

Key Partnerships

From modest beginnings in Belgium in the early 1950s, Mister Minit has developed into a global company with over 4,000 shops worldwide servicing over 3 million customers.

MISTER MINIT AUSTRALIA AND NEW ZEALAND operates as a separate entity catering for customers in the Australasian region. Within this local demographic, over 400 team members are employed to work within one of the 200 stores serving customers in the areas of shoe repair, key cutting, engraving and watch service.

Mister Minit believes that apart from quality products and services, their single biggest asset is their team members. The company's commitment to total service satisfaction has been a large contributor to their industry status and reputation. All team members learn trade skills in each technical service to ensure that the service provided is superior and satisfying. This training is provided to all employees by the company at their National Training Centre in Sydney.

In addition to their internal network of employees, Mister Minit is completely aware of the influence and the role their external stakeholders play within the business. Partnerships are built with an emphasis on trust and transparency.

"Part of having any external relationship is trust. I tell our supplier what our focus is on and what we are going to target for in category growth," states Mark Baron, National Marketing Manager for

Mister Minit. "The communication is quite transparent right across the board even though you do run a risk of that information going elsewhere."

When building business partnerships, it is imperative to maintain constant communication to ensure that there is a firm focus on distributing products in the most efficient way possible.

"Supply partners obviously let us in to their business and together we work on common objectives stemming back from our customers," Mark explains. "Our success is in turn going to be their success."

For ongoing success, Mark has to not only build supplier partnerships, but also make sure he is doing so with companies that are compatible with his business approach. "Foremost, I look at the integrity of a business; it's imperative to make sure they are not gone tomorrow," he says. "As we operate a business which is service driven, we are heavily reliant on material to make sure we can satisfy our customers and hopefully receive repeat business. Knowing the product will be delivered leaves less to chance."

Price is another important criteria for Mister Minit, especially in the current

financial climate. "A supplier must have competitive pricing. We present a bridge version of a business plan so they know what is expected from them throughout the next year," explains Mark. "If a supply partner knows that a particular product is going to be in high demand then they might be able to offer us a better deal."

Mister Minit is cautious when it comes to committing to a product and believes in 'trying before they buy'. "We pilot everything we do, particularly with new suppliers. This gives us the opportunity to test that the material or product we are using at a retail level is of the highest quality," Mark comments. "It is more of a guarantee that the customer will be satisfied with the final product."

Working together for a common goal, Mister Minit and supply partners are constantly looking at ways to further the relationship and in turn the results. "We work with key players in the industry who we know will be able to provide us with new and innovative ideas," Mark says. "Alternatively, we work through the logistics of it being a one off, drop off for our suppliers – so in reality we do take cost out of our suppliers' business because we distribute essentially from here."

“Working back from the customer is the only way to approach business”, Mark suggests. “You can have the best product/service in the world but if customers don’t want it, then it won’t work. Our supply partners fill the gap between our customers’ needs and wants and the final product.

“There is a lot of cabinet unity between the suppliers and Mister Minit,” Mark says. “Our suppliers are open to a challenge and they’re open to challenge our business to stay true to ourselves by working back from the customers.”

With the supply of product imperative to the continuous running of the business, Mister Minit prefer to have monthly reviews with supply partners, not wanting to leave their business, in a position where they are exposed to problems arising. “Obviously, this being a fair chunk of our business we don’t want to leave it to chance,” Mark concludes. “Therefore we must insure that we have the checks and balances in place to insure we are reliant from both sides of the fence - whether it be from the supply component to getting it out to our shops”. 🍷

“
We work with key players in the industry who we know will be able to provide us with new and innovative ideas.”

– Mark Baron