הום סנטר מה השאלה?

The DIY chain Home Center provides home maintenance and improvement solutions for both inside and outside the home. In recent years, the chain has been striving to differentiate itself from the marketing chains and private stores and to establish a long-term relationship with consumers

Home Center is the most established Do It Yourself chain in Israel. Over the years, the chain has grown and by the end of 2010, it will operate 43 branches in Israel, generating over one billion shekels in sales a year.

In 1999, parallel to its expansion in Israel, Home Center broke out in the international arena, opening its first branch in Cyprus. Today, the chain operates 10 foreign branches: 4 in Cyprus, 3 in Russia and 3 in Serbia.

Home Center strives to reinforce and emphasize the classic worlds of DIY in order to provide consumers who are looking for products, services and solutions in home maintenance and improvement at reasonable prices, and in order to differentiate itself from the competition against the marketing chains and private stores.

At the same time, the chain added to its branches 'softer' departments of interior design, including house ware, textile and furniture in order to provide consumers with a range of home solutions in addition to appealing to the female audiences.

As a presenter of the move, Dudu from Home Center continues to serve as the differentiating expert figure for the consumers' population.

The Competitive Environment

The Do It Yourself sector has experienced several interesting trends in recent years.

Firstly, increasing competition with the general market, i.e. IKEA expansion, the scheduled entry of KIKA and the entry of the large marketing chains as well as the spread of their branches.

Secondly, the consumer is exposed on internet channels (forums, Facebook, YouTube, etc.) to the trend of How To videos showing the operation of tools and various renovation methods.

All around the world, DIY chains offer far more than tools and accessories used in minor repairs. People can find complete home renovation and design solutions.

Another consumer trend is related to personalization and customization. Consumers today are increasingly involved in the shopping experience. It is important to them that the item, product or service that they are acquiring is personally tailored to meet their needs: personality, requirements and interests. The marketing chain that can satisfy these needs will earn the consumer's trust.

The Marketing Challenges

Home Center is striving to differentiate itself from the competitors and to establish a long-term relationship with consumers. In addition, the chain wants to increase the number and frequency of encounters with consumers throughout the year.

At the same time, the chain must study consumer behavior, and create solutions on the product and sales floor level.

The Creative Solutions

Continuing its marketing activity in recent years, which emphasized the core areas of DIY in its marketing campaign, Home Center decided to reinforce and upgrade the kitchen department, bathroom department, paint, work tools and ceramic covering department in order to position itself as a supplier of products and overall solutions in home renovation.

The main change took place on the sales floor. Chain branches were adapted to the new strategy and significantly expanded areas currently dedicated to kitchens, ceramics and bathrooms, which are the first areas consumers look to renovate.

In kitchens, not only has the space dedicated to the department been significantly expanded on the sales floor, Home Center also operates a unique factory for manufacturing kitchens, bathroom cabinets and walk in closets. Consumers can purchase products off the shelf or consult with one of the designers positioned in the branch to design a contemporary custom-built kitchen. The plan is shipped to be manufactured in the Home Center factory and the kitchen is delivered to the customer's home and installed by a Home Center team.

A similar service that allows consumers to express their personal desires is in walk in closets. Customer can work with the Home Center designer to design their walk-in closet from top to bottom, from type of shelves to storage options and efficiency to type of hooks – at the click of a button and that will be installed in the customer's home by professionals.

In terms of media, Home Center decided to get one step ahead of its competition and launch activity at the end of May just before the start of renovation season, which traditionally takes place between July and September.

The chain put together a valuable offer in kitchens, bathrooms and coverings, and launched the renovation card, which gives customers 20% discount in 20 select departments.

The campaign was led by Dudu from Home Center, who was found to be identified with the brand and who broadcast image of expertise, professionalism and service.

Home Center is making a concerted effort to reinforce the consultants' professionalism on the sales floor through enrichment and study sessions with experts, companies and suppliers in their area of activity (paint, textile, electrical work tools, etc.) The chain also trains its consultants on service, appeals and sales to customers.

On top of that, Home Center, through an outsource company, controls service quality and sales staff services provided at chain branches.

The purpose of the enrichment, training and control activities is to improve the level of service, increase loyalty, immediately and constantly resolve malfunctions, improve the level of sales, increase the shopping cart and assimilate chain procedures.

Things You Didn't Know About Home Center

- Home Center has a designated factory that can manufacture kitchens, bathrooms and walk in closets that are tailor made.
- The Home Center chain offers cell phones without any obligation.
- The Home Center chain is exploring the possibility of being a cell phone operator.
- Every large Home Center branch contains 30,000 items.

In the Future…

After it continues to expand the DIY sector, Home Center plans on implementing on the entire range of relevant products the EDLP (Every Day Low Price) strategy, during which it will launch product innovations and provide consumers with another reason to come to Home Center branches.

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

1999
Home Center opens its first foreign branch in Cyprus.

1999
Dudu the Repair Man first appears in the campaign wearing red overalls and a white T-shirt.

2007
Dudu returns as a Home Center presenter.

2010
Home Center strives to position itself as a store that provides complete and professional home renovation solutions.