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Buying power/group buying/cost effective as group and as member/ buying support

Board of Directors – owners of Castle

Member owned – pride in what you are doing/Independence member control/make our own decisions

Family run business/family feeling – less corporate/close knit family feel

Fun as a group/team feeling/ environment/willing to help each other

Business model of Castle

Choice

Flexibility

Diversity

Growth

Freedom

Transparency

Visionary

Business Development Managers

Knowledge and research

Good recognition

Good negotiation

Good administration

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Castle Building Centres representation not mandatory by members

Not enough member collaboration – can be competitive

Not enough communication between members

Communication base

Communication – EMS not used to full potential – email EMS info to internal source

Hard to keep momentum

Share business practices

Too long to implement ideas

Tools to get off the ground

Manpower in Alberta - getting good people – high staff turnover rates – not enough knowledge

Workforce - Hard to find right people

Brand Independence

Brand awareness/brand recognition in marketplace

Brand confusion – independents – usage – more awareness

Independence - program participant levels – not all carrying the same products

Better ID – a b c items by product category

Work together – see a buy – get stores involved on the buy side

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Create an EMS mobile app

EMS

Improvements to EMS for filtering

Technology training for software POS system, EMS system

Receiving technical alerts from Castle for EMS

Development of a custom Castle POS system

Search Engine Optimization

Webinars

Social marketing

Orgill Smart Start

Baby boomers spending

Design centers

Castle catalogues

More consolidated buying

Technology

Supply and install

Vendor new product training / experience / product knowledge

Empower your employees / engage employees

Communication to members – ecommerce

Members working together – mergers

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Competitors / Competitors standardized pricing – online regional

Online LBM sales

Delivery headaches – traffic, construction

Costco – Walmart / competitors selling hardware products / big box threats

International competitors

Reducing customer loyalty

Less contact – customer misinformation

Customers – too much information

Supplier alliances with competitors

Suppliers stealing customers

Distribution centres cost freight delivery

Competitor selling at unrealistic price levels/Regional competitors - lower margins to get sale

Corp stores i.e. Home Hardware prepared to lose money to get the sale

Design Centres taking business

Wholesaler selling retail

Finding the right workforce

Employee retention

Human resources