

# helping dreams COME TRUE

## ONLINE SYSTEM TAKES DREAM DOORS KITCHEN DESIGN TO A NEW LEVEL

⇒ Sometimes, simple is best – and that’s the approach behind the success of Dream Doors. The franchise, launched here in 2008, has taken the homes of New Zealand by storm with its straightforward approach to fitting out and renovating kitchens, bathrooms and bedrooms. It’s proven a winner for a growing list of franchisees, too, and now a new online system gives them yet another competitive advantage.

‘I don’t think it’s up for debate as to whether this franchise works or not,’ says Derek Lilly, who co-founded Dream Doors in the UK before deciding that life in New Zealand had more to offer and emigrating to establish the franchise here. ‘Six months ago we sold our Wanaka pilot store for \$250,000 after just 16 months and that freed me up to work full-time on our franchise programme. Since then, we have developed six new franchises, aided by an aggressive growth strategy that sees us granting new franchises for just \$5000 plus set-up costs. That’s not a mis-print – we want to establish good Dream Doors franchisees nationwide as quickly as possible, Frankly the business is proven. While many businesses have been forced to cut back, especially in the home and building sector, Dream Doors is expanding for all the right reasons.’

So what is it that makes Dream Doors such a major buckler of the recessionary trend? Derek explains, ‘We don’t just provide a kitchen replacement service, we offer a kitchen refacing service. You see, after a certain number of years any kitchen starts to look shabby although there is usually little or nothing wrong with the existing unit that a bit of maintenance can’t sort out. Dream Doors franchisees provide a complete facelift that can transform any kitchen into something bright, attractive and modern at a fraction of the cost of a new one. That’s an attractive proposition at any time and especially when money is tight. It’s also a very eco-friendly process: whereas everything ripped out of an old kitchen ends up in landfills, by doing it the Dream Doors way we reduce the waste to a fraction.’

Dream Doors offers almost every possible type of surface, handle, hinge or drawer and can also supply new units – or whole kitchens – as well as



‘WE BELIEVE OUR ON-LINE ORDERING SYSTEM IS THE FIRST OF ITS KIND IN THE WORLD,’ SAYS DREAM DOORS FOUNDER DEREK LILLY

refacings. In fact, a number of builders are already using Dream Doors to supply kitchens for new homes, too. ‘New homes are a significant part of our business in New Zealand and customers can rest assured they are purchasing top quality material because all our work comes with a ten-year guarantee,’ says Derek. ‘Every kitchen is bespoke and we use a heavier grade (18mm) MDF rather than 16mm chipboard.’

### ONLINE PRICING MAKES IT EASY

There’s another simple idea behind Dream Doors’ latest initiative – an online, made-to-measure kitchen ordering system. ‘It’s something I’ve been working on for five years and we finally launched it in April,’ Derek says proudly. ‘As you can imagine, there are literally thousands of combinations of units, sizes, facings, colours and accessories available in kitchen furniture. Until now it’s been a long slow process to get quotes for what you’re considering and work out just what you can get for your budget. The new Dream Doors system allows homeowners, designers or builders to put together a variety of combinations from their own computer. They can take time to play with options and styles and try different sizes and colours. They can see exactly what they are getting and, best of all, the system is totally transparent as to price. The instant they draw up an item or amend a plan, the system will produce the cost, and their local franchisee can then help develop the plan and arrange installation.’

Needless to say, the kind of technology needed to create a system that is both accurate and user-friendly does not come cheap, and Dream Doors has invested \$100,000 in the project. ‘We believe it is the first of its kind in the world and it is well worth the investment to help attract new customers,’ Derek maintains. ‘That will enable our franchisees to grow their businesses even faster. After all, as franchisors we’re only successful when our franchisees are successful.’

### NO EXPERIENCE NEEDED

It’s the same philosophy that is behind the low \$5000 set-up fee. ‘Fast growth builds brand awareness and buying power, and my aim now is to get the right people in place nationwide,’ says Derek. ‘Our six New Zealand franchisees come from a variety of backgrounds, including banking, building and sales, but whatever your experience you can succeed in Dream Doors. All you need is the ability to search out new customers, help them make choices and manage each project as it comes along. Each new franchisee gets full assistance with setting up their showroom, manuals and the latest 3D design software, and I’m also personally hands-on in each new area to help you get off to the right start.’

‘Dream Doors’ reputation has spread rapidly, so if you fancy owning your own business with excellent long-term prospects, give me a ring and find out about opportunities in your area. Together, we could make your dreams come true.’ ■



CUSTOMERS CAN CHOOSE FROM THOUSANDS OF COMBINATIONS OF UNITS, STYLES, COLOURS AND ACCESSORIES

### ADVERTISER INFO



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