



GEELONG ADVERTISER BUSINESS EXCELLENCE AWARDS 2011

26 YEARS OF SUPPORTING BUSINESS EXCELLENCE

RACV Business Insurance Retail Award: Classic Fireplaces & Barbecues



FIRED UP: Classic Fireplaces & Barbecues Pty Ltd staff, from left, Kathy Mallon, Mary Turek and Damon Kennedy.

JUDGES' COMMENTS

This business is heavily focused on providing a high level of customer service and product knowledge. They have a very clear understanding of target markets and a diverse range of marketing strategies. They make an effort to reduce energy consumption in all areas of the business.

Classic retail victory

SCORES

CLASSIC Fireplaces and Barbecues is a family business leading the way in gas fire, wood heater and barbecue sales.

When the business first started, more than 35 years ago, sheet metal products were manufactured on site for sale by the store.

Fast forward to 2011 and it has built strong business relationships with reputable suppliers to provide products that lead their respective markets in technology, quality and value.

In the past 12 months the business has gone from strength to strength

after being awarded National Dealer of the Year by Shamic Sheetmetal.

John and Jeanette Greene took over the store at the end of 1999, obtaining ownership from their family's manufacturing company.

Initially they operated a specialist store for wood heaters and outdoor leisure products but, with experience from his manufacturing days, John quickly recognised a growing sector of the market. As gas log fires began to grow in popularity they have become vital to the business'

success.

Through customer service, product presentation and high quality brands, Classic aims to achieve and exceed its customer's expectations.

Because of the seasonal range of products, Classic has a diverse customer market. Keeping a comprehensive record of customers, their ages, social status and how they make purchasing decisions allows the business to make the most of the market.

Classic believes listening is the key to creating a successful marketing campaign on a budget. The business

uses customer feedback as its primary form of research and uses that information when planning future marketing strategies.

The business contributes to the local environment with efforts in recycling, power saving systems, promotion of high efficient heaters and education of efficient wood heating practices.

"This award is a big morale booster for the team. It's good recognition for all our hard work," Damon Kennedy from Classic Fireplaces and Barbecues said. "Winning the award is especially great in this time of highs and lows."

Objectives and development	85/100
Marketing strategy	85/100
HR and Training	80/100
Achievements	85/100
Customer Service	80/100
Business Performance	85/100
Environment	80/100
TOTAL	580/700

Thank you.

Geelong's leading gas fireplace, wood heater and barbecue specialist store would like to thank all of our valued customers.

We are proud to be the 2011 Geelong Advertiser Business Excellence Awards Retail Award Winner.

Gas fireplaces, wood heaters and barbecues



99 West Fyans St
Newtown

Visit our showroom or phone
Ph: 5222 1688

www.classicfireplaces.com.au
info@classicfireplaces.com.au

