



GB

Guthrie Bowron

*Inspiration
starts here.*

Be Inspired

PRIVATE AND CONFIDENTIAL

FLOORING | WALLPAPER | CURTAINS | BLINDS | PAINT | ADVICE

TRUSTED SINCE 1896

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Thank you for your interest

Thank you for showing interest in becoming part of the Guthrie Bowron group. We have a unique business model in our product and service offer and each of our stores are 100% locally owned and operated by franchisees from all walks of life. We are a very progressive business with strong family values and ties to our local communities. If you are passionate about home decorating and seeking exciting new business opportunities, look no further than Guthrie Bowron.

Alan Heatlie | **ALAN HEATLIE**
Director



Ed Connolly | **ED CONNOLLY**
CEO



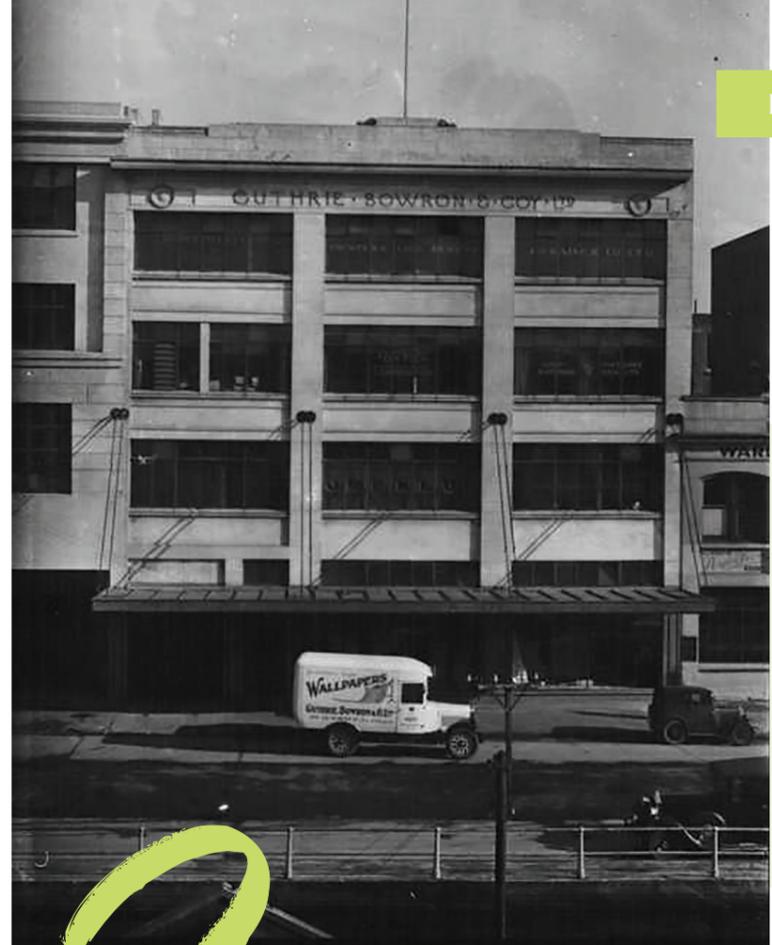
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1.

Why Guthrie Bowron?

TRUSTED BRAND	Guthrie Bowron as a brand has been in business for over 125 years.
PROVEN BUSINESS MODEL	Our franchise model has been operating for over 20 years and has successfully launched stores across the country, servicing a wide variety of locations and demographics.
UNIQUE PRODUCT OFFERING	No other retailer in Australasia provides an entire decorating solution through specialist categories of paint, wallpaper, window dressings and flooring.
CLEAR MARKET POSITIONING	Guthrie Bowron stands out from DIY and speciality retailers through our product mix, service offering and emphasis on solutions and advice.
COST BENEFITS	The scale of Guthrie Bowron and its national presence allows us to negotiate very competitive trading terms with our supply partners. Guthrie Bowron continues to be price competitive whilst delivering above average margins through a unique product mix and preferential supplier arrangements.
STRONG SUPPORT SYSTEM	Guidance and leadership is provided by a strong and experienced management and Support Office team. We have invested in systems and data solutions which help us provide informed direction on customer experience, network and individual Franchisee businesses.
TRADE RELATIONSHIP	Guthrie Bowron has a strategic alliance with Dulux that enhances the overall market position and provides an expert level of service and advice to our trade customers. We have the ability to offer exclusive products and services to both retail and trade.
MARKETING	Marketing contributions from franchises and suppliers allows Guthrie Bowron to compete at a national level and produce regular marketing activity across a wide range of media including TV, digital, social and traditional media. We engage the best agencies in the creative, media and social media fields to develop professional and targeted national campaigns.
BUSINESS CONTINUITY	Franchise owners are granted exclusive, predefined territory for an initial term of 5 years, plus two rights of renewal.



Guthrie Bowron Building
 Building, with delivery truck. Building also premises of Storer Meek & Co., J. Grainger & Co., Fox Film Corp., J.R.P. Kloe, Hayward Bros. ca. 1930

2.

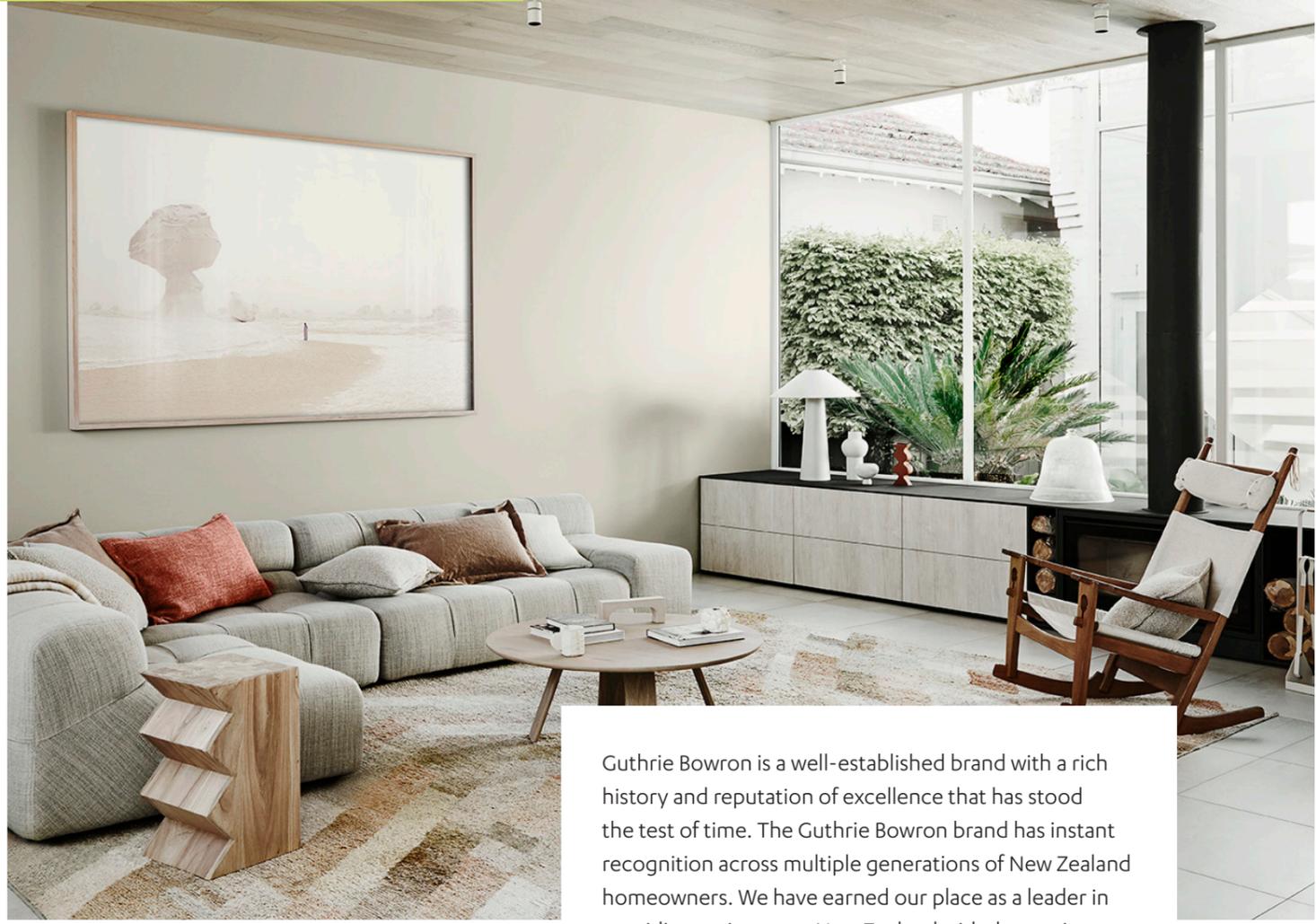
History of Guthrie Bowron

The Guthrie Bowron brand was founded in 1896 by Henry Guthrie of Dunedin. Later he was joined by George Bowron from Rangiora and together they travelled around the South Island selling various products. In the mid 1920's Guthrie Bowron started importing lacquer, varnish, lead and linseed oil – the base ingredients for paint at the time - and in 1932 Guthrie Bowron was appointed agent for Dulux Paints.

It was around this time that the first Guthrie Bowron store was opened in Christchurch and the company started to resemble the business as it exists today. Guthrie Bowron became a public company in 1963 and by 1969 there were 18 stores throughout the country. In 1971 the company was purchased by ICI (NZ) Ltd, the owner and manufacturer of the Dulux paint brand, and the retail business continued to flourish, with 34 outlets by 1985.

In 1992 Guthrie Bowron was sold to a team of senior managers who set about franchising the stores. In 2014 Alan Heatlie and Ed Connolly purchased the business from Waterman Capital and Alan and Ed continue to invest and grow the overall business. There have been several exciting achievements since 2014 and the aim is to see these continue well into the future to the benefit of the Franchisees and Franchisor.

“Our model is simple, the Franchisor only does better if the Franchisee’s do better. We are solely focused on improving the Franchisee’s revenue and profitability.”
 – Alan Heatlie, Director



Guthrie Bowron is a well-established brand with a rich history and reputation of excellence that has stood the test of time. The Guthrie Bowron brand has instant recognition across multiple generations of New Zealand homeowners. We have earned our place as a leader in providing mainstream New Zealand with decorating advice and quality products to help them achieve their dream home.

Guthrie Bowron has a unique product offering and a full range of decorating products including paint, wallpaper, decorating tools, curtains, blinds and flooring. Many customers are not confident making decorating decisions and are looking for a solution – not just products. Guthrie Bowron offers customers a complete decorating solution, both in store and in the customers' home.

Guthrie Bowron has a service agreement with Dulux which allows stores to sell paint to Dulux trade account holders. This trade relationship complements and supports the retail business.



3.

Business Overview

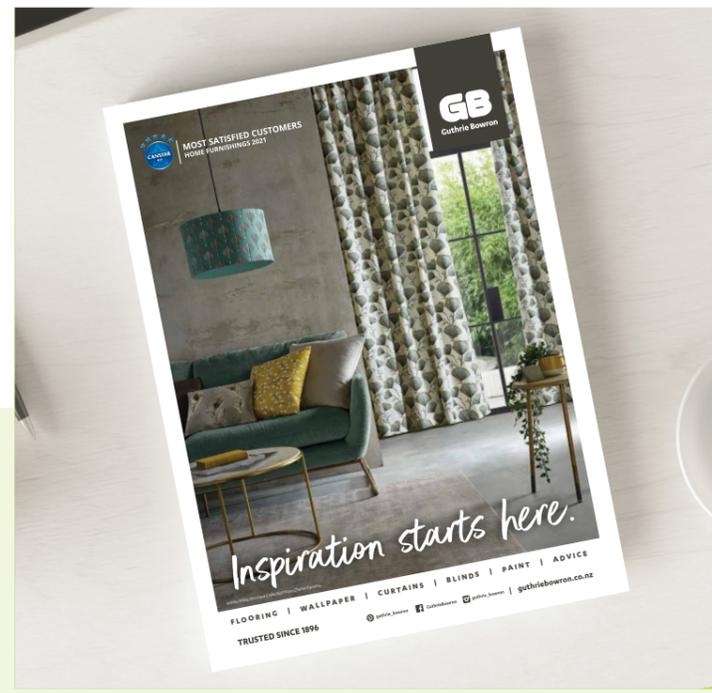
4.

Guthrie Bowron Brand and Positioning

The fundamental point of difference between Guthrie Bowron and competing brands is our unique positioning as a one-stop decorating specialist.

Consumers are looking for expert knowledge from a brand they can trust, and styles that reflect their own personal tastes and sense of refinement. Our customers know that if they come into our stores, they will receive expert advice on the latest design trends, with access to an extensive catalogue of quality products from leading brands.

Guthrie Bowron can supply them with everything they need to redecorate their home, all located in a single store, with a guarantee of quality and exceptional service.



THE FUNDAMENTAL POINT OF DIFFERENCE:

Guthrie Bowron is a one-stop shop decorating specialist.

The vision is for Guthrie Bowron to be New Zealand's most inspiring and popular home decorating destination.



4.2

Marketing

Guthrie Bowron’s nation-wide marketing strategy is a key strength of the group. The marketing budget is significant and ensures the Guthrie Bowron brand stays at the forefront of consumer awareness.

One of our primary marketing goals is to differentiate Guthrie Bowron from our competitors using a signature brand style and unique messaging. Our multi-channel media plan is executed through a combination of TV, magazine and digital channels, boosting the presence of local stores, while ensuring the Guthrie Bowron brand stays relevant at the national level.

Guthrie Bowron’s target market is “mainstream New Zealand” who are decorating enthusiasts themselves (main target), or are having someone complete the decorating for them (secondary target). While our target customer is predominantly female, our marketing is intentionally broad-based to include families and couples. At certain times of the year, and for particular campaigns and promotions, the marketing message is adjusted to a more DIY/ male audience.

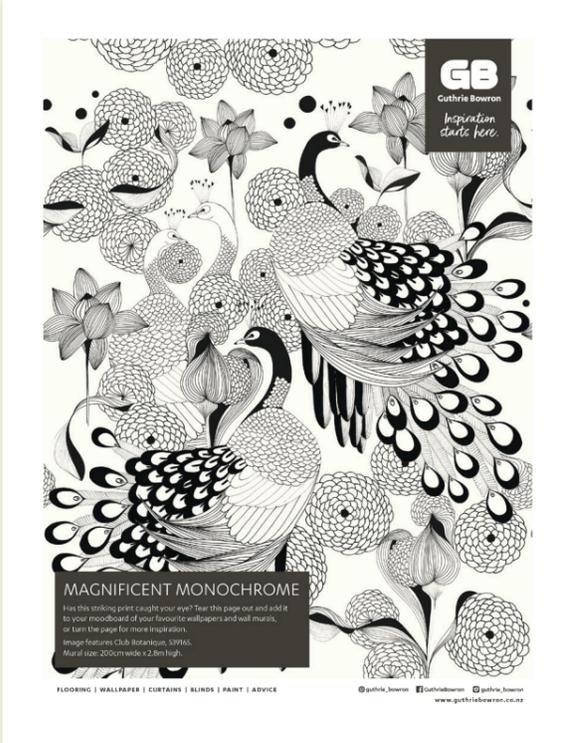
This female-centric focus extends to our store design and is aimed at creating a shopping experience which is female/family friendly, inviting people to come into the store and spend time browsing products, exploring decor options or getting advice from one of our knowledgeable staff.

We conduct extensive annual Customer Research campaigns to understand the wants and needs of our customers.

4.1

Target Guthrie Bowron customers

Example Marketing Campaign



4.3

In-Store Experience

Guthrie Bowron has a reputation as New Zealand's leading provider of home decorating products and advice. Meeting this expectation is an essential part of our success and it all starts the moment a customer walks through the door.

We care about the person and the decorating project - not just the products we sell. We find out what they are trying to achieve, help them establish a vision for their space and offer a range of solutions to overcome any barriers in their way, no matter their level of skill or budget. When a customer leaves one of our stores, they go home feeling confident in their decisions and empowered to take on more home decorating projects in the future.

This is our point of difference and the reason why Guthrie Bowron has been able to maintain a legacy of customer satisfaction and loyalty for so many years.

5. Franchise Support

Guthrie Bowron offers the following services to its franchisees:

Strategic direction

Intranet/Learning Hub

Procurement

Product research and development

Marketing

Systems and processes

Training

Regional meetings and Annual Conference

Field support

Radio scripts, newspaper templates and national campaigns



6.

Product Offering

Although Guthrie Bowron has traditionally been known for paint, the company has made a concerted effort to expand our product offering over the last decade, with a broader focus on home decorating products in addition to our core product line of paint, wallpaper, curtains, blinds and flooring.



7.

Curtains and Blinds

In 2000 the company began expanding its product range to include curtains and blinds, providing our customers with an extensive range of modern styles from the best fabric houses and access to industry leading measure and quote software. Guthrie Bowron also have an "Everyday Free make" offering which has a selection of our favourite fabrics with free curtain making and a guaranteed delivery time.

By utilising the existing network of stores, we have become New Zealand's largest chain of custom-made curtain sellers and it is our intention to hold and maintain this position.

Guthrie Bowron offers a custom-made curtain and blind service with an extensive range of premium fabrics through GBHC Curtains Limited, which is owned by Guthrie Bowron directors Alan Heatlie and Ed Connolly and has manufacturing workrooms in Tauranga and Christchurch. GBHC Curtains offer exclusive benefits to Guthrie Bowron franchisees including pricing and accelerated manufacturing times.



7.1

Paint

Paint is one of the most versatile solutions for updating any room and comes in thousands of colours, each with different shades and the power to evoke a range of moods and feelings, elevating a basic wall into a talking point that welcomes guests into your home.

Guthrie Bowron stocks Dulux and Berger. Berger is manufactured by Dulux and is available exclusively through Guthrie Bowron stores. In addition, stores can stock specialty paint products. The product offer is led by the Dulux premium paint and colour collateral.

Staff have extensive training to assist with the overall colour schemes, product selection and application advice.

Guthrie Bowron also services the Dulux Trade customers and stocks commercial-only ranges of Dulux products.



BERGER
Keeps on keeping on.®



7.2

Wallpaper

Wallpaper is undergoing a resurgence, particularly as a fashion product for feature walls. Guthrie Bowron is taking advantage of this growth through an extended product selection, including exclusive and home brand ranges, with thousands of exciting colours, textures and designs to choose from.

Guthrie Bowron is also taking a leadership role in the new "paste-the-wall" technology, simplifying the act of hanging wallpaper and growing our base of homeowners who are keen to try it for themselves.

Guthrie Bowron has access to the latest fashion wallpapers from both around the world and local wholesalers. Nobody has a bigger range of wallpapers in New Zealand.





7.3

Flooring

In 2009 Guthrie Bowron added flooring products to the catalogue and we now stock a wide range of carpets, underlay, vinyl and hard flooring. This puts us in the unique position of being able to cover every surface in the home – walls, ceilings, windows and floors.

A key element to selling flooring products is having access to our customers homes through our existing home-call service for curtains and DIFM for paint and wallpaper. Flooring is a natural extension to our core product categories and helps to establish Guthrie Bowron as a one-stop decorating specialist in the minds of our customers.

The range of flooring offered includes carpet, timber, laminate, vinyl and rugs.

7.4

Tools and Accessories / Suppliers

In addition to our product catalogue, we stock an extensive range of decorating tools and accessories, giving customers yet another reason to pop into one of our stores and engage with our friendly and knowledgeable staff.

From brushes, rollers, sealers, tape and everything you need to wrap up that DIY paint job; to scissors, brushes, paste, seam rollers, cutting guides and all the wallpaper tools you need to hang wallpaper like a pro. Guthrie Bowron has you covered.

Guthrie Bowron are the exclusive New Zealand stockists for Maverick and Spitfire paint application tools, incorporating premium brushes, rollers, frames, trays and poles.



8.

What it takes

We're looking for people with passion, enthusiasm, drive and common sense, who are wanting to do something for themselves and be in charge of their own success.

You'll be leading and managing a team, so setting and maintaining standards and expectations is key. You don't need them to be an expert in the field, we provide you with comprehensive training and support which covers data, systems, in store/home visits/follow ups, and consumer-based research to give insights into the type of experiences that consumers want.

We also share best practice via our ops team who travel around the network of stores, sharing information and providing benchmarking and guidance.

INDICATIVE COSTS FOR ESTABLISHING A NEW FRANCHISE:

FRANCHISE TERRITORY FEE:	\$30K (applicable to a new territory)
TRAINING FEE:	\$15K
STORE CREATION / FIT OUT:	\$ Variable dependent upon the type and size of premises, and its current state.
IT / SYSTEMS IMPLEMENTATION:	Circa \$10K
INVENTORY INVESTMENT:	\$60 – \$120K with terms

9.

What we do for you

Onsite advice and assistance with the store opening

Technical assistance re. software functionality

On-going business advice

Central purchasing negotiation

Continuity of supply

Active national advertising campaign

Initial and on-going training and improvements to systems and products

Training

- Post-settlement at Group Office
- Alongside existing (or departing) store owner

Product training through suppliers

Communication

Annual conference and regional meetings

10.

What you must do

Efficient Service

Suitable business premises

Compliance with the franchise manual and franchise agreement

Brand and image compliance

Professional, motivated staff

Core product range purchased through Guthrie Bowron suppliers

Confidentiality

Insurances

Provision of information to Group Office

Franchise and marketing levy



The Guthrie Bowron Culture

Being part of the Guthrie Bowron family means being part of a team that offers a supportive environment, genuinely cares about people and celebrates their successes.

Leadership comes from the top, and our executive team is behind you all the way. We aim to learn from success as well as failure, build confidence in the strategies that are proven to work and ensure the right resources are in place to enable our franchisees to thrive.

This is a two-way partnership. We value feedback from franchisees to help us build a stronger organisation, improve the level of support and gain valuable insight into what is happening on the ground level.

Our people are essential to our success and we strive to back our words with action and build a community we can be proud of.

Vision statement

Our vision for Guthrie Bowron is to be New Zealand's leading home decoration specialists, providing our customers with exceptional service, expert advice and high quality products to fulfill all their home decoration needs.



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