



Left: Each Got One Darwin staff member is a 'people person' as well as an expert angler.

Above: The store's general layout follows a tried-and-proven model in the Got One franchise, making the shopping experience straightforward and enjoyable for customers.

Got One Darwin

Got One Darwin first opened on December 2003, and in its five short years of operation has amassed a loyal following.

Unlike many other successful stores which set up independently and join a buying group after several years, Got One Darwin was a franchisee from day one. It all began when owner Craig Grosvenor and his father Mal had the idea for a one-stop fishing shop in Darwin. Rather than start from scratch they decided to seek advice from the more experienced – specifically, the Got One tackle franchise.

"During the initial start up process, Got One assisted with everything from the store layout design to stock purchasing and supplier liaison," he says. "They even helped with staffing duties during our initial opening period."

"We now have three full-time staff, including myself. Each of us has good interpersonal skills, which I believe are a must in retailing.

"When hiring I look for a 'people person' who must be honest and knowledgeable and be able to connect with customers at any level. It's imperative that staff members

understand we are in the people business serving fishing, NOT the fishing business serving people.

"Our team love to talk fishing, but furthermore they enjoy listening to others talk fishing. It's important to us that conversation in our retail environment is a two-way street. It ensures that the staff member is connecting with the customer on the same level, and in any case we can learn from our customers' experiences just as they can learn from ours.

"I like to stress that initially it's more important to sell yourself as a likeable person (not a know-all) before trying to sell a customer any product. If we succeed at creating a good 'vibe' and display our genuinity, the sales will follow almost by default.

"At the end of the day, if the customer leaves the store with a feeling of gratitude and happiness, then we are on the right road."

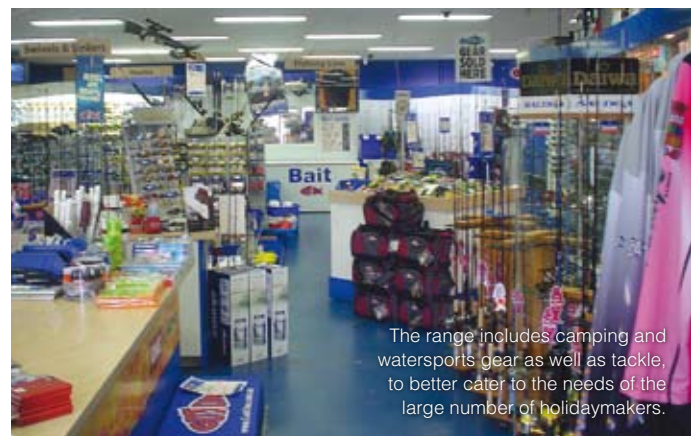
Craig reports that his store has as varied a customer base as it's possible to get.

"We see everyone from die-hard fanatics to family amateurs right through to the grey nomad brigade touring the country. Between all this, the full age spectrum is covered.

"Darwin is a high transient population, so we see new faces almost daily. We still have a core base of regulars though, some who visit on a weekly basis but many far more regular than that... try daily!"

Craig has also noticed a significant increase in female customers over the past 12 months.

"Unfortunately it's not due to our good looks!" he laughs. "More so, I think it's fair to say that many of the major suppliers have recognised the female market with the release of pink rods, reels, tackleboxes, clothing and associated accessories which has certainly helped [to encourage more women to try fishing for the first time]."



The range includes camping and watersports gear as well as tackle, to better cater to the needs of the large number of holidaymakers.

Craig also reports that the soft plastic craze has hit the NT in a big way.

"Historically, squid and pilchard baits have been the norm for reef fishing the Top End so it's now great to see fishos putting the dead and live baits aside in favour of Gulps, Squidgies and the like," he says. "The results speak for themselves."

PROMOTING THE BRAND

Craig makes use of a range of advertising and marketing initiatives to promote the store.

"We run a balance of TV, radio and print advertising," he says. "Got One currently assists us with its production of bi-annual catalogues which are either inserted in the local newspaper or letterbox dropped during the peak periods.

"We also compete or assist with team sponsorship in most major fishing competitions in the region,

such as the Barra Nationals, Barra Classic and Kakadu Klash.

"Overall, I have found it extremely important to maintain a steady branding presence in the market place. Marketing needs to be drip fed to keep the wheels turning."

To help maintain a loyal customer base, the store makes use of Got One's national members program, which provides exclusive benefits to members.

"There's no doubt that this kind of program is beneficial," Craig says. "After all, it's yet another opportunity to expose the Got One logo, provide exclusive info and offer a much more personalised service attribute to our way of doing business."

THE RANGE

Although the store isn't huge, its range of tackle is considerable and Craig and his team make the effort to present customers with new releases on a regular basis.

"Our 'New Products' section is the first gondola the consumer is confronted with when they enter our store," he says. "We try to update it monthly. That way it attracts more attention and presents to the customer a changing, more interesting store."

"We find the New Products display often ignites conversation early, increasing our chances of maximising sales."

"Of course, sales are also driven by the products that our staff use. Most customers come to our store for advice, and the team members will speak of their experiences with different product. Staff naturally prefer to sell with confidence, so they go with the product they know, use and trust to be up to the task."

As well as the big name brands, Craig reports that local brands also have a respectable share in some product categories.

"One locally designed product that is selling very well is the new FishKids range of kids vented fishing shirts. In the past we've had trouble fulfilling the kids clothing market so it's great to finally have an option within our own city," he says.

"Reidy's Lures are another local that continues to sell well. New

proprietors Colin and Karen Burden have been working hard developing new product including the Junior B52 and Big Lucifer range. The Junior B52 has proven to be our biggest hit."

Unlike many other successful tackle stores, Got One Darwin is not purely a fishing store. Instead, this one-stop outdoors shop provides visitors with all the essentials for a Top End escape.

"Stocking a range of camping and marine equipment, as well as fishing gear, goes hand-in-hand in our marketplace," Craig explains.

STAYING COMPETITIVE

In a period of consolidation in the retail industry, Craig reports that Got One Darwin has experienced considerable positive growth each year since its inception. Part of the reason for this success, he explains, is its location.

"Being located at the crossroads of Darwin and its outer suburbs is a huge bonus for us," he says. "We have loads of parking space both for cars and boat trailers and we are right alongside a fuel station – and on the way to one of Darwin's most popular boat ramps."

"I also believe that the Got One logo is one of our greatest assets. It is instantly recognisable and very easy to market."

To keep his store competitive, Craig avoids getting caught in price wars and instead focuses on developing the business.

"As a retailer, I believe it's pointless spending valuable time worrying about what your opposition may be doing," he says. "It's far better to channel your efforts into your own business."

"In our retail world, the 'retail house', there's one thing we have the most control over: our people. It's an independent store's biggest asset. We must ensure that it remains our primary focus – to be number one in service and advice we must be number one with people."

"Every time a customer enters your store, they are paying you a compliment. Go the extra mile to make them happy and they will keep coming back. It sounds so simple, but it's true!"

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