

Regional Integrated marketing

For Bottom Line Profitability

The Organisation

GBS Mitre 10 is a large retail business in Orange turning over \$5 M+. The business has been in the hands of the Payne family for over 20 years and has a considerable trade focus, whilst providing high service levels to consumers. Despite the introduction of Bunnings Warehouse to the district five years ago GBS Mitre 10 continued to hold its own in this regional town.

The Idea

While the business participated in compulsory group advertising activity, owner Matthew Payne wished to review his localised marketing spend to ensure that he was getting the best value for money and investing in the most appropriate mediums.

The Process

The owners did not want a detailed marketing plan but a solid analysis of the current marketing investment and recommendations moving forward. The steps to complete this analysis included:

- ◆ Confirmation of short term and medium term goals.
- ◆ Analysis of issues affecting the business.
- ◆ Generation of the marketing strategy grid matching the issues at hand with strategies & actions
- ◆ Prioritisation of activities according to return on investment.
- ◆ Action plan and indicative costings.

RIM was commissioned to implement the program. This involved a monthly marketing meeting with the owner and the team, with a mid month update. Staff worked to an action plan, developing new marketing, negotiation and time management skills.

Hurdles

As the business had always relied on the buying group to manage major marketing campaigns, staff marketing knowledge was minimal. This was not just an exercise in implementation, it involved coaching and mentoring the allocated team members to competently complete these new tasks in addition to their existing roles.

Results

- ◆ Double digit sales growth during RIMs tenure
- ◆ Profit growth during RIMs tenure
- ◆ Marketing systems and procedures in place
- ◆ Staff developed new skills and a passion for the workplace
- ◆ Additional value gained from key suppliers
- ◆ Exposed areas of service that was of prime importance to customers

Case Study

Outsourced Marketing
Management

GBS Mitre10



RIM offers a passionate, professional and dynamic marketing consultancy service to business, the calibre of which traditionally has not been experienced regionally.

Not only did the marketing initiatives increase our customers and sales, the implementation process materialised a new set of skills and knowledge with our staff.

Samantha has a true passion for understanding what makes a business tick and exploiting this as a key competitive advantage

For any business on a rapid growth path or looking to reinvigorate, RIM delivers results.

Matthew Payne, GBS Mitre 10