

Marketing

Marketing Goal

To increase sales by presenting our products in the market place in a way that would be eye catching and create a strong image of NZ Made and to promote it as a product with a Lifetime Guarantee standing us apart from other manufacturers. We need to stand out from other competitors and push our main selling points and promote our quality product.

Coastwood's main product selling points.

- Lifetime Guarantee
- NZ Made
- Solid Timber – becoming less.....
- Huge options of colours and handles available.
- Regular Instore sales rep
- POS brochures with all ranges.

Current Situation

Products are displayed on the floor in stores along side all other competitors products. In order to stand apart we need to work on the following points-

- Instore POS items so the products sell them selves and the end user knows what they are buying and from whom.
- We need to ensure we keep our quality workmanship up.
- We need to educate the sales people and encourage them to sell CW over other ranges, with more PK Sessions and clear instore folders and brochures, regular sales calls by phone or instore.
- Better lead times so we stand apart from the Competitor.
- NEW ranges to present to the market to keep ahead and up to date.

Target Market

All householders and commercial property owners in NZ – the majority would be mid to older generation.

Price Point

Generally we would be selling in the mid to high end price bracket In the retail stores.

Current Marketing Material.

- Colour and Handle Boards – showing company logo, colour options and handle options.
- POS Marketing Brochures for all ranges. – promoting brands of product and items available in each range.
- Freestanding pull up banners - promoting brands and the company vision – NZ Made and lifetime Guarantee.
- Shelf Wobblers – (old ones instore) promoting NZ Made.

- Brochure holders – for POS Brochures.

NEW Marketing Material

- Group Brochures promoting ranges available to each retailer and the company's name and values – NZ Made / Lifetime Guarantee.
- Shelf Wobblers (Arrow Style, Kiwi Stands)
- Window Posters
- NEW pull up banners (advertising the icons and brand)
- Window / Mirror Stickers.
- Rugby Balls – Giveaways.

Summary

We have a quality product which is NZ Made a great point of difference and creating an Image of quality enhanced by the lifetime Guarantee so customers have no hesitation to buy the product, A if it stands out and tells them this message, B – if the style is correct for what they are wanting, C if they can trust the product and know they have value for money.





