

Franchisees offered chance to get cooking

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Pridex Kitchens puts out a call for hardworking, handy Kiwis, writes Colin Taylor

PRIDEX Kitchens is seeking franchisees nationwide, with individual territories now being offered from \$130,000 to \$230,000, subject to location, through Michael Green at Affiliated Business Consultants (ABC).

Pridex Kitchens has been designing, manufacturing and installing kitchens since 1982, growing consistently and moving to larger manufacturing premises while constantly improving its production facilities. The company now has franchised operations with showrooms in Palmerston North, the Wellington CBD, Upper Hutt, Christchurch, Dunedin and Wanaka.

In March 2007, the company opened its long-awaited 400 square meter Auckland showroom at 166 Harris Rd, East Tamaki, which is widely regarded as one of the best kitchen showrooms in New Zealand.

"As part of developing this growth strategy nationally, in September this year the company added a Christchurch kitchen manufacturing plant to enhance its ability to service South Island customers via the growing franchise network," Green says. "Looking forward to further growth, the company has also acquired the premises immediately adjacent to its head office, adding a further 2000 square metres of manufacturing facility to the existing 3400 square metre factory."

Green says that since 2004, Pridex Kitchens has quadrupled its turnover, doubled staffing levels and invested more than \$1 million in plant and equipment. Pridex also won the Supreme Award in the Manawatu Business Excellence Business Awards.

A Pridex Kitchens franchisee customer is generally a design, quality and price-conscious homeowner who is either building a new home or remodelling an existing one," says Green. The company uses materials and suppliers available to the New Zealand joinery industry and therefore has an extensive product range that can be customised to any client specification.

"Pridex sources the best quality cabinets, doors, worktops, flooring, hardware, sinks and can also supply top quality appliances at preferential rates." The company takes great pride in its showroom, which employs three-dimensional colour "photo equivalent" technology to represent its latest kitchen designs. "A local franchised showroom creates increased customer confidence in the Pridex brand," Green says.

"Customers will relax in the confidence that the business will still be there in the long term with the backing of a larger franchisor."

Green says an element of sales and management experience would be an advantage for a Pridex Kitchens franchisee but, above all else, the company is looking for owners who have a desire to succeed, good communication skills and self motivation.

"Pridex needs people with ambition who want to build a business for the future and have a desire to be successful. Franchisees don't need any prior experience of the kitchen business as training will be given, both initially and on an on-going basis.

"However, some DIY knowledge would be useful. The business owners also need to be computer literate and have people management and organisational skills."

In addition to purchasing the franchise systems, installation, sales and operational manuals, Pridex Kitchens' head office will provide franchisees with regular updates on new products and up-coming kitchen trends.

The franchisor will also undertake quality checks of all local suppliers and provide ongoing training for business owners and their staff.

"The company also helps franchisees to develop and launch marketing campaigns, assist with staff recruitment, management and employment issues," Green says.

All cabinetry produced for Pridex Kitchens is manufactured from New Zealand products and is guaranteed for 10 years. Hardware components such as hinges, runners and drawer systems have lifetime guarantees from the manufacturer.