



carpetcourt

Is being a Carpet Court Franchise Partner the business opportunity you've been looking for?



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***“At Carpet Court
we choose our
attitude, work hard
to create raving
fans, are always
focused, and like
to have fun!”***



Carpet Court Overview

With a large number of company-owned Carpet Court stores the group really has 'skin in the game' and prospective Franchise Partners can be confident that Carpet Court will work together with them to maximise returns.

This is unique in the New Zealand floorings market and gives Carpet Court a clear point of difference compared to other flooring franchises or groups.

The Carpet Court Group is the largest flooring retailer and installer in New Zealand, serving both the residential and commercial sectors.

In addition to our leadership position in the retail residential market, on-going business is enjoyed through our national relationships with insurance companies, group home builders, retirement village operators and other large commercial organisations.

Carpet Court can provide customers with the world's best flooring products through a number of established local and international partnerships.

Key relationships include our agreements with Mohawk, the world's largest flooring company, and Cavalier Bremworth, New Zealand's most trusted wool carpet brand.

As New Zealand's most trusted flooring brand, we bring unparalleled knowledge of all types of flooring

The size of the Carpet Court Group means that Carpet Court Franchise Partners benefit from the advantages of scale when it comes to all aspects of business, including buying power, marketing, product range and other business support services. We even employ our own design ambassador, to help keep us ahead of interior design trends, and also to assist decision making on product ranging. Together, we want to inform customers properly, helping them decide what's right for them, then all experiencing the joy of making a good decision and ending up with something everyone loves and is happy with.

Another strategic advantage the Group has over its competitors is our direct sourcing programme importing exclusive high quality well-priced products from international manufacturers that are distributed through our large Auckland-based central warehouse to our store network.

Importantly, this allows our Franchise Partners to order most products on an "as required" basis – the central Carpet Court warehouse supplies to order, significantly reducing store inventory and stock holding costs.

Hence the Franchise Partner's concentration is focussed on sales and marketing to grow the business – and of course providing outstanding service and customer experience to make every sales transaction a winning one.



Our Future

Anyone familiar with the flooring market and peripheral products will know how buoyant the market is, with population growth driving housing demand, Government-proposed large scale residential building programmes, increase in apartment building, booming tourism accommodation requirements and the changing accommodation needs of an aging population.

To capitalise on these dynamic changes, Carpet Court's future growth strategies include:

- Continued high-profile brand advertising and product promotion.
- Increased coverage, brand awareness and buying power through new store openings.
- Market share growth in commercial floor coverings through contracts with insurance providers, large scale housing developers, the hospitality sector and aged care providers.
- Identification of new flooring trends and the addition of new products and suppliers to keep abreast of what the customer wants and pull further ahead of the competition.
- Expansion into new categories - typified by Carpet Court's recent merger with Curtain Studio in May 2018, providing exciting opportunities to develop the complementary curtains and blinds category
- Above all else, providing an outstanding customer experience every time.

To support the business, the company is also making significant investment and advances in digital technology to streamline the flooring sales and selection experience, and to make it easier for Franchise Partners and company owned stores to deliver outstanding customer experiences.

Carpet Court is, and intends to stay the unequalled market leader.

Your Future

We are always looking to grow our network by partnering with the right people. If you are interested in a Franchise Partner opportunity with Carpet Court, then let's make the time to connect and discuss things further.

If you have experience in managing a retail or consumer store in the trade, building or interior furnishings space; if you are naturally outgoing; if you have an eye for colour and design; if you are driven by getting the right outcome for your customer no matter what; if you are hard working, enthusiastic and ambitious; if you are determined to use your passion and your abilities to build a really successful business – then we'd love to speak to you.

We will help you to prepare your business establishment plan, and get started. On an on-going basis, all our Franchise Partners and Store Managers are supported with comprehensive training about our products, merchandising, operating systems and the flooring industry in general – but also receive great training across business planning, health & safety, staff hiring, sales and marketing, finance, as well as having access to all the services provided by our centralised support office.

As a Carpet Court Franchise Partner, you will operate under the same standards, guidelines and operating procedures as the company-owned stores to ensure consistency throughout the group and in the market place.

The key objective of guidance and support services provided by the Franchisor is to focus on the profit performance of each individual franchise partner.

If you've got what it takes, we can help you get there.

A great business opportunity

Look at the strength of the Carpet Court Brand!

2017 (and previous) market research, conducted by brand measurement group Buzzchannel

shows conclusively that Carpet Court rates significantly higher than all other competitors on all measured attributes.



Take advantage of the Carpet Court brand strength to develop your chosen territory

At Carpet Court you won't just be a franchisee - you'll be a Franchise Partner. You will have the opportunity to become part of the team and to leverage the strength of the Carpet Court brand and business model to create a powerful business in your chosen territory.

You will get every support and encouragement to do this.

There is a strong collegial culture within Carpet Court, with both Franchise Partners and company store managers enjoying access to all services, including a widely used intranet, where individual stores communicate, share ideas, seek advice and assist each other with business queries - even searches for off-cuts and remnants of particular carpet styles and colours for repair work.

Carpet Court will ensure all Franchise Partners understand and operate their business in accordance with proven systems documented in the Manuals.

Franchise Partners are required to develop their own business and local area marketing plans each year, setting goals approved by the Franchisor. Standard KPI's (Key Performance Indicators) will be used to guide individual franchise partner performance and to enable benchmarking comparisons across the group.

Some of the key benefits provided by the Carpet Court group include:

- assistance with and review of franchise business plans
- assistance with site selection and/or fit out
- initial training
- pre-launch planning support
- launch marketing support
- full manual set
- IT infrastructure
- national and local advertising
- strong, trusted brand – awareness and reputation
- Q Card Customer Finance
- on-going field support
- regular reviews and feedback
- group benchmarking reports
- ongoing training

We want all of our Franchise Partners to succeed and we provide every assistance to achieve this.

The Carpet Court franchise relationship

As a Franchise Partner, your key objective of course is to own and operate a successful and profitable business within the Carpet Court retail network.

Carpet Court in your area will be your own independent business and your responsibility, but it is important for you to realise that it is not yours to run as you want. You must understand and accept that you have to follow the proven systems and procedures practiced throughout the Carpet Court network, in the best interests of other operators in the group, as well as your own.

All successful franchise systems rely on a sound on-going relationship between the Franchisor (us) and the Franchise Partner (you). To do this, we both accept mutually inter-dependant roles and responsibilities. These are embedded within the Franchise Partner Agreement and the Franchise Manual, but the following summary provides a general overview of the principles.

Here are some of your key obligations:

To act loyally and in good faith towards the Franchisor at all times.

To protect and build the good will and reputation of the Carpet Court Brand.

To manage the business in adherence / accordance with the Franchise Agreement, and the processes, procedures and standards laid out in the Franchise Management Manual, and as updated from time to time.

To undertake prudent business management and financial planning.

To prepare and submit an Annual Business Plan and Local Marketing Plan for the franchise to the franchisor for approval.

To advise and report to the Franchise Support Office in accordance with reporting requirements defined in the Franchise Management Manual, and set out in the Annual Business and Marketing Plan.

To be receptive and responsive to feedback and performance reviews.

To proactively develop the Carpet Court customer base and franchised business to achieve potential and meet agreed targets and profitability within the territory.

To participate in and support all group marketing initiatives.

To ensure all franchisee obligations are met under the terms of the Franchise Agreement even if delegated.

To refrain from competing activities or business interests which interfere with the ability to operate the franchise effectively.

To cooperate with the Franchise Support Office and with other Franchise Partners and store managers so as to further the aims and reputation of the Carpet Court brand and network.

Here are some of our key obligations:

To act loyally and in good faith towards the Franchise Partner at all times.

To provide each Franchise Partner with an exclusive territory in which to operate their business.

To operate a support office to provide business guidance and operating advice to Franchise Partners and company store managers alike.

To provide systems and tools to help Franchise Partners to operate their business efficiently and to provide and keep updated the Operating Manual.

To provide start-up assistance together with ongoing assistance and to give management, sales and administrative advice from time to time during the term of the franchise granted.

To provide start-up and ongoing training as may be required to enable the Franchise Partner to meet the standards of proficiency with the operation of the Business, including the selection, training and supervision of staff, accounting, bookkeeping, marketing and the operation of all franchises comprising the franchise network.

To negotiate supply arrangements, and procure that the Central Warehouse deals with Franchise Partners and Company Owned Stores generally on the same terms and conditions.

To manage the group marketing budget, to plan and implement national marketing and promotional programmes, and provide local area marketing guidance and assistance to Franchise Partners and company store managers.

To maintain and secure the Intellectual Property of Carpet Court including the trade marks, and the reputation of Carpet Court and to take action against any Franchise Partner who may threaten any part of Carpet Court's Intellectual Property and to protect the Franchise Partner as far as possible in relation to the System.

Is a Franchise Business right for you?

Now that you have read the information in this booklet, are you ready to proceed further with your application and explore the Carpet Court franchise opportunity in more detail?

Firstly, take time to consider whether a franchise is indeed the right business model for you. You can be guided in this by undertaking the free Franchisee Pre-entry Training Course provided by the Franchise Association of NZ at www.franchiseassociation.org.nz

As a potential franchise owner you must realise that you will have an entirely independently owned and operated business. It is your business, but you are required to follow our proven systems, not only in your interests, but also in the interests of all other Franchise Partners, to ensure consistency in the presentation of brand image, and delivery of services to customers. You must be comfortable about operating under someone else's guidelines as set out in the Franchise Agreement and the Franchise Manuals.

You must also realise that we are not responsible for your success. We will put you through a robust recruitment process to ensure you meet our selection criteria. You will also receive comprehensive training and considerable assistance in setting up and managing your business. Finally you must be totally committed to providing the highest standards of customer service.

Ultimately it is your business, and your success will depend on your own commitment and drive and how well you manage it. The Carpet Court franchise system will give you many opportunities and advantages, but it is over to you to maximise them.





CurtainStudio License Model

The CurtainStudio license model can increase the sales and profitability of a Carpet Court store and allow a cost effective and easy entry into the window furnishings market.

The license model enables selected Carpet Court stores to become exclusive licensed resellers or a "Licensee" of CurtainStudio product.

Licensees benefit from CurtainStudio marketing, promotions, product development and exclusive ranges. Sales are made in the separate CurtainStudio transactional point-of-sale system and licensees receive a commission payment. CurtainStudio manages all inventory levels, manufacturing, installation and debt collection after the sale.

So how does a CurtainStudio license work?

CurtainStudio installs the CurtainStudio License displays, samples and readymade inventory in an agreed location within Licensees existing retail premise. The Licensee provides staff and vehicle(s) who are able to sell, qualify, measure and quote window furnishings, after some training from CurtainStudio.

The Licensee sells product on the CurtainStudio transactional system and earns commission which is based on a percentage of each sale, less administration, marketing and any transaction fees.

The Licensee is responsible for maintaining the security of inventory and samples. CurtainStudio is responsible for providing manufacturing, installation services and national marketing and promotions to drive leads to the Licensee.

CurtainStudio

Is window furnishings a good market? Yes!

It's big - the market size is about a third to a half the size of the total flooring market.

About 30% of flooring consumers told us they also want window furnishings.

To win, you need to deliver exceptional customer service through a consultative sales process. To maximise margins and conversion rate the best players have their own direct import exclusives.

Key benefits for Licensee

You do the selling and we support you with the rest.

Quotemaster: User-friendly software to quickly and easily provide quotes to customers. Pricing and monthly promotions are built in.

Custom Operations Team: Head Office support for customers every step of the way.

Making Specifications: All custom made products are made to our CurtainStudio standards – less room for error!

In-house Designer: Following global and market trends to ensure all products suit today's interiors and colours.

Marketing and Promotions: Compelling monthly promotions for customers with appealing images provided by CurtainStudio.

**Get in contact with us today to learn more.
Or if you would like to know about the
brand visit www.curtainstudio.co.nz**

CurtainStudio



If you consider that a Carpet Court franchise might be the business opportunity you are looking for, now we need to get to know each other better. Any future business relationship needs to be built on mutual respect, confidence, and trust, and our franchise recruitment process is designed to facilitate that.

Contact us at franchise@carpetcourt.nz



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