

“ Go into many homes around the country and you’ll find neutral colour palettes, until you get to the children’s rooms, which are often alive with colour and creativity. When most of us were kids we loved bold colours and were happy to choose colours just because we loved them. Somewhere along the way to becoming adults, that confidence seems to be lost to many as we start to worry about what others think. To help parents recapture their colour confidence and a sense of adventure when decorating we have created a new habitat plus book... ”



Made for kids

Once upon a time, the palette for children’s bedrooms and play spaces was focused on pink for girls, blue for boys and decidedly gender neutral colours like red, yellow or green. Luckily today’s kids are able to draw from a much larger source of inspiration and colour choices for their bedrooms and play spaces.

Greater internet exposure means even quite young children often have very clear ideas about what they do and don’t like – favourite colours, hobbies,



interests, video, book and movie characters can all give shape to a room of their dreams.

A child’s room is also a great chance for your clients to really play with colour and try out some ideas that they may not be brave enough to use elsewhere in their home.

To help your clients get inspired, Resene has created the new habitat plus – kids’ spaces with a whole host of children’s room decorating ideas.

Get your free copy from your local Resene ColorShop to share with your clients.

The Boston Matrix: What it is and how it can help you

The Boston Matrix, otherwise known as the BCG (Boston Consulting Group) Model, was created in 1968 to help businesses segment and assess their products. Despite the tool’s half century in use, it is still widely regarded as a handy way to quickly and effectively divide offerings into useful groups.

Basically, it can help you get a feel for how your products/services are doing, and whether you should keep offering them, promote them further, or perhaps stop offering them entirely.

The matrix is essentially a very simple grid. On one axis, it considers how the product/service is doing in terms of growth within the market. On the other axis, products/services are measured in terms of their market share relative to your biggest competitor. Because of these measurements, you may even see the BCG called the ‘growth-share matrix’.

Throughout the grid, there are four separate compartments; stars, cash cows, problem children and dogs.

Here’s a little more on each section, and how you can maintain and grow your business using this division.

Stars

A star is any product/service that sits in the high growth, high market share corner.

These tend to take a lot of investment, but they also create a lot of income. The tough part about stars is to judge whether or not the market will continue to grow, or whether it will go down.

For example, perhaps your skill in painting outdoor fences is a star as you see a lot of growth for demand for this type of work, and your promotion work helps give you a leg up in taking on a lot of these projects. If the market continues to grow, you may need to continue paying to promote your services for fence painting, and you should continue to reap the revenue benefits from that investment. Should the market slow down, a star can turn into a cash cow.

Cash cows

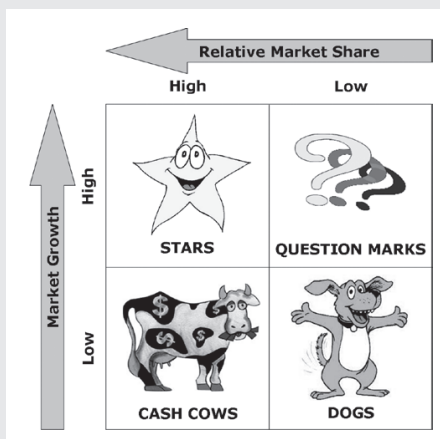
Cash cows are products/services that sit in the low growth, high market share corner of your grid.

Usually, these are the foundation of your company. Essentially, as their market growth is low, you won’t need to spend much to maintain these products and services. Yet since their market share is on the higher end, they help bring in the revenue, hence the name ‘cash cow’.

Perhaps you receive regular contracts for interior projects where you repaint entire homes. Your company might be well known for this type of job in your local area, so you get a lot of the work and referrals. Running with the ‘cow’ metaphor, these products are usually ‘milked’ to fund other projects (such as stars).

Problem children

Also known as question marks, a problem child is a product/service that has high growth but low market share.



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>> Naturally, this can be quite tricky to deal with. If you wish to turn your problem child into a star and take a larger share of the market, you'll need to look at why your product/service isn't as in demand as that of your competitor. It could be anything from being priced too highly, to not putting enough investment into its promotion. The question is whether you risk investing money in problem children and not seeing them move into the star category and giving you return on your investment.

Dogs

Finally, a dog is one that has low market growth and low market share.

Ideally, your business won't have many, if any, dog products or services. They will either be making you a loss or a low profit at best, and you may need to consider whether it is something you still wish to invest time and effort into, or to remove it from your offerings completely.

An example of a dog could be if you work occasionally for a builder or developer who regularly has to reschedule your work, interfering with your other clients, has lower than market rates and/or always pays late. It may not be worth your while undertaking their work in future if you have enough

other good work coming in that will enable you to work more consistent hours at a higher rate.

Like any marketing strategy or theory, the Boston Matrix is one you can follow to the T or simply glance over occasionally for some direction with your decision making.

If you find you are getting overloaded, it can be a very helpful way to decide which areas to focus on and which areas to exit.

Get your work seen

If you've painted a project recently that has an interesting use of Resene colours or products, we'd love to hear from you.

We may be able to feature it through one of the habitat or Resene marketing channels and get you some more exposure for your decorating work. Simply send to us at update@resene.co.nz with details about the project. It's a great way to show off your work without having to fork out money for advertisements.

It can happen to anyone

We all know we should secure paint in a vehicle before we start driving, but sometimes it can be tempting to just jump in and go and hope for the best. But it pays to take that extra few seconds to make sure your paint is



well secured. Even Resene reps sometimes learn this lesson the hard way, as Phil tells us...

"A long time ago in the empire of 'Resene Land', burning with desire to please, a Resene rep one day forgot to load his precious Resene paint delivery safely into his shiny black chariot.

Upon arriving at his destination what should he see but drippy drip, sprinkle dee, a very very very long trail of freshly spilled paint on a well-used road for the masses to see.

After quite some panic at the mess he had made, a very quick and smart decision was made. 'Ring Eco Phil, he'll clean up the mess and jump through hoops to relieve Resene's stress!'

Arriving at the scene, what should Phil see but one Resene rep messed up to his knees!

So splitting with laughter I say 'what can we do, you've covered your chariot, trousers, shirt, jacket, shoes and the road too!'

Lucky for the rep and for Resene too, I cleaned up the mess until the road looked as good as new."

Virtually coloured

Every so often we hear from a customer who has chosen their entire colour scheme using their mobile phone and been somewhat surprised [understatement!!] by what their colour palette has looked like once painted on.

We've been working on linking our electronic colour formulations to our master colour samples, which has seen some tweaks to the RGB values which are being updated on charts as they come up for viewing. Even with these changes though, computers and devices still can't match physical samples perfectly.

While devices and computers are a very handy and quick way to view colours and play with ideas, they are no match when it comes to making your final colour choice. That's because the way paint colours and computer screens work is completely different, so a computer screen can never show the exact nuances of the paint colour. Every computer, every device, every screen shows even the same colour slightly differently, and even the same colour on the same screen on different settings or during the day vs night can still look quite different.

Remember the golden rules when it comes to choosing colours, and it might pay you to remind your clients too so they don't get a surprise after the paint has gone on!

1. Use electronic colours for ideas, inspiration and visualisation only.
2. Use real physical colour samples for colour specification.
3. Ensure that your chosen Resene colour is tinted into Resene paint using the exclusive Resene decorative tinters and formulation to ensure you get the authentic colour.

This is the only way to ensure that the colour will be accurate. Don't settle for anything less.

Most trusted again

When Readers Digest announced its Most Trusted Brands survey results, Resene was proud to be named Most Trusted Paint for the eighth year running. Thank you for your ongoing support – we really appreciate it. We always welcome constructive and helpful feedback that helps us improve – simply email us at update@resene.co.nz or fill out the contact form on our website.



Catch you next month!

TwoCan, Editor.

