KEY
KEY SERVICE LIMITED
COMPANY PROFILE
100% NZ
OWNED & OPERATED

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Welcome to Key Service Ltd

Founded in Auckland, New Zealand in 1997, Key Service Limited is a well respected supplier to the Electrical Retail, Electrical Wholesale and Integrator markets.

With over 20 years experience in Sales, Marketing, Warehousing and Distribution, we offer a premium end to end solution within these specialised fields.

By taking the time to understand the brands we represent, the customers we supply and the unique selling points of the products we sell, we have become the distributor of choice for a number of internationally recognised blue chip brands in New Zealand.

We take great pride in delivering outstanding results for our partners with the knowledge that this attitude will see us in well into the future.

Our Goal

Key Service. It's what we called ourselves when we began back in 1997 because it described our business, our reason for being, and our values. We pride ourselves on our customer and sales relationships.

And it's with these qualities that we are attaining our goal:

To be the most trusted partner of choice for high demand, innovative, desirable product within our industry.

Service is the key, and that has been proven to us time and again, as Key Service Ltd has gone from strength to strength in parallel with our customer's success.

Staying true to our mission, vision and values statements, we have forged partnerships with premium brands which we believe strengthens our Value Proposition. We leverage existing synergies across the complementary brands we represent to allow us scope to provide best-in-class sales and marketing support across multiple channels.

Strategically, ownership of Supply Chain and Logistics Operations have been retained, giving us the ability to provide a premium end to end business solution.

By providing value to our supply partners and high value brand power to our sales partners Key Service Ltd have proven we can attract and retain a high calibre of staff and ensure expansion and longevity of the company.

Our Values

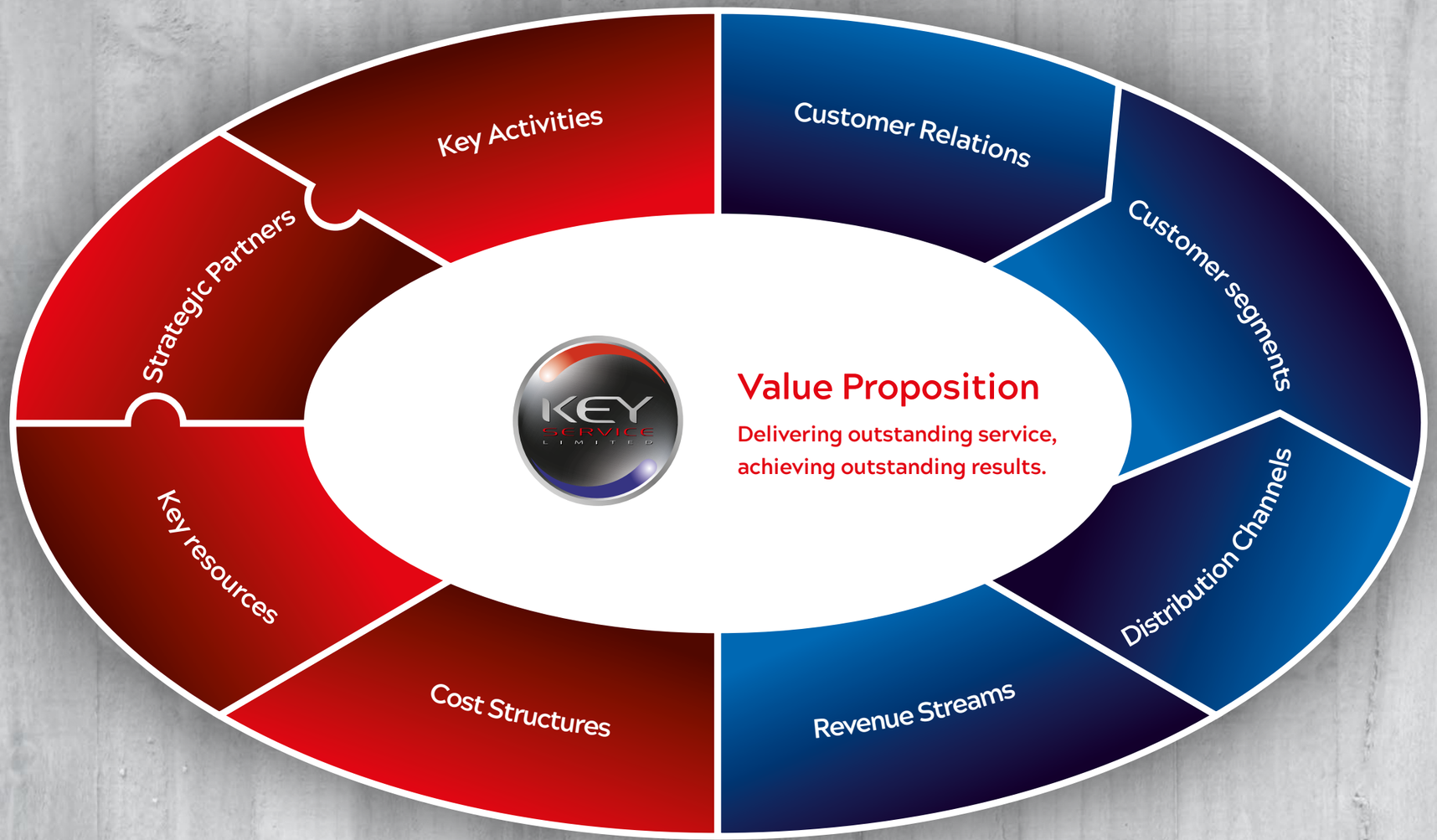
People	To ensure all who work for Key Service Ltd. are loyal, skilled, honest people
Principals	To perform all duties with respect and integrity
Professionalism	To display professionalism in our appearance, correspondence and actions
Pride	Exhibit pride in ourselves, our company and our role
Communication	Strive for excellent, open, prompt communication
Trust	Expect and deliver mutual respect and confidence to our co-workers and customers
Direction	Demonstrate unity by navigating towards common goals and have a passion to achieve them
Accountability	We will be accountable for our actions and ensure jobs are done right first time, on time.
Commitment	Demonstrate commitment to our customers through justified service levels, education and display
Wellbeing	To ensure our working environment is safe, healthy and allows us the opportunity to expand our abilities
Unparalleled customer support	Actively pursue customer support excellence through our actions, systems and professionalism

Our Mission:

Striving for Excellence

Our Vision:

To be the most trusted partner of choice for high demand, innovative, desirable product within our industry.



How We Work - Our Business Model

CUSTOMER RELATIONS

- Dedicated customer service team
- Nationwide sales team (Direct Employees)
- Technical specialists
- Business Development Managers
- Marketing Department
- Digital Marketing

CUSTOMER SEGMENTS

- Personal care
- Smart Home
- Audio/ Video Distribution
- Heating/ Cooling
- Installers
- On-line researchers
- On Line purchasers
- Integrators/ Electricians
- Incentive programs
- After sales service
- Commercial Sales
- Specifiers

DISTRIBUTION CHANNELS

- Electrical Retail
- E-Com
- Electrical Wholesale
- Incentive Programs
- Commercial Sales
- Specifiers/ Architects
- After sales service providers

REVENUE STREAMS

- Sales:
  - Retail
  - On Line
  - Instore
- Training services
- After sales service
- Customer Services
- Third party logistics
- KPI fulfilment

COST STRUCTURE

- Salaries/ Commission
- Rent/ Maintenance
- Vehicles / Travel
- Marketing/ Promotional spend
- Training/ compliance
- Communication
- Training/ Compliance
- OH & S
- Digital maintenance
- Governance/ compliance

KEY RESOURCES

- Modern A Grade NZS4541 fire rated warehouse facility
- EDI ready accounting software
- Highly skilled staff
- Transitional operating facility
- Brand power
- Warehouse POS

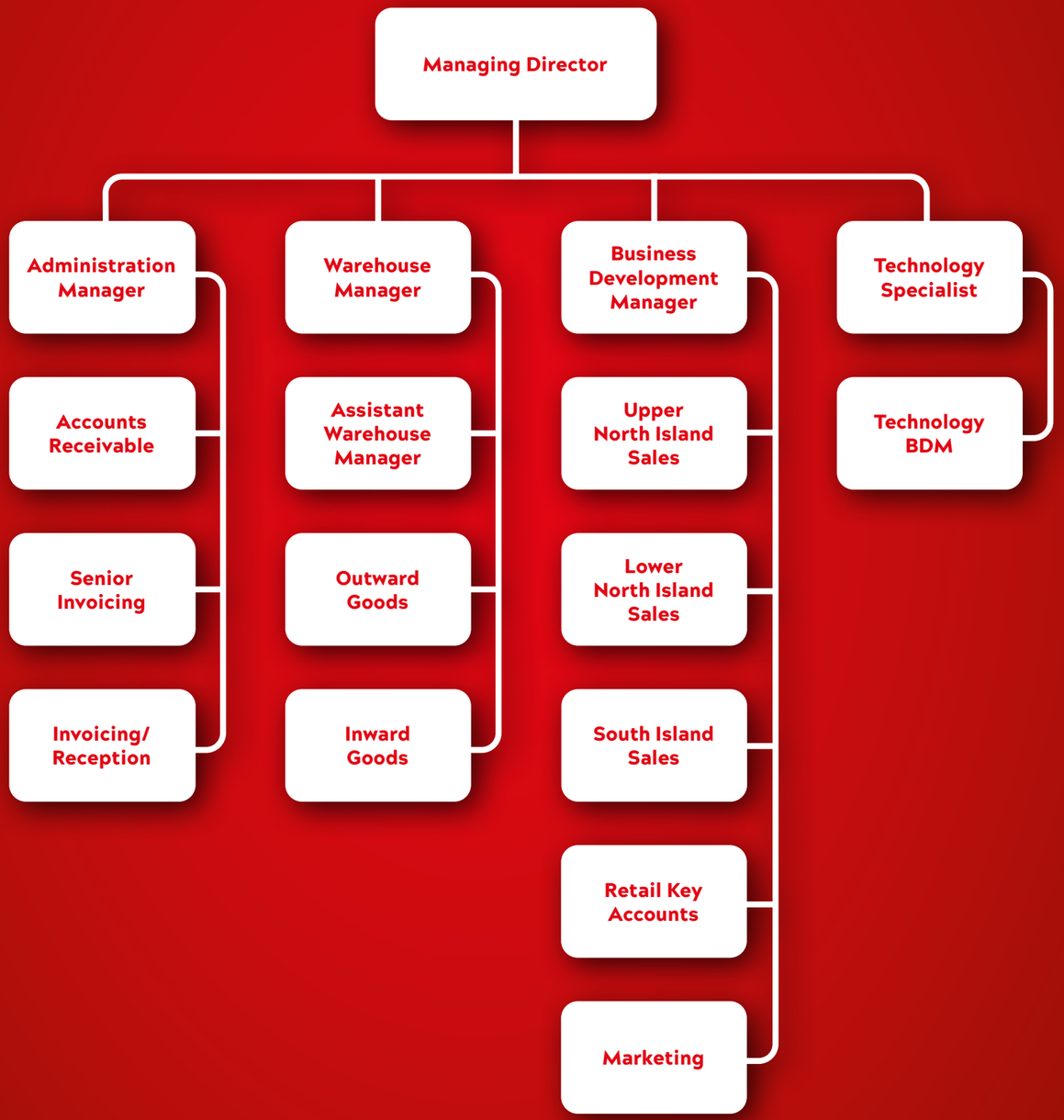
STRATEGIC PARTNERS

- Proctor & Gamble
- OEM Suppliers
- AV Pro Edge
- Mann and Noble
  - Shark/ Ninja
- Olimpia/ Noirot
- Fireboard Labs LLC
- Cleerline Technology Group
- Intellium Technology - Tech support
- Wilde & Freeman- HR
- MYOB
- Orbis International Freight

KEY ACTIVITIES

- Logistics and supply chain
- Sourcing/ Importing
- Multi channel Sales/ Sales Support
- Training
- Merchandising
- Marketing
- Digital Ecom
- Digital marketing

Our Corporate Structure



Our Capabilities

Brand Management	Product Specialists / Trade Marketing Management / Advertising
Nationwide sales coverage	Full sales team based nationwide
Internet sales	www.keyserviceltd.co.nz E- Commerce
Warehousing / Distribution	960 sqm plus off site capability
Import	MPI Licensed devanning facility / staff
Invoicing / Dispatching	Automated invoicing / EDI Capable - MYOB
Account negotiation	Trading Terms negotiation
Head Office negotiation	Promotional support/ Ranging etc.
Trade shows / Training	Trade Show Attendance / Customer Evenings / In-store Training
Customer Service	Consumer / Trade queries
After-sales Service	Warranty Processing / Credit / Consumer Law Compliance
Merchandising	Creating BIC Displays / Stock Presentation / In-store location negotiation
Smaller promotional offerings	Shrink wrap machine for one-off bundle promotions
Accounts	Credit Checks / Account Management / Rebate Management / Credit Processing / Legal requirements
Product Sourcing	Product Sourcing / Packaging / Branding / Importation / Safety certification
Point of Sale Management	Warehouse and distribute Point Of Sale material
Industry Training	Targeted integrator training
Targeted Marketing Campaigns	Social Media / Product Release / Peak Period
Custom Design	Custom home theatre / Home automation design

Our Brand Partners

ORAL-B

Oral-B is the market leader in electric toothbrushes worldwide. Their premium portfolio includes electric and manual toothbrushes, toothpaste, floss, mouth wash and other oral hygiene product.
Oral-B toothbrushes are the brand used by more Dental Professionals worldwide.

BRAUN

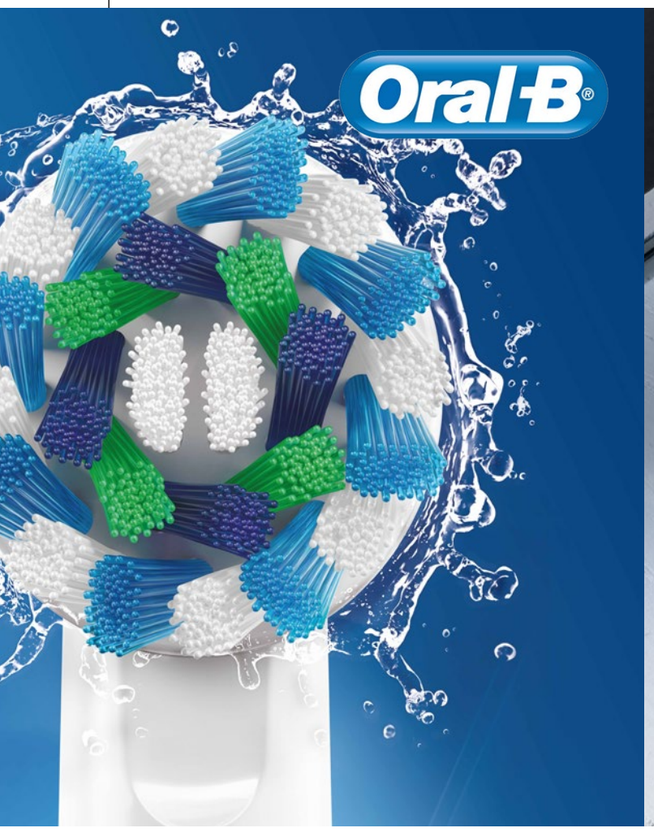
Braun are the market leaders in innovation, engineering and technology.
Braun products are synonymous with high quality and ergonomic design. The brand's core values of functionality, quality and aesthetics are still as relevant today as they were when Braun design was born in the 50s.

OLIMPIA SPLENDID

Established in 1956, Olympia Splendid is one of the world's leading brands in air conditioning, heating, air treatment and hydronic systems, thanks to their unique, innovative products. For over 50 years Olympia Splendid have brought their italian made products to over 45 countries around the globe.

NOIROT

Founded in France, Noirot is a leading brand in home heating, warming the hearts and homes of thousands of families for the last 75 years. With all manufacturing still in France, Noirot combines european style and a strong commitment to developing the latest in technology and quality, to sit at the very forefront of home heating innovation.



Other brands we represent

AEON Technology for the next generation

CLEERLINE SSF™

AV Pro edge

MURIDEO

Bullet Train

Our Brand Partners

SHARK

A pioneer in vacuums and cleaning solutions, SharkNinja provide highly functional, innovative products, from cutting-edge, market-leading vacuum cleaners to high-quality steam mops. They have have become one of the leading companies in the housewares industry. Their products positively impact people's lives every day in every home around the world.

NINJA

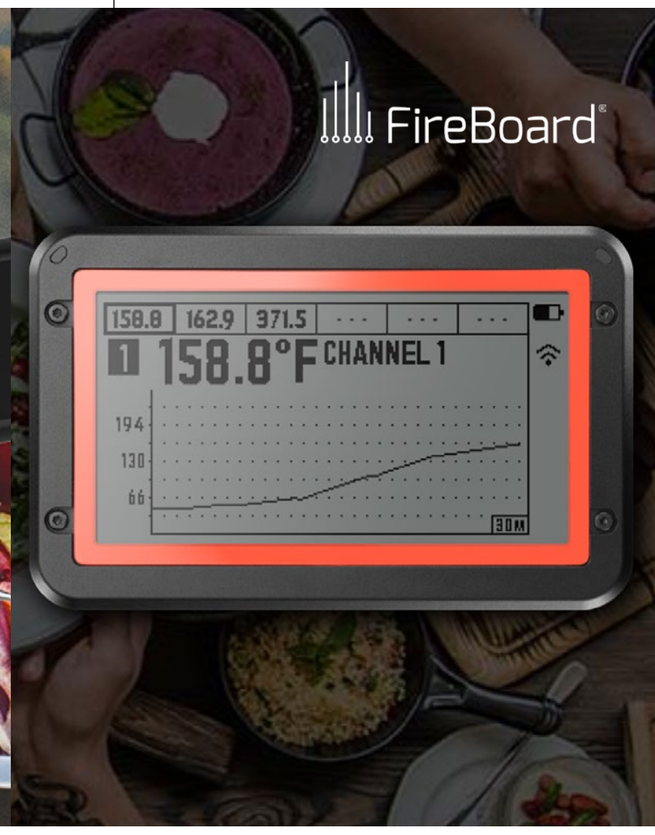
With a dedication to innovation and quality, SharkNinja has rapidly carved out a significant market share in the kitchen appliance industry, becoming one of the leading companies in this sector. From innovative, market-leading nutria-extractors to highly advanced food processors, SharkNinja products are used and enjoyed all across the globe

PURE-Q

Originating in NZ, the PureQ brand is all about barbecue, cooking and good food. Providing aspiring cooks with an innovative range of BBQ and kitchen accessories at affordable prices, the PureQ range extends from kitchen and barbecue digital thermometers, to grill brushes and barbecue tongs.

FIREBOARD

Designed and manufactured in the USA, the Fireboard barbecue thermometer is widely considered to be the best in the world. It's smart technology enables temperature tracking and alerts via smartphone or email, while data logging capabilities allow storage and viewing of historical data.



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In Summary

From humble beginnings in 1997, Key Service Limited has grown to become a very successful company with it's roots firmly bedded in experience, trust and reliability.

We provide unparalleled service and end to end solutions in marketing and distribution throughout New Zealand for a variety of well established, complimentary, global brands.

Our team is passionate about what we do and we are committed to providing the very best service and customised solutions for each of our customers.

Working with some of the world's best brands has seen Key Service grow from strength to strength, allowing us to refine what we offer and continuously hone our systems, thereby keeping us at the forefront of this exciting industry.

We look forward to continued growth and new horizons.

Steven Meek
Managing Director

New Zealand Wide Coverage

Other

J.A. Russell Ltd
ELECTRICAL & DATA SUPPLIERS

telfers

IDEAL ELECTRICAL SUPPLIERS

active ELECTRICAL SUPPLIERS LTD

CORYS Electrical

Scott Electrical

Redpaths

Electrical Retail

Farmers

noel leeming

Harvey Norman

Betta ELECTRICAL

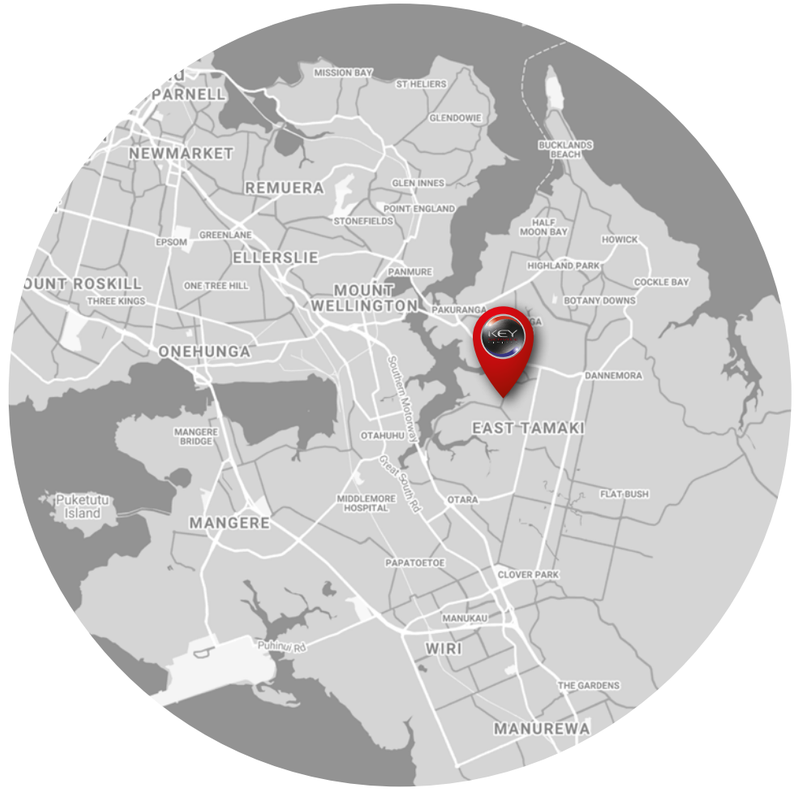
APPLIANCE connexion

BRISCOES HOMEWARE

SHAVER SHOP

MITRE 10

PlaceMakers
Know how. Can do.



Our Contact Details

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