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Home Center is the oldest and largest DIY chain in Israel. Over the years, the chain has grown to 44 branches in Israel and it generates an annual sales turnover of over one billion shekels. In 1999, while expanding in Israel, Home Center entered the international arena, opening its first branch in Cyprus. Today, the chain operates 11 branches outside Israel – 4 in Cyprus, 4 in Russia and 3 in Serbia.

Home Center strives to reinforce and emphasize classic world of DIY to provide a solution to customers looking for reasonably priced products, services and solutions to improve their home. At the same time, the chain has

added 'softer' departments of interior design – such as house ware, textiles and furniture in order to provide consumers with a comprehensive range of home décor solutions.

The Competitive Environment

In the recent years, competition among the chains has increased for the entire market: IKEA, entry of KIKI, expanded operations of the large non-food chains and growing private market.

The challenges in coping with such a diverse market include the creation of broad as well as in-depth and

diverse solutions, creation of progressive price lists and ability to leverage the chain's advantages in range of services, professionalism and knowledge against the challenges.

The Marketing Challenges

Home Center strives to distinguish itself from the competitors and establish long-term relationships with the clients. In addition, the chain strives to increase the frequency of encounters with the client throughout the year.

The chain works on increasing its marketing anchors and interfaces with consumers in special departments





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(kitchens, bathrooms, decks and pergolas) and with contemporary and accurate positioning, and provide customers with unique solutions that are custom-tailored to meet their needs all under one roof.

The Marketing Solutions

In continuance of its marketing activities in recent years that saw the company focusing on home improvement in its marketing, Home Center has decided to reinforce and upgrade renovation solutions by upgrading the kitchens, bathrooms, paint, work tools and covering and ceramics departments. The goal is to position itself as a supplier of overall home improvement products for home renovation and improvement.

The main change in the chain occurred on the sales floor: the branches adapted to the new strategy and significantly expanded the area dedicated to the kitchen, ceramics and bathroom departments, the first areas targeted by consumers for renovation.

In kitchens, not only has the space dedicated to the department been expanded, Home Center also currently maintains a designated factory to manufacture custom-tailored kitchens as well as bathroom cabinets and walk-in closets. Customers can purchase products off the shelf in the chain or consult with in-house designers to plan a contemporary custom-tailored kitchen. Once the sale has been made, the plan is sent to the Home Center factory, and the kitchen is delivered to the customer's home and installed by a company team.

In addition, another new service being offered by the chain allows customers to design and order decks, pergolas and fences of any type of wood and substitutes available in the market.

During renovation months (Passover, summer vacation, New Year, etc.), the chain advertises valuable offers in kitchens, bathrooms and coverings, and it has launched a renovation card that grants an additional 15% discount in 20 select departments during relevant times.

Home Center's new services campaign is spearheaded by Dudu. The chain's market research has revealed that he is identified with the brand and grants the chain an image asset of expertise, professionalism and service.

Home Center makes a concerted effort and dedicates means to reinforce consultants' professionalism on the sales floor through enrichment meetings and study with experts, companies and suppliers in their field of expertise (paint, textile, electric work tools, etc.). In addition, Home Center, through an external company, conducts regular quality control over service quality and quality of sales services provided in its branches.

The enrichment, training and control are designed to reinforce service and sales in the branch, to increase loyalty and to provide the best possible solution to the client.

And in the Future...

While it continues to expand and specialize in renovation and home improvement, Home Center plans for some of its products to implement the EDLP (Every Day Low

Things You Didn't Know About Home Center

- Every large Home Center store has 30,000 items.
- Home Center has a designated factory for manufacturing custom-tailored kitchens, bathrooms and cabinets.
- The Home Center Chain sells cell phones without any obligation.
- The Home Center Chain has won the license to be the MVNO cellular operator.

Price) policy, to develop new retail ads and to enter the cellular world as the MVNO operator.



1992
The first Home Center branch opens in Rishon le Zion.

1999
First branch opens overseas in Cyprus.

2006
Entry into cellular phone sector.

2007
Three additional stores open outside of Israel – in Cyprus, Russia and Serbia.

2010
Ceramics, bathroom, kitchen and cabinet showrooms opens in multiple flagship stores.

2011
Own brand launched – Paint; license obtained to be a MVNO cellular operator; first branch opened in the "Home Center Deal" format.