





MASTERCRAFT®
KITCHENS



Competitor Update

Kevin Belz



Competitors

Borg – Australian Panels

- very large Australian company manufacturing panels
- setting up distribution in NZ with basic range
- warehouse is the old Hafele building in Akld
- due diligence on buying NZ Panels Group
- know their customers and pricing
- Don’t be tempted to buy individually
- we need to approach this opportunity as a group

Competitors

Kitchen Studio

- 15 showrooms (11 x NI, 4 x SI)
- most trusted brand last 8 years
- double trust guarantee - deposits, 10 yr transferable guarantee

Mitre 10

- 84 stores, 45 offer kitchens
- 15 year warranty
- extensive range of flat pack cabinets online
- Hafele hardware
- benchtops, sinks, tapware, handles, lge & sm appliances,
- cabinets manufactured by Peter Hay

PLAYING TO WIN

Competitors

Bunnings Kaboodle

- 55 locations
- 10 year warranty on products
- flatpack available in store
- manufactured by AHE (Australian Homeware Enterprises) Onehunga

Placemakers

- 67 locations
- 15 year warranty
- Flat pack available on request
- manufactured by Peter Hay

Competitors

Ikea

- Swedish, founded 1943
- purpose built 34,000 m2 premises
- Sylvia Park, Mt Wellington, Auckland
- 500 staff
- pick up purchases in the basement

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Competitors



PLAYING TO WIN

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Competitors



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Competitors

LivSpace (Carters)

- Porirua & Panmure
- manufactured by Peter Hay
- using Winner software
- focus on Carters account customers
- more locations planned

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Competitors



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Competitors



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Competitors

Newtech

- Whanganui manufacturing plant
- supply laundries to GJ Gardner
- entering the kitchen space
- Akld, PN, Chch showrooms
- mobile showroom
- Trademe sales

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Competitors



PLAYING TO WIN

Competitors

Trends

- 5 locations
- 10 year warranty
- Akld, Nelson, Blenheim, Cromwell, Christchurch

Harrisons

- Auckland only, manufacturing unknown
- in home consultations

Ezy Kitchens (South island)

- 5 locations
- 10 year & lifetime guarantee
- Christchurch, Central Otago, Dunedin, Hokitika, Timaru

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Competitors

So what?

- similar designs
- similar supplier pricing
- similar products
- similar manufacturing
- similar installation

What sets us apart?

- our collective brand
- our collective knowledge
- our customer's experience with us

Here's what we can do better…..

PLAYING TO WIN

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Competitors

