



Wholesale Distributors Limited

 **freshchoice**  
**supervalue**

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# Corporate Profile



Its a personal thing..



### Proud to be Kiwi

Now more than ever, New Zealanders are realising the value in owning their own business. It comes with the benefits of being your own boss, having the freedom to grow your own team, and make impactful decisions that you can see direct rewards from. Increasingly, people are choosing to invest their effort and capital into a business of their own, and owning a SVFC franchise gives you this opportunity while still receiving support and guidance from a dedicated team of department specialists.

### So, who are we?

Wholesale Distributors Limited (WDL) is a wholly owned subsidiary of Woolworths New Zealand Limited (WWNZ), and is the franchisor of a group of independently owned and operated supermarkets. There are currently two brands in the group which trade under the brand names of SuperValue and FreshChoice. WWNZ is in turn 100% owned by the Woolworths Group Limited, an Australian publicly listed company.

We have Distribution centres, located in Auckland, Palmerston North and Christchurch, which distribute well over one million cases per week to stores. WWNZ's size enables it to purchase stock, provide plant and equipment, and source technology efficiently and cost effectively.

With the development and growth of the brands, we offer the opportunity to join the exciting, challenging and rewarding industry of grocery retailing.

### The benefits of being a SVFC franchisee

WDL offers franchisees the best of both worlds when it comes to owning and operating a successful supermarket business, combining the benefit of working with a small, dedicated team, with the backing and resources of a large parent company.

At WDL we know all our franchisees personally. Many of the support team have been retailers themselves or have extensive retail experience, and understand the business intimately. Regular visits and communication ensure the trading environments and individual business conditions are understood.

# superValue

JUST WHAT YOU NEED

SuperValue is a brand with considerable heritage. It was first established in the early 1960's, and is one of the most enduring and trusted supermarket brands in New Zealand.

SuperValue stores offer their customers convenient locations, accessible car parking, stores that are quick and easy to get around. Providing an alternative shopping experience for customers who value convenience, friendly service and hassle-free shopping over the bustle and impersonality of bigger supermarkets.

With SuperValue, you don't have to travel far for a good range of groceries at fair prices. This is encapsulated in SuperValue's tag line "SuperValue - Just What You Need!"

There are a wide range of SuperValue stores, with both rural and urban locations and various sizes. This is an ideal entry level opportunity for people seeking to own and run their first supermarket, and provides the stepping stone to move through the group into a larger store.



## freshchoice WHERE FRESH MEETS LOCAL

FreshChoice is a fast growing supermarket brand with a wide range of stores across New Zealand. Established in 1995, the FreshChoice brand prides itself on great service, clean modern stores, and a wide range of quality foods at competitive prices.

FreshChoice stores are bright, colourful and modern, with a full service supermarket offer. To deliver our customers the best shopping experience possible, each store has a carefully curated range, stocking the best quality products from dedicated suppliers. Large format stores have an in store bakery, serve over delicatessen, butchery, and seafood departments. All stores have a wide range of fresh meat, produce and pantry staples.

Our owners and store teams care about building strong connections to the communities they serve, and are constantly striving to inspire and engage customers. We are proud of the passionate people that represent the FreshChoice brand, and they in turn are proud to be advocates of it.





# Store Operations



## Support where it counts

Running a successful supermarket business requires a lot of work behind-the-scenes. This includes keeping accurate records, monitoring the store's progress on a daily basis, adhering to central and local government rules and regulations, and maintaining a happy and stable workforce. WDL provides a range of functions and support services to ensure you have the information, resources and assistance you need to operate your store successfully, both today and in the long term.

There is support provided with regular visits from an allocated Retail Area Manager who is responsible for ensuring you get the help and advice you need. Retail Area Managers are experienced retailers, who offer sound business advice in all aspects of supermarket retailing. They are an integral part of the management and development of the franchise system.

WDL closely monitors the performance of each store to make sure it is in line with budget projections and industry benchmarks. Our senior operations and finance managers are also available to provide advice on any matters relating to the operation of your business.

SVFC stores are able to take advantage of a group scheme that offers competitive rates on both business and personal insurance. Savings from WWNZ negotiated contracts also extend to areas such as credit card commissions, telephone charges and store security.

# Information Technology

Information Technology is an integral part of the operational framework of all modern supermarkets. Whilst advanced technology enables us to serve our customers more efficiently, and provides us with useful and timely information about our business, we also understand that not everyone is a technology expert.

At WDL we have a dedicated team to provide you with assistance and guidance on all IT matters. Whether you have a question regarding the operation of your in-store systems, or a problem that needs fixing, the team are available to help. We can also advise you on the purchasing of new equipment, and assist with the installation.

We also recognise that problems don't just occur during office hours. We have a help desk on-call seven days a week during the hours that our stores are open.



# Supermarket Design & Outfitting

WDL has a dedicated Store Development team who assist with the design, building, and refurbishment of stores.

The team works with franchisees to ensure there are regular refurbishments to keep stores fresh, modern and on brand. Solutions are provided that are practical and cost effective, and enhance franchisees' investment in their business. The team also works on the build of new stores; developing the design, providing plans, quotes, and managing the entire project through to completion.

The store development team helps with the purchase of plant and equipment, from supermarket trolleys through to sophisticated refrigeration units; Sourcing, new and second hand equipment on your behalf, and help to on-sell any surplus plant you may have.





# Advertising and Marketing

WDL has a Customer & Digital team dedicated to the production of quality advertising and promotional material for each of our supermarket brands. This includes a weekly digital circular, social media advertising, and a tailored media plan that is ever-evolving to meet the current landscape and business needs. The team also looks after in-store promotions and special events marketing such as theme weeks, new store openings, and seasonal events like Christmas, Easter, Mothers' Day, etc.

As well as group-wide promotions, the Customer & Digital team works with stores on an individual or regional basis to put together one-off marketing campaigns that address a specific need. It may be, for example, that an individual store wants to increase its promotional presence to pre-empt a competitor opening in the same area, or to link into a local event or promotion such as the Winter Festival in Queenstown.

The Customer & Digital team provides all stores with an effective, professional range of in-store point of sale material, from weekly specials tickets through to point-of-sale for specific promotions.

All advertising and marketing material is produced in keeping with the brand image that has been developed for both SuperValue and FreshChoice, so that everything we do reinforces the positioning of our brands in the market place. The large size of the Woolworths Group enables WDL to buy all forms of media through bulk deals. This ensures we get the best coverage possible, at economic rates.

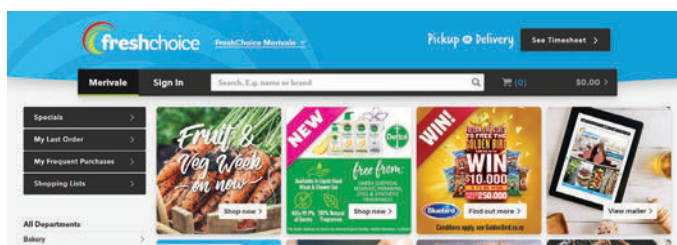
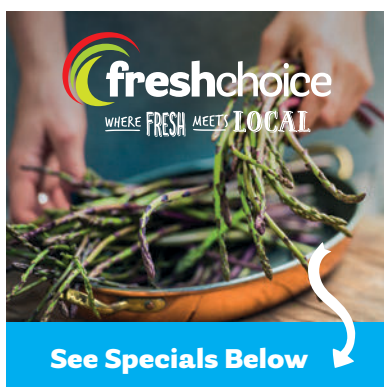
Using internal sales and industry benchmark information, like that provided by AC Nielsen, IRI and other reputable research houses, regular analysis is undertaken to measure the effectiveness of each campaign. Based on these reviews the programme is continuously fine-tuned to ensure the maximum impact is attained.

Our Customer & Digital team look after our social media channels for FreshChoice and SuperValue brand pages and accounts. We monitor comments, direct messages, tags, and mentions of our brand across social media platforms. We will provide you with the tools and templates to run your own successful store social media channels.

## eCommerce

Our Customer & Digital team takes the lead on development and support for our e-commerce platform. Every store receives a website where all their products are displayed ready for your customers to shop. Products are loaded from your in-store Point of Sale system, so are always up-to-date with in-store information.

We provide full training and support to install and set up your store to run a successful online shopping experience.



# Merchandising

## Category Management

WDL has a dedicated category management team who are responsible for national product ranging and supply, merchandising, pricing and promotion within their categories. To make informed decisions, they use information systems to analyse a vast amount of internal and external product, and supermarket data.

By having a core focus on certain categories, each category manager has expert knowledge of the trends in the industry, the performance of the products within the category, their profitability, and has developed working relationships with key manufacturers to ensure the most efficient management possible.

Category managers are an essential link between the stores and suppliers. Category managers work closely with the Customer & Digital team to promote supplier initiatives, raising awareness of new and existing products, and increasing sales for both stores and suppliers. Initiatives and promotional price points are carefully balanced against store profitability targets to ensure the best possible offer is maintained.

## Woolworth Group Exclusive Brands

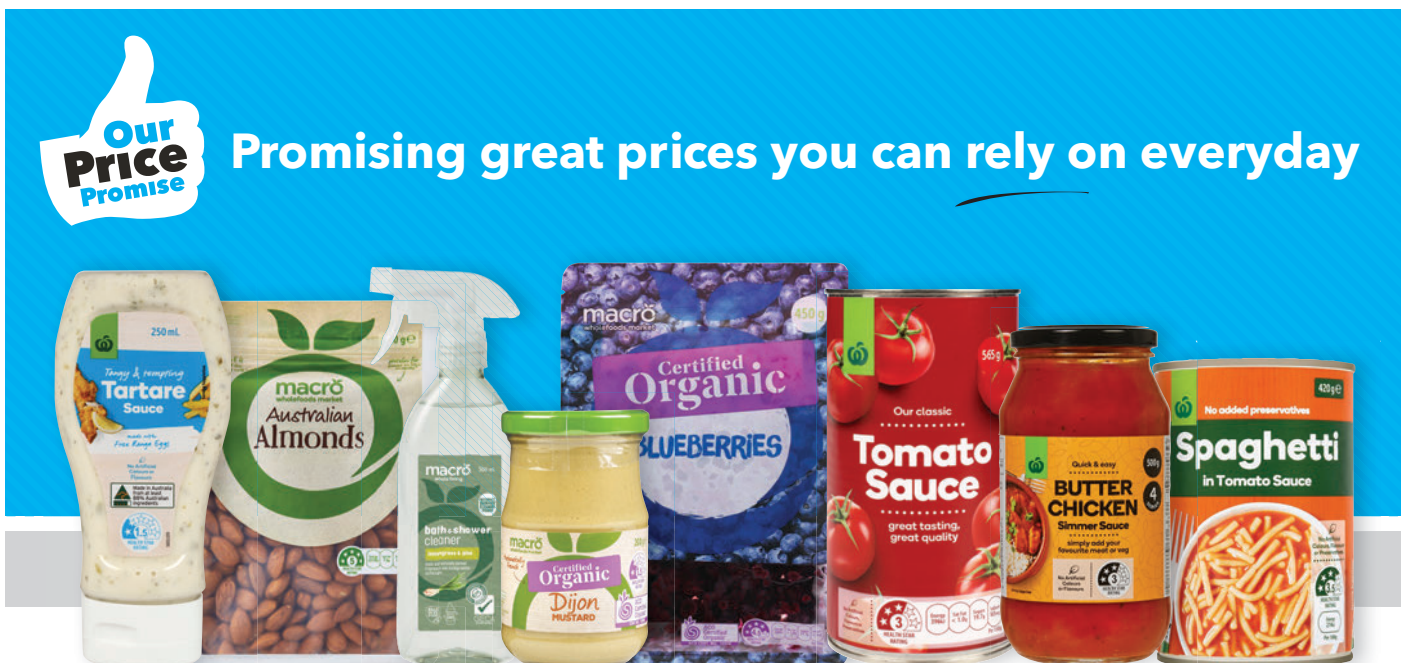
All WDL stores stock the brands that have been developed exclusively for Woolworths markets. 'WW' which is Woolworths own branded products, and 'Macro' which is a range of organic, health food and cleaning products with an ever expanding range.

These quality products offer customers a competitively priced alternative to mainstream supplier brands, whilst delivering attractive profit margins to our stores. They also provide a point of difference from our competitors.

Considerable research has gone into the development of these products which, with their striking packaging, and strict quality guidelines, have proved very popular with customers. Both Macro, which provides customers with an alternative to premium health food and eco brands, and WW, which offers an alternative to budget lines, have significant growth potential in all our markets. There is a strong focus on the research and development of our own brands to ensure we have the right product at the right price, in each category within the supermarket.

## Distribution of products to store

WDL stores can purchase the majority of their dry grocery stock through one of WWNZ's distribution centres. These distribution centres supply WWNZ's company owned stores, as well as franchised stores. WWNZ, through third party suppliers, also operates chilled, frozen, meat and produce distribution centres. WDL staff ensure that the needs of their franchise stores are met, and assist with delivery times, order quantities and range.



# Communication

## Keeping the lines open

At WDL we understand that no one knows their businesses better than our franchisees.

Having open lines of communication is crucial, enabling the team at WDL to provide service and support to help our franchisees succeed. As well as the team at WDL being only a phone call away, there are a number of formalised ways that we ensure the teams stay in touch and connected:

## Brand Management

Franchisees of both the FreshChoice and SuperValue brands are represented by a brand management committee. This consists of nominated franchisee members who, on behalf of all stores in the group, have input into the promotional and marketing programmes for the brand.

Brand management meetings are held regularly, during which time the effectiveness of the current promotional and marketing programme is reviewed, and any other business initiatives put forward, are considered.

Brand management meetings follow a formal agenda; they are chaired by the operations manager, and attended by the executive team. The minutes of the meetings are circulated to all franchisees in the group.

## Full Group Meetings

WDL hosts a number of full group meetings a year which all members are to attend. These meetings are an opportunity for members of the same brand to get together and discuss any issues relating to the group as a whole, and for WDL to present any relevant information and key brand updates.

Prior to the meeting, all franchisees are asked to submit items for discussion. This forms the agenda which is sent out to all members in advance. As with brand management meetings, full group meetings are chaired by the operations manager, and are attended by all senior members of the WDL team.

## Annual Conference

Once a year WDL holds a conference for all members from both SuperValue and FreshChoice, usually over 2 days. The conference is a mix of reviewing the past year's performance, and looking to the year ahead. The team present any new developments in the industry, and enjoy some social time together as a group. It also gives franchisees the opportunity to network with team, who they may not otherwise get to see.



*For further information about this exciting opportunity,  
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