



CONDUIT BENDS & FITTINGS

2021 BRAND STRATEGY

WWW.CON-X.COM.AU

WHO IS CON-X?

Con-X manufacture and supply custom and standard PVC bends, fittings and associated PVC accessories to electrical, civil and communications wholesalers Australia wide from our factory in Brisbane. Since inception in 2012, Con-X has been committed to the ongoing development of it's people, processes and customer relationships. Our overriding aim is to support Australian manufacturing and provide local employment opportunities.

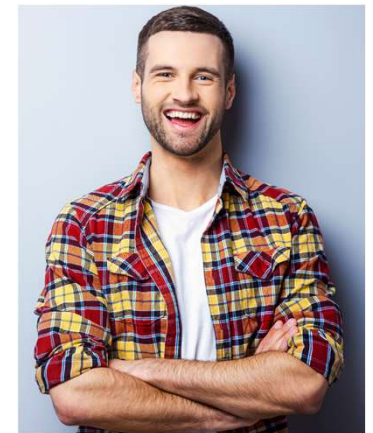


WHAT IS OUR BRAND OBJECTIVE?

- Be the primary supplier of PVC bends and fittings to all east coast electrical, civil and communications wholesalers
- Increase orders of standard bends (some current customers only come to us for custom orders and buy standard bends off a competitor)
- Stand out against competitors who do the same thing as us
- Build on our reputation as
 - A reliable supplier of bends and fittings manufactured with
 - Quality product
 - Knowledgeable staff and
 - Industry leading turn around times

WHO IS OUR PRIMARY CUSTOMER?

- Electrical, Civil and Communications Wholesalers
- Position Titles: Store Manager or Purchasing Manager
- Generally male, sometimes an ex-trades person, aged 20-50
- Store Managers often treat the stores like their own businesses
- Interested in: Sports, Camping/4WD, networking, business development



WHAT DO OUR CUSTOMERS WANT?

- Fast turn around times on quotes and orders (to deliver good outcomes for their customers)
- Knowledgeable staff, open and honest communication particularly in regards turn around times
- A supplier who has the stock levels to fulfil the entire bends and fitting order 'one stop shop'
- Accurate fulfillment, well packed product
- Easy to display on shelves for standard/smaller bends
- Easy to order (codes in their system)
- Quality product



CON-X STORY

What makes us different to our competitors?

- Industry leading turn around times for custom orders
- We have high volume capacity and good stock levels
- We only supply to wholesalers (not end users) meaning we are not competing with our wholesaler customers for end user business
- We have a dedicated, knowledgeable Sales Rep on the road and office based sales and technical staff
- We are Australian made and owned
- We offer incentives, volume discounts and rebates
- We are known for superior quality bends



COMPETITORS

Strengths and Weaknesses

COMPETITOR	STRENGTHS	WEAKNESSES
1. Undisclosed	<ul style="list-style-type: none"> - Good Quality Bends - Turn around time for custom orders - Australian Owned 	<ul style="list-style-type: none"> - Competes with wholesaler on end user business - Price - No sales rep on road - Moderate volume capacity
2. Undisclosed	<ul style="list-style-type: none"> - Price - Turn around time for custom orders - Australian Owned 	<ul style="list-style-type: none"> - Competes with wholesaler on end user business - Low volume capacity & poorer quality product - No sales rep on road
3. Undisclosed	<ul style="list-style-type: none"> - Turn around time for custom orders - Geographically closer to South side and Gold Coast customers - Australian Owned - Moderate volume capacity 	<ul style="list-style-type: none"> - Competes with wholesaler on end user business - Poorer quality product - Price - No sales rep on road
4. Undisclosed	<ul style="list-style-type: none"> - Standard (smaller) bend market leader - 'One stop shop' for electrical supplies - Big marketing budgets, incentives and rebates for customers 	<ul style="list-style-type: none"> - Not specialists in bends (it is just one of their many electrical products) - Not price competitive on custom orders - Not Australian Owned

CON-X POSITION RELATIVE TO COMPETITORS

- Known for our ability to produce custom orders with fast turn around times
- Less known for our smaller/standard bend range
- Relatively new to the market compared to competitors
- Price competitive - not the cheapest, not the most expensive
- Geographically based in North Brisbane meaning we have local advantage for North Brisbane and Sunshine Coast and are well placed for transport routes

CONTENT PILLARS

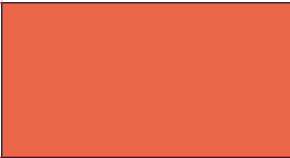

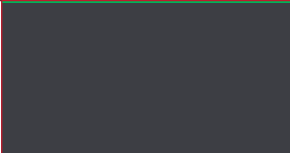
For Social Media and Email Campaigns

- Email communication every 2 weeks
- Weekly social media updates



1. TURN AROUND TIMES AND CUSTOM ORDERS	2. SALES REP ON ROAD/KNOWLEDGABLE STAFF	3. TECHNICAL INFORMATION	4. WE ARE YOUR SUPPLIER NOT YOUR COMPETITOR
EXAMPLES			
Time frames on quotes and orders in and out	Where Paul (Sales Rep) is visiting Maps of where he has been	How to measure angles and radius	Examples of incentives/rebates
What the new dispatch premises will mean in terms of turn around times and increased efficiencies	Photos with wholesale customers	How best to store conduit bends and fittings	Stock levels of standard bends.
Examples of unusual custom orders/case studies	Profiles of staff including their industry experience		Photos and updates of the new premises being opened

LOGO, BRAND COLOURS AND FONTS

CON-X		
Orange	HEX #ec6649, RGB(236,102,73), CMYK(0,57,69,7)	
Green	HEX #01b258, RGB(1,178,88), CMYK(99,0,51,30)	
Grey	HEX #3d3e44, RGB(61,62,68), CMYK(10,9,0,73)	



CONDUIT BENDS & FITTINGS

FONTS:

ABADI

Avenir Next LT Pro (Body)

CURRENT INITIATIVES

WHOLESALE VISITS	Paul (sales rep) working his way through visiting all current and new potential customers
BOX QUANTITIES	Box sizes and quantity of bends in boxes are to match our biggest competitor, for path of least resistance/ease of ordering
COMMUNICATION	Email every 2 weeks. Weekly social media updates.
SAMPLE BOXES	Samples boxes of smaller bends to be sent to new customers including welcome letter and merchandise gifts.

NEW INITIATIVES

How do we stand out in 2021 and beyond?



CON-X BRANDED LAGER	<ul style="list-style-type: none">• 6 Pack or carton to be sent out with orders. One to each wholesaler to surprise, delight and create buzz.
VIDEO CONTENT	<ul style="list-style-type: none">• Personalised video to be sent out after order to thank wholesaler and ensure everything was in order (surprise, delight nurture relationship).• Build a catalogue of video content to communicate technical data and position ourselves as industry experts.
EVENTS	<ul style="list-style-type: none">• May : Opening/Information day at new dispatch building with Keynote Speaker (sports or business keynote). Depending on success - This may turn into annual event• Create annual golf tournament for wholesales. Events will nurture relationships and give us the opportunity to communicate key messages.
NEW DISPATCH PREMISES AND FACTORY UPGRADE	<ul style="list-style-type: none">• New Dispatch Building (opening in May) will be professionally fitted out with offices, product displays, marketing materials etc. It will lift our overall image and professional appearance in the market place and increase production efficiencies.• Aldinga Street (Current factory) Upgrade to offices and lunch room.