

VERDE BAMBOO

Regional Business Specialists CASE STUDY



“Engaging Stuart Goodfellow from Regional Business Specialists has been the best business decision we’ve made. By investing in a person, rather than an off the shelf system, we have achieved amazing results in a short time. Stuart’s strategies have increased store traffic with the right customers, increased our sales and profit, improved our business structure, and positioned us for further growth. Whether you’ve been in business for one year or ten, Stuart will help take your business to the next level.”

Mel Haverfield, CEO, Verde Bamboo

New to town with a new product

Melissa Haverfield and Emily Acheson opened the bamboo flooring concept store, Verde Bamboo, in Port Macquarie in 2010, having identified a gap in the local market for the relatively new product.

Challenged by the need to educate customers about the benefits of bamboo, it soon became a ‘race to the bottom’ as Verde Bamboo began slicing their prices in order to win customers, despite offering a higher quality product than their competitors.

After attending a business planning workshop, Melissa and Emily were quick to pick up the phone and get Stuart Goodfellow on board ‘to get a professional’s perspective’.

Building a solid market position

Together they develop 90 Day Action Plans and work from Focus Sheets to ensure they are ‘emptying the too-hard basket’ and achieving their goals in areas such as marketing, operations and finances.

Stuart has helped fine-tune business practices across the board, while Melissa and Emily benefit from stepping away from the frontline to reflect on the business, consolidate ideas and undertake forward planning.

The biggest shift has been Verde Bamboo’s evolution into a bamboo and hardwood specialist by offering a broader product range and different levels of quality in order to retain customers. Verde are now the Number 1 Bamboo and Hardwood Flooring specialists in Port Macquarie. They have also moved away from detrimental discounting, and instead add greater value to secure sales.

Reaping the rewards

Within a few months of engaging Stuart, Verde Bamboo’s financial position showed improvement.

1. The business has seen a 33% increase in profit.
2. One-on-one sales training has helped the business increase their conversion rate from 16% to 50% and gain credibility in the local market.

A more targeted marketing campaign has seen the business double its written sales. Melissa and Emily have aligned their personal values with their business goals and have been empowered to dig deep, share their passion, and transform people’s lives through their products and service.

Melissa likens Stuart to a sporting coach – someone who watches from the sidelines and motivates the whole team to perform at their peak. Verde Bamboo continues to kick goals, with plans to increase staffing levels and expand their footprint outside the local area.