's to your customers/contacts?
- How are you (as the business leaders) growing strong enduring local relationships?
- What are your Designers doing to fill the funnel? (or what could they be doing?)
- How are you measuring that?
- What tools/collateral do you have available to help promote & grow your business?
- How are you using those unique tools? (or how could you use them?)
- How are you maximising the Mastercraft brand in local marketing? (or how could you?)
- What are you doing to give your customers a superior Mastercraft experience?





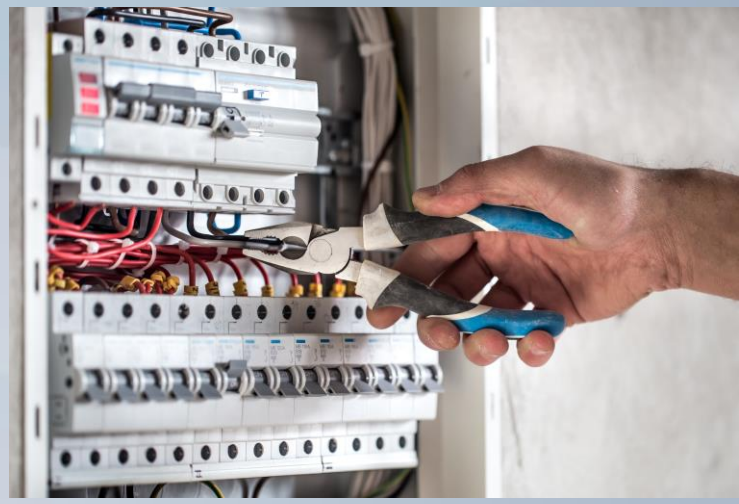


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Upcoming Events

Dave Wilson



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Upcoming events

MASTERCRAFT ELECTRICAL

Communication Day

Friday 21 June 2024

Wellington

RYDGES HOTELS • RESORTS

Annual Conference

Wed 20 – Fri 22 March 2024

Napier

