



Mandurah Celebrates Hardware Success

Midstream Hardware in Mandurah has recently undergone a major renovation that offers trade and DIY customers a much easier, more convenient and faster hardware shopping experience.

The renovations took a year to complete and have transformed the store. "Our range has been improved and the store layout is now much more open, so customers are finding it easier to locate the product area they want, and browse through what's available", said owner Tim Ellery.

The renovation included new store fixtures, signage and more parking. Tim says that they've concreted the drive through facility, which is very popular with customers with larger vehicles and trailers, especially trades. "Being practically in the middle of town on Pinjarra Road is great because it makes it easy for people to find us," he said. "And some of our trade customers have told us that the drive through makes it much easier to get in and out, it actually saves them time."

To celebrate the end of Midstream's renovations, Tim and his team held an 'End of Renovation Celebration Sale' late last year.

The event was celebrated over three days and kicked off with a trade breakfast for new & existing trade customers. The Trade Breakfast included supplier demonstrations, one-day-only offers on trade products, giveaways and much more!

The trade breakfast coincided with the launch of the new MAKIT Trade Card which was distributed via a direct mail campaign two

used a program called 'SMS Messenger' to send text messages to tradies' mobile phones reminding them of the event.

"The breakfast was a real success and gave us an opportunity to thank our regular tradies for their loyalty over the year. It was also great to take the time out to introduce ourselves to the tradies who don't usually buy through us but came along to see what we have to offer them," said Tim.

The new look store was officially launched to the public with an open day, and all of Mandurah was invited. "It wasn't just a day for hardware enthusiasts," said Tim. "In addition to a large range of one-day-only specials that appealed to DIYers and trades, there was a free sausage sizzle and giveaways for kids and adults. The big drawcard seemed to be the 106cm Plasma television, which could be won by anyone making a purchase on the day or in the lead up to the event. The

Continued Page 2

Table of Contents

Mandurah Celebrates Hardware Success	p.1/2
Strategies on how to survive the downturn	p.2
CPS Staff Update	p.3
WAHS Warehouse Labour Day Order Schedule	p.3
Wattyl Colour Brilliance	p.4
New CPS Members	p.4

weeks prior to the event. This gave Tim an opportunity to promote not only the new card and his business, but the event to local tradies who weren't already doing business with him. Two days prior to the breakfast, Tim



Inside the 'new look' store

Continued from Page 1

draw took place at midday on the Saturday, although there were plenty of giveaways and specials all day. Some of the prices that were offered were absolutely unrepeatable so even if customers didn't win the tv, they still walked away with a great saving," he said.

In the lead up to the event, Tim ran advertisements in the local community newspaper and distributed flyers to ensure the event got enough exposure.

Tim said it was the biggest event Midstream Hardware has hosted, and that he and his staff had planned it carefully to make it a community day. "The day was about getting as many locals to attend so they could find out just how large our range is, and how our staff can help everyone from the professional tradesperson to the DIY novice. Although we specialise in trade, we're here for everyone. And if that means a ten year old looking for advice on how to oil their bicycle chain, or a mum wanting to swap to energy saving globes and needing assistance to select the best ones, we're happy to help," he said.



Tim Ellery, owner of Midstream Hardware & Clive Lee, the lucky winner of the Plasma TV



Merrin Carvell (Midstream's Stock Control Manager & Tim's sister) with Jack Ellery (Tim's son) handing out freshly cooked hot dogs



A carpark full of locals come to grab a bargain

Strategies on how to survive the downturn

By Wayne Spencer, Director, Retail Traders' Association
Source: Business Pulse January/February 2009

Despite the Western Australian economy's growth, retail sales are slowing. Sales are still growing, but far less dramatically than before, especially within areas of discretionary spending.

The decline in confidence last year reflected different factors, concerns over rising interest rates and fuel prices during the first half of the year soon replaced by the confidence sapping effects of the impact of the global financial crisis on the local economy and job prospects.

The WA retail sector has not collapsed, although some could be excused for thinking this from media coverage. The consumer is still able to spend because employment is holding up, but perhaps reluctant to spend outside of meeting their immediate needs, debt reduction and savings.

After a prolonged period of strong spending by consumers, this sudden change in customer attitudes has caught many retailers off guard. It has been relatively easy to make money over the past few years and now the time has arrived for retailers to develop new strategies to get through uncertain times. Retailers must convert immediately from being order takers to order makers.

In the current economic climate, people need a reason to go shopping. Retailers need to differentiate themselves with their customers and within the market to supply that reason. The key is customer connection, the ability to know a customer well enough to understand their exact needs.

The time is for leadership, vision, passion, integrity and, above all, extraordinary customer service in delivering quality, style and value

"The WA retail world has not collapsed"

to customers. Most customer experiences are ordinary, passable and in most cases fairly consistent. Exceptional service is now the differentiator. The results of a survey focused on customers to specialty stores during Christmas 2007 in WA showed that 70% of customers left without purchasing a thing, they were simply not properly engaged by sales people (Marketing Focus, December 2007).

Successful retailers understand that customer profitability comes from multiple and repeated purchases, not just ringing the till once. There are more retailers than perhaps considered necessary at this time so only those prepared for this change in the retail cycle will prosper.

Keeping it simple is the best policy. To sell more a business needs to focus on imbedding a culture into the business as well as instilling advanced selling skills into its team to achieve great customer services, working at improving merchandising along with marketing and promotions. Once these are taken care of a business can also increase sales by charging more by marginally increasing some price points without making it too obvious, rationalising price points and charging for value-added services.

To spend less is not necessarily considered an option as most good retailers have this area well covered. The cost of goods sold often presents new horizons that can be exposed or renegotiated. It is always handy to remember that just because you may have not been successful, or even tried, in the past, doesn't mean that your suppliers will not listen and react to your requests for discounts and allowances.

CPS STAFF UPDATE



It is with pleasure that we advise you of the appointment of Tony Randall to the position of Group Services Manager.

Tony brings to CPS over 22 years of experience & knowledge, most of which has been gained within the building industry with positions that focused heavily on Account & Territory Management, Business Development and Sales & Marketing.

Tony has worked for several companies including Bankwest, Tradelink, GBI, Subiaco Restoration, Bunnings, Blackwoods, Ezystrut & Australian Portable Buildings.

Tony has completed a Diploma in Financial Services (Accounting) and is currently finishing his Diploma in Management (Marketing) which he hopes to have completed by early next year.

Tony will be concentrating his efforts on looking after CPS Members and providing assistance when required. To help you get to know a bit about Tony, we've decided to fire a few questions:

Q: Are you married, if so, for how long and to whom?

A: Married to Michelle for 11 years

Q: Do you have children?

A: 2 Boys – Matthew (7) & Ben (4)

Q: Your favourite sport / team?

A: Essendon Football Club

Q: Your most embarrassing moment?

A: Falling off a stage in Bali and requiring 8 stitches in my leg

Q: How do you spend your spare time?

A: Playing golf, spending time with my family, eating & drinking

Q: How long have you lived in Perth?

A: 27 years

Q: Any nicknames?

A: A.J. and Felix Unger

Please join us in welcoming Tony to the CPS team.

WAHS Warehouse Labour Day Closure

Featured below is the Warehouse Order Day Schedule for the Labour Day Public Holiday in March.

Due to extra workload on the Warehouse during this period, late orders will not be processed. If unsure of your correct order day, please contact Paul Stedman on 9455 8713 or Glen Croom on 9455 8717.

Monday 23 February	Tuesday 24 February	Wednesday 25 February	Thursday 26 February	Friday 27 February
Normal	Normal	Normal	Normal	If your normal order day is today, you have to order by Thursday 26th February. DELIVERY: Tuesday 3rd March
Monday 2 March	Tuesday 3 March	Wednesday 4 March	Thursday 5 March	Friday 6 March
Labour Day Public Holiday (Warehouse closed)	Normal	Normal	Normal	Normal

Wattyl Designer Brilliance

Wattyl have recently relaunched their interior paint range, Interior Design id, which is now available in a great range of designer colours. It has a low odour application, smooth even finish with optimised technology to ensure it lasts longer. "Interior Design id has been designed to change the way people think, buy and use paint to enhance and express their lifestyles," said Wattyl's newly appointed Sales Manager, Rohan Johnston.

The relaunch of this product coincides with the launch of a new Colour Designer aimed at helping consumers with the often difficult task of picking their colour scheme. The Wattyl Colour Designer not only presents a range of colours, it offers suggestions for colour combinations in large format swatches that greatly assist in colour choice.

Wattyl have also recently increased their WA Sales Team, which has allowed them to focus on developing independent hardware retailers paint categories, making it easier for members to sell quality paint, increase sales and maximise return from their paint department.

Wattyl offer a complete paint department solution by using planograms to assist in determining the layout of the department so it presents well to the public. "A well laid out paint department increases the consumer's confidence in the product range being offered," said Rohan.



CPS Contact Details

Telephone: 9455 8777

Fax: 9455 8772

Address: 32 Gauge Circuit
Canning Vale WA 6155

Postal Address: PO Box 1531
Canning Vale WA 6970

www.cpsgateway.com.au | www.cpshardware.com.au

Customer Service

Telephone: 1300 880 490

Fax: 1300 655 579

We'd love to hear stories from our CPS Members. Please contact Rachel Mott (rmott@cpshardware.com.au) with article ideas, photos or feedback regarding your Toolbox!

"With all the recent changes, we are able to provide CPS Members with a complete paint department solution that appeals to customers. The field team have been working with a number of members who are already starting to see the benefits of working with us to grow their paint business. We will continue to support these stores to maximise their paint potential," said Rohan.

Guy Sims from MAKIT Hardware in Coorow has been pleased with Wattyl's support and the impact the new paint department has made to the shop, "Since joining the MAKIT banner and revamping the paint department with Wattyl, our paint sales have tripled. Customers have also found selecting their colours with the new Wattyl colour selector a lot easier. We get great support from Wattyl and their reps and they continue to help us get the most from our paint department," said Guy.

Janine McCrum from MAKIT Hardware in Denmark has also had a positive result, "Although it is only early days since changing our range to Wattyl, the new range, colour selector and overall presentation have already created more customer interest. Sales have also increased, particularly with the new id range and Killrust," said Janine. MAKIT Denmark is planning a launch of their new range and will do some local advertising to help show off their new offer.

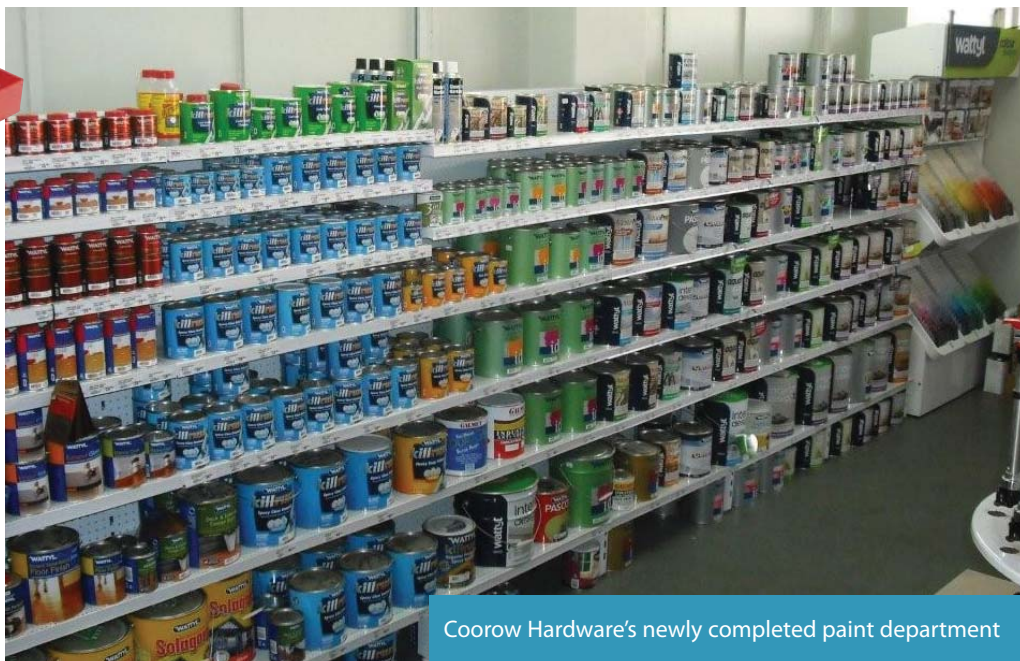
Other new brands that Wattyl have recently launched include Aqua Prep, Master Prep and Aqua Trim available in gloss and satin.

For more information on any of the Wattyl



New Wattyl Colour Designer

range or to see how Wattyl can inject life and colour into your paint department, call Rohan Johnston from Wattyl on 9449 8888 or 0417 943 518.



Coorow Hardware's newly completed paint department

Welcome new CPS Members...

CPS would like to welcome the following new owners to the Co-operative:

Carribbean Hardware: Rod & Delwyn Broad

Mundijong Rural Supplies: Brian Graco & Nicola Sheridan

Tincurrin Rural Services: Scott Bayley & Clint Mullan