

SOLID REPUTATION behind bathroom franchise

BATHROOM DIRECT FRANCHISEES MAKE BATHROOM RENOVATIONS EASY

➔ From its early beginnings as a manufacturer of aluminium joinery, Henry Brooks & Co. diversified to shower screen manufacturing in the late 60s, growing to be the largest domestic manufacturer in New Zealand. Further diversification into powder-coating services, plastic sheet extrusion and acrylic vacuum forming services saw the company rapidly expand and establish itself as a major player in the bathroom industry.

But being able to supply what customers wanted was only half the story. The company recognised there was strong customer demand for a quality, fully-coordinated renovation service, so it formed Bathroom Direct in 2001 to offer installation services for a full range of bathroom products. Three company-owned stores were established in Auckland, Wellington and Christchurch and later joined by pilot franchise operations in smaller provincial areas. With both the demand and the success of the franchise well-proven, Bathroom Direct is now seeking franchisees throughout New Zealand.

'Bathroom Direct is a total supply and service renovation company,' explains Brent Coutts, the company's general manager. 'Dedicated to helping customers create their dream bathroom, we manufacture and import our own range of bathroomware, and also offer products from known and trusted New Zealand suppliers.'

'Our service to customers ranges from supplying a new vanity or shower to complete design, supply, install and project management of the entire renovation process. We specialise in renovating bathrooms and back up our product and workmanship with our comprehensive guarantees. Henry Brooks & Co. has been in business for a long time, and business ethics and customer satisfaction are very important to us. We take the same approach in Bathroom Direct and continually look at ways of improving our products and services to give maximum value to all our customers, staff and franchisees.'

Bathroom Direct is a member of the National Kitchen and Bathroom Association, a non-profit organisation for education and raising quality and design standards in the kitchen and bathroom industry. 'Since its creation, Bathroom Direct has fitted or renovated over 1200 bathrooms, and we are still constantly looking for ways to make our service – and the business – even better,' Brent assures.

QUALITY PRODUCTS, PROTECTED AREA

Being a Bathroom Direct franchisee involves more than just selling bathroom products like showers, vanities, baths and bathroom accessories. 'Each franchise will offer its customers a total bathroom renovation and installation service from a dedicated showroom,' explains Brent. 'As a franchisee you'll have a protected geographical area and will effectively manage a team of contract tradespeople and specialists including designers, installers, carpenters, tilers, plumbers, painters, etc. You'll have the advantage of better product margins on quality branded product lines imported or manufactured by the company. And you'll tap into a store of knowledge and expertise, product and systems training and the financial benefits that come from an economy of scale.'

And while the company might have traditional values, it has also invested in up-to-the-minute web-based systems such as an on-line quote system, a drawing program, project management, stock control, and sales reporting software 'at a level not generally attainable by the small business owner,' Brent says.

Greenfield opportunities with Bathroom Direct are available now in



THE DEDICATED SHOWROOM IS JUST THE START - FRANCHISEES MANAGE EVERY STEP OF THE PROCESS TO MAKE BATHROOM INSTALLATIONS AND RENOVATIONS EASY FOR CUSTOMERS

strategic centres around the country, with investment levels starting from \$150-250,000. Who should apply? 'You should see yourself as a person who is business-minded, highly self-motivated and who has a passion for sales,' says Brent. 'You will enjoy meeting new people, solving problems, and have an interest in home renovation. You'll also have a keen eye for detail and perhaps a flair for design.'

'We provide full training in all aspects of the business, so it is more important for you to be a good business manager than to know everything about bathrooms and building renovations. If this sounds like you, and you would like to be self-employed with the support of an experienced company behind you, give us a call.' ■

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