



MITRE 10

Paving the way for
the future.

 **Team Mitre TenZ**

Lance Zhang, Donovan Rea,
Raymond Zhang, Logan Mellow

Introductions



Raymond Zhang
3rd year
BEng(Hons)



Logan Mellow
4th year
BA/BCom



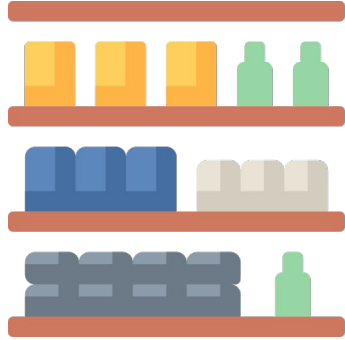
Donovan Rea
4th year
BCom/BSc



Lance Zhang
4th year
BEng(Hons)



You have asked us to think about



#1: How Mitre 10 can **better deliver feasible and sustainable product lines**



#2: How Mitre 10 can **deliver infrastructure and contribute to scientific research**



#3: How Mitre 10 can **reduce water and production waste, energy use, and fuels by 2025**

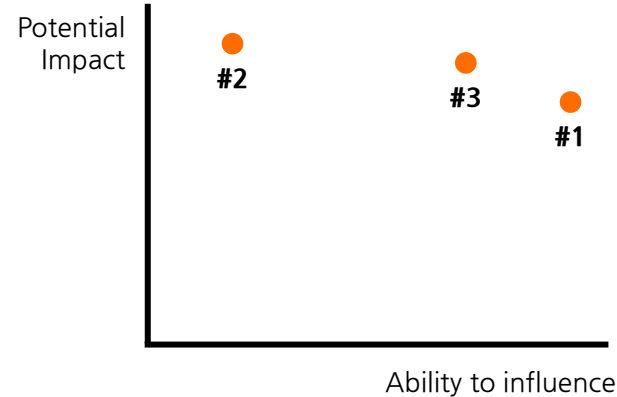


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Our strategies will focus on what Mitre 10 can **directly influence and contribute to**



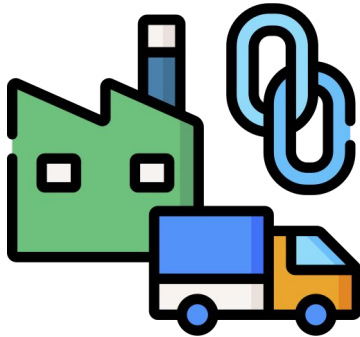
There are three main customer groups Mitre 10 should consider.

	Budget-focused Benjamin	Neutral Nicholas	Environmentally-friendly Elaine
Price sensitive	✓✓✓	✓✓	✓
Environmentally conscious	✗	✓✓	✓✓✓
Knowledge of recycling	✗	✓	✓✓
Knowledge of product emissions	✗	✗	✗
Has wastage issues	✓✓✓	✓✓✓	✓✓
Way to target	Improve experience	Incentivise	Educate



As the landscape changes, so should you

Increasing Supply
Constraints



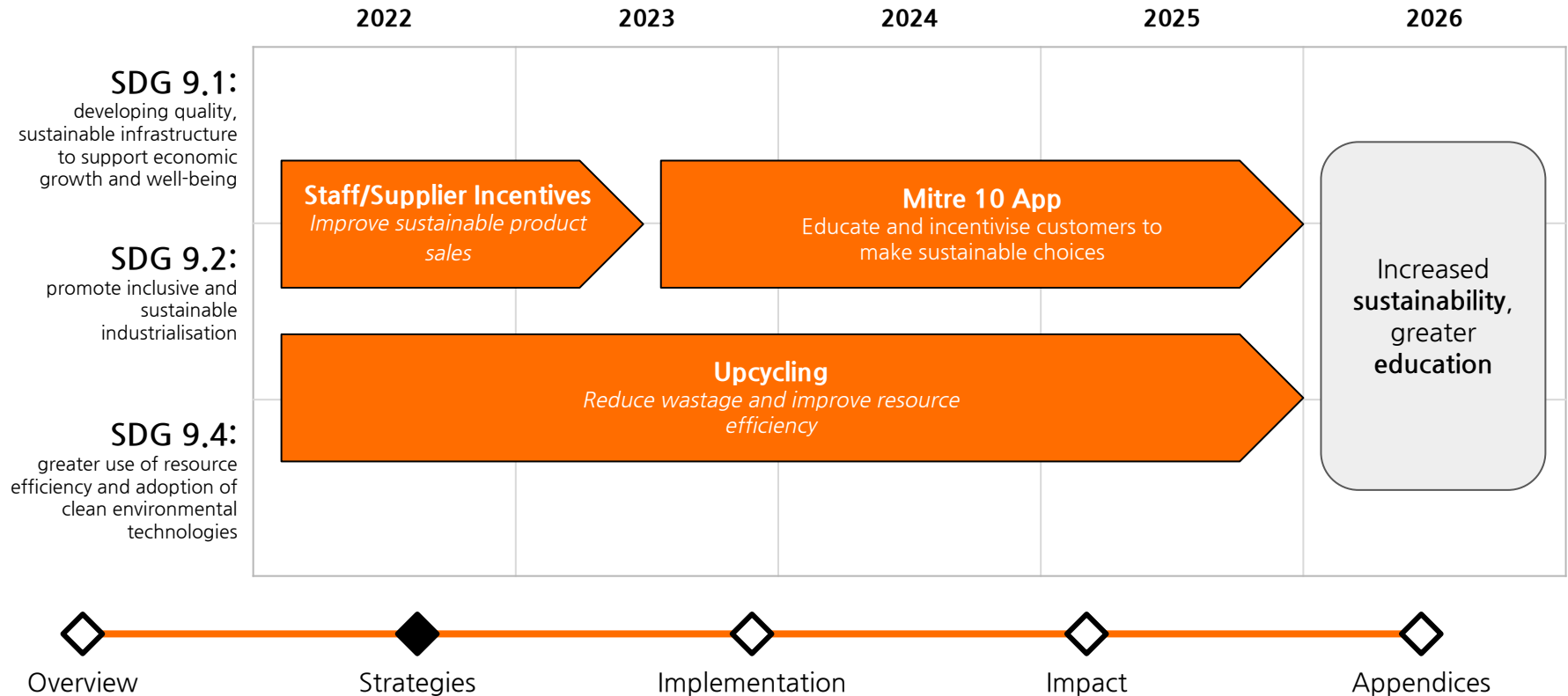
Expectation and
Demand for Renewable
alternatives



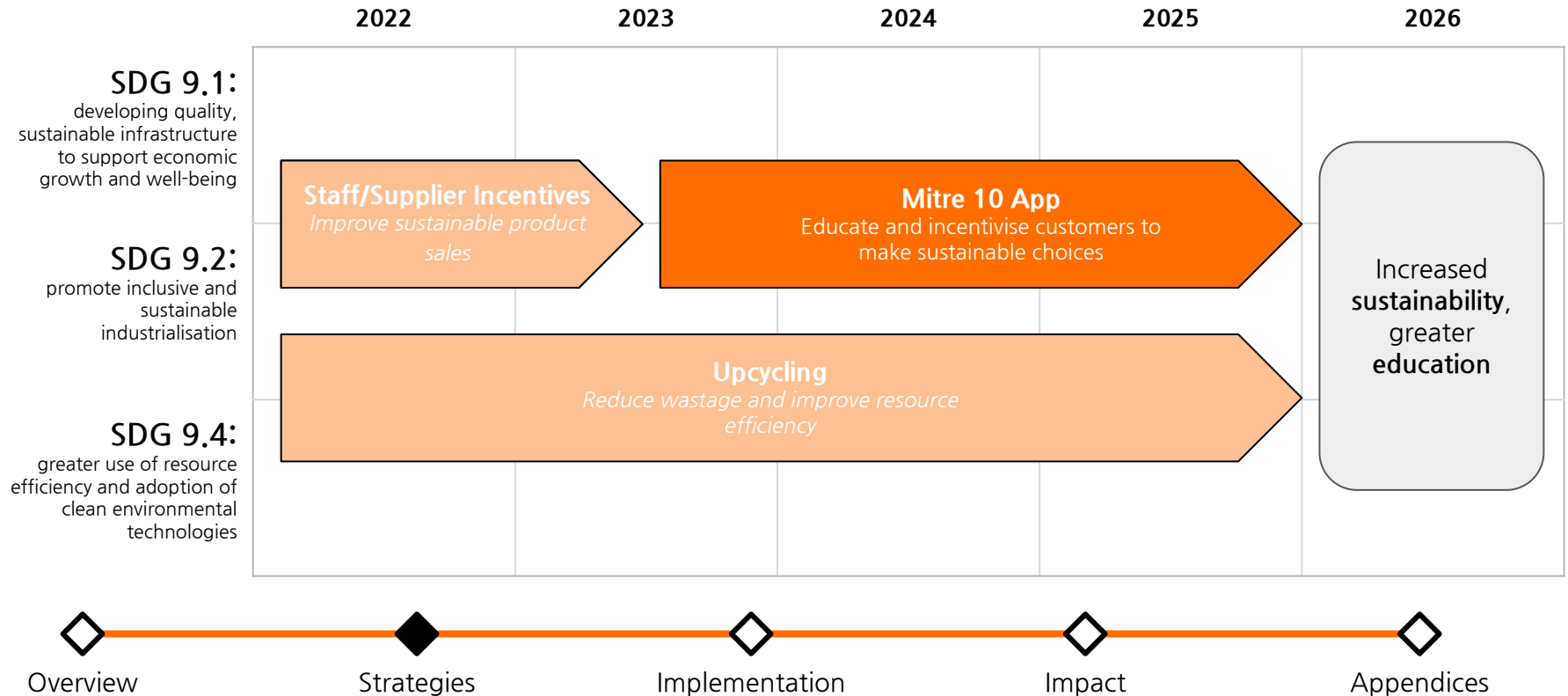
Lack of Awareness



Our three strategies target SDG 9.1, 9.2, and 9.4



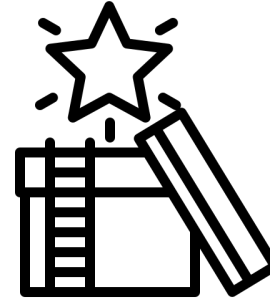
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Mitre 10 application



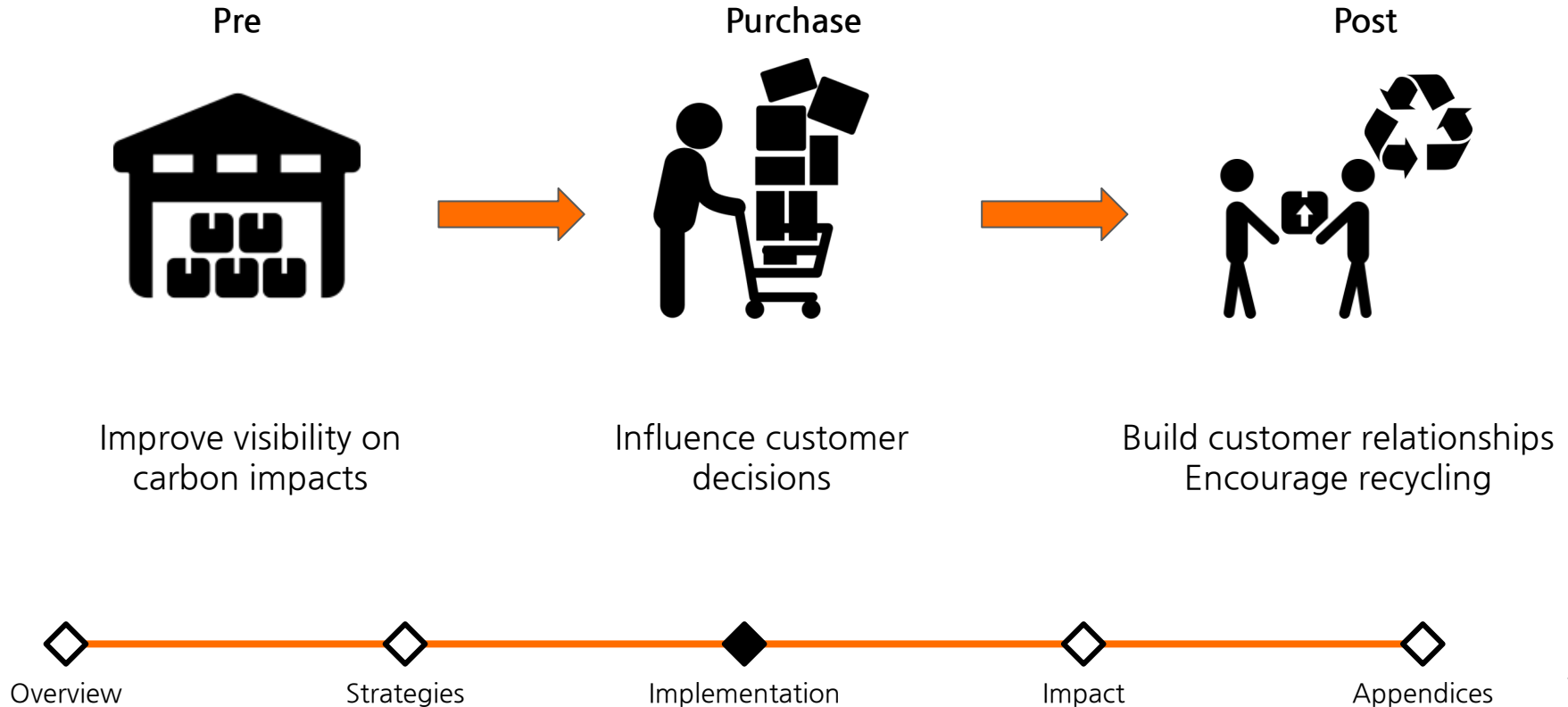
Education



Incentivisation



Integration of the application



QR Code Scan for App

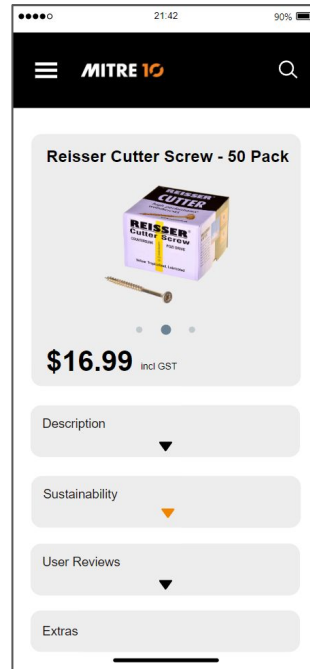
\$32.00
12 Pack
of Screws
Product ID: 20123



Scan me!



App Sustainability Preview



Overview



Strategies



Implementation

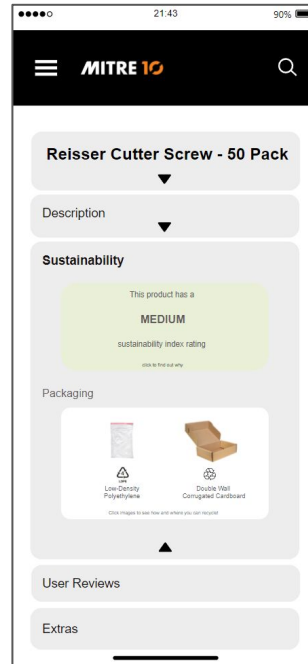


Impact

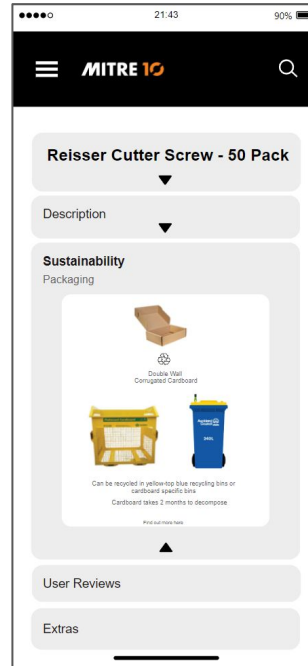


Appendices

App Sustainability Preview



App Sustainability Preview



Overview



Strategies



Implementation

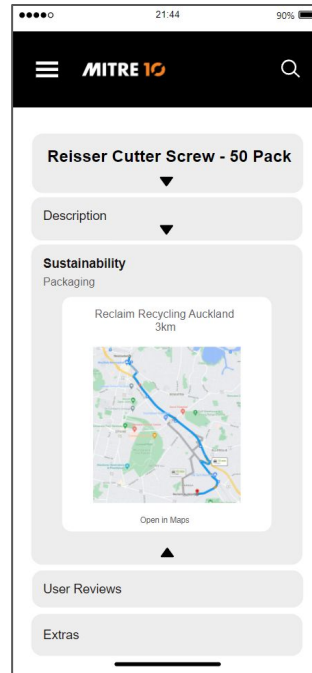


Impact



Appendices

App Sustainability Preview



Overview



Strategies



Implementation



Impact



Appendices

Design - A New Zealand First

Pioneer Innovation in the Global Supply Network

- Implement data collection within your supply chain
- Integrate with public big-data sources
- Apply machine learning to estimate carbon footprint of your products

Ease of Use

- Automatically generated infographics
- Simple data fetching system within the Mitre 10 App
- Scan and go for your customers



Benefits

Capture more people in the Mitre 10 Club system.

After purchase, scan a QR code and have your purchase evaluated

- Reward system for members based on carbon cost

Provide information on recycling to help entrench good behaviour

- Front of mind

Rotating rewards to incentivise repeat purchases

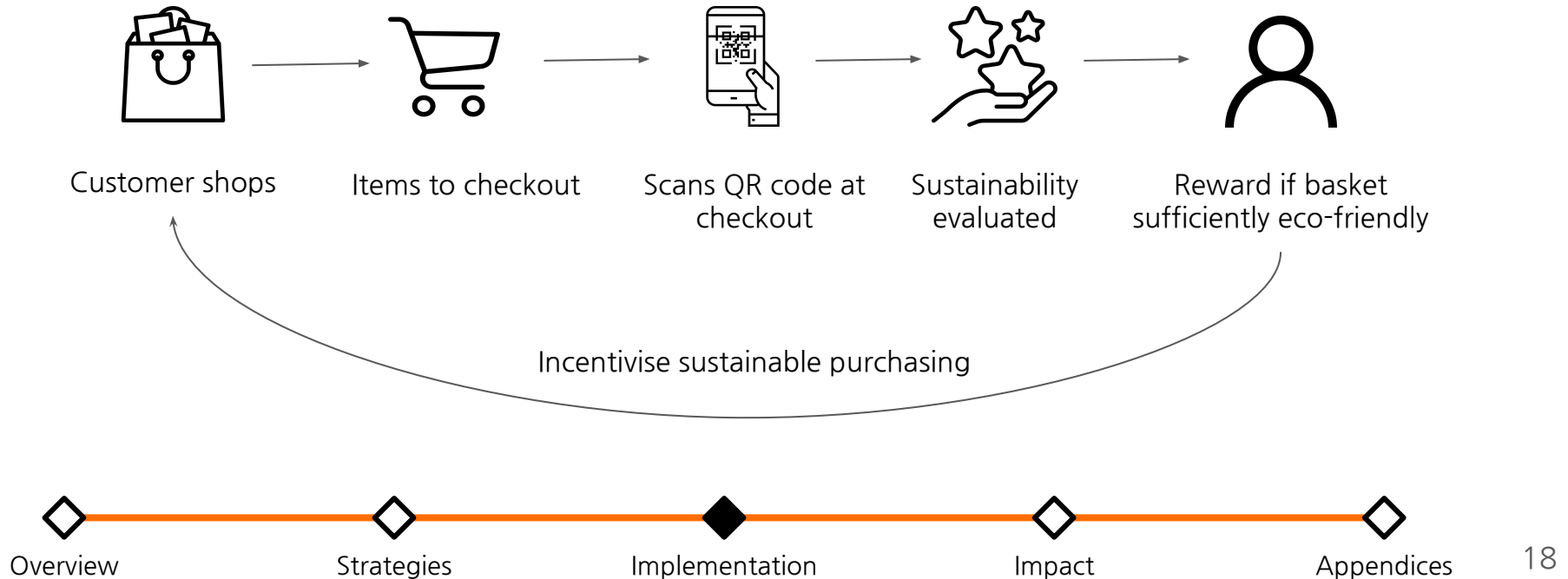
- Develop and maintain customer relationships

Collect data to inform future supplier decisions

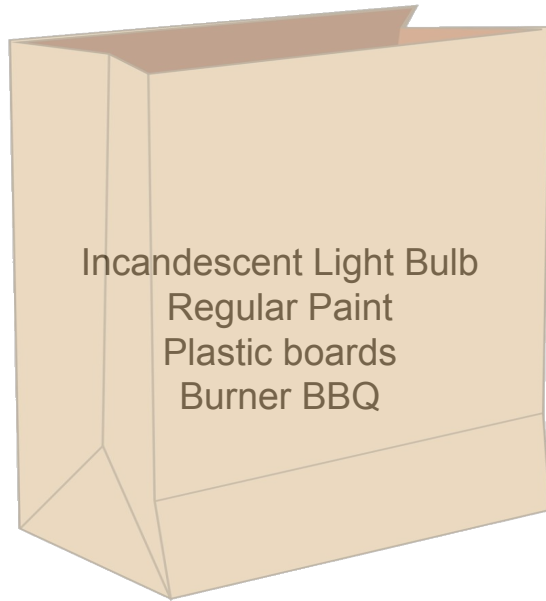
- Refine your product range



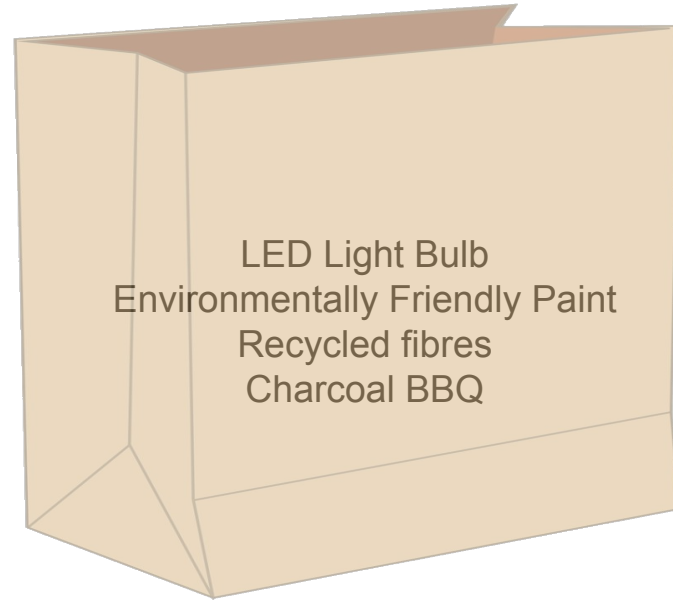
Incentivisation of Customer Journey



Example: Nicholas' Two Shopping Bags

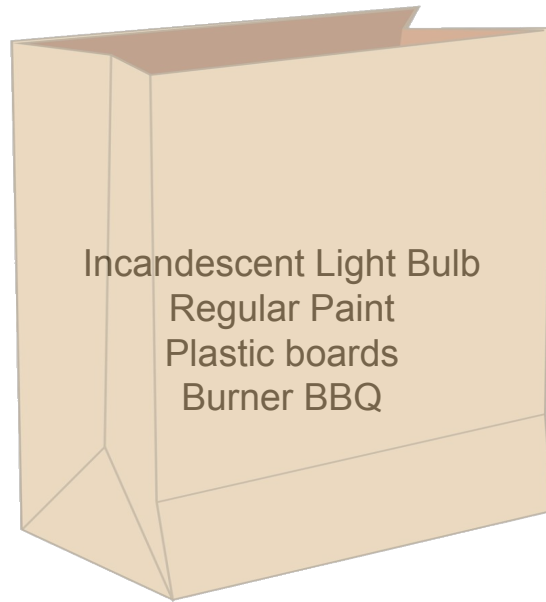


Shopping Bag A



Shopping Bag B

Example: Nicholas' Two Shopping Bags



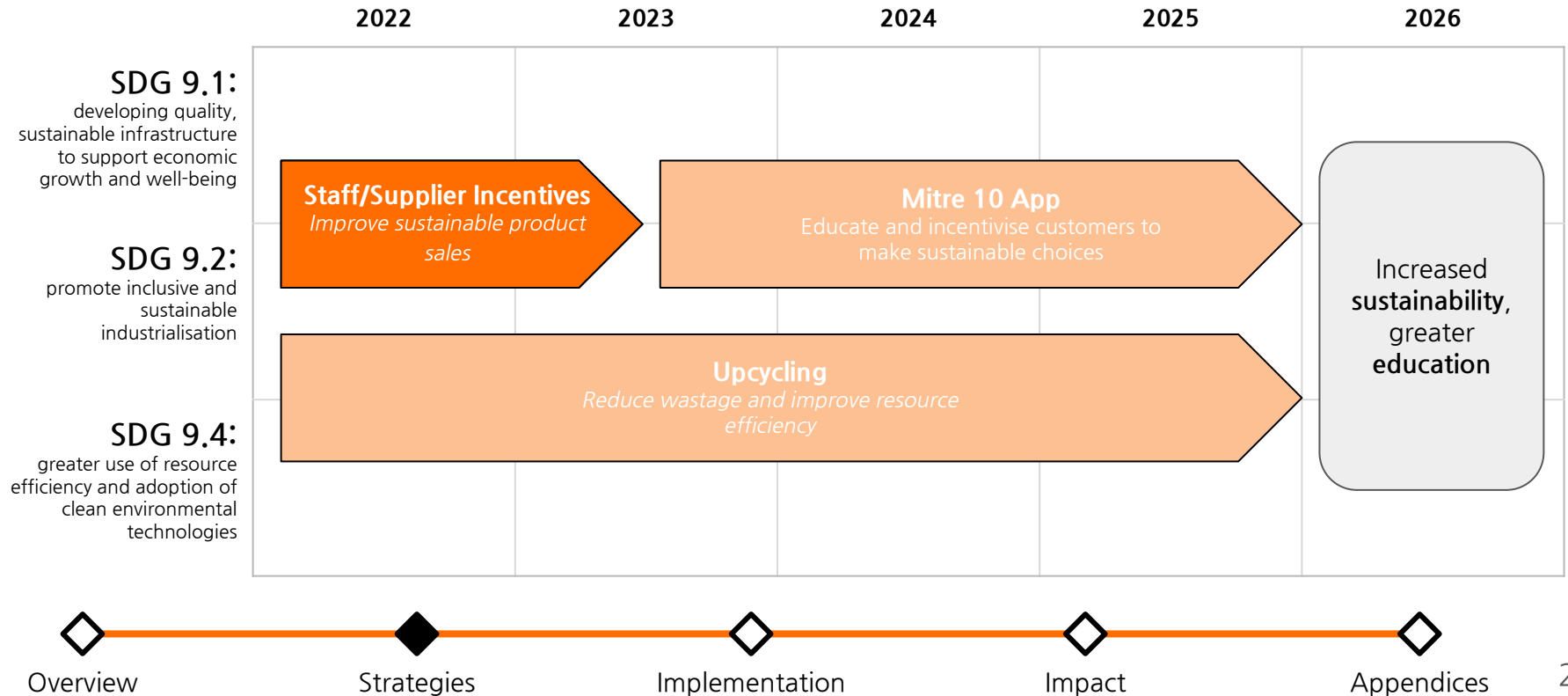
Shopping Bag A



Shopping Bag B



Our three strategies target SDG 9.1, 9.2, and 9.4



Promote more sustainable choices while your app is developed

Mitre 10's proposed values:



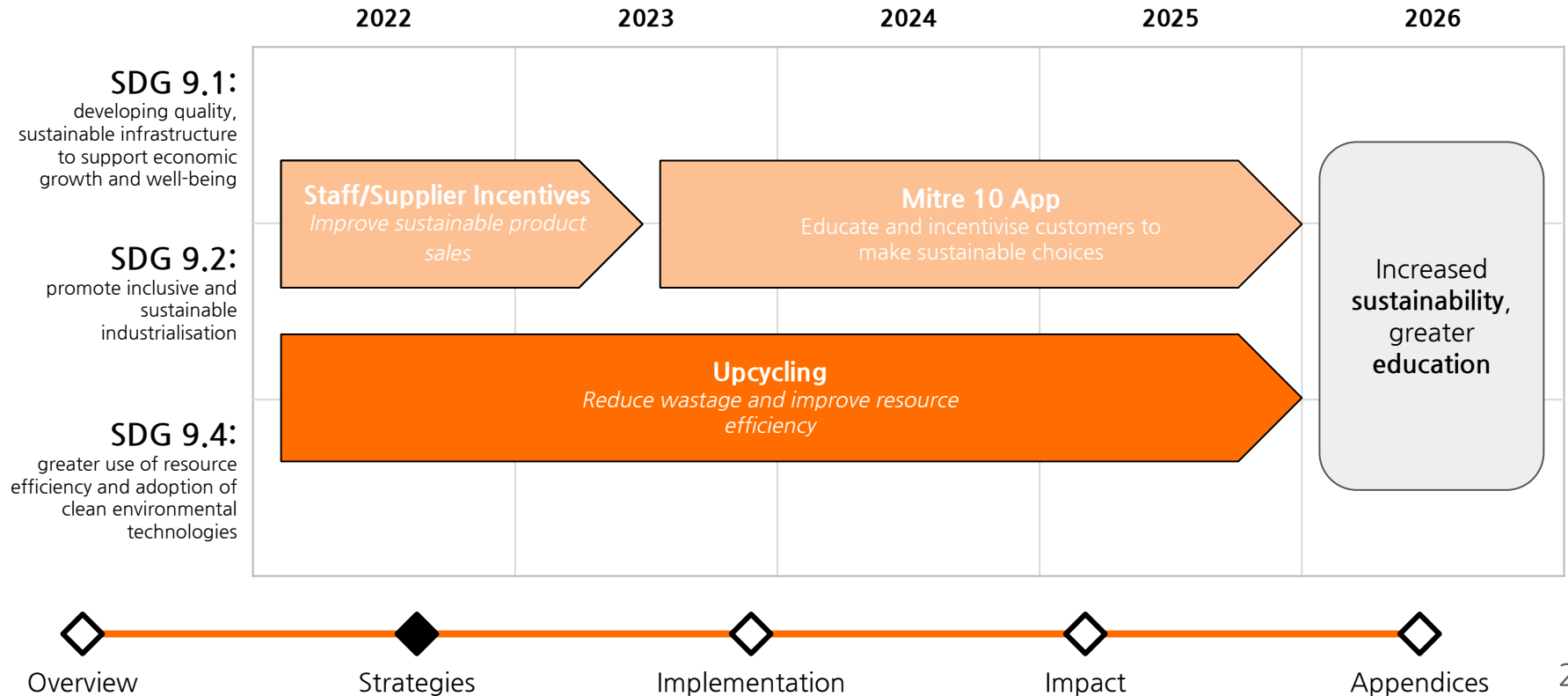
Promote a culture of **sustainability within** your organisation

Incentivise staff to **encourage sustainable purchases**

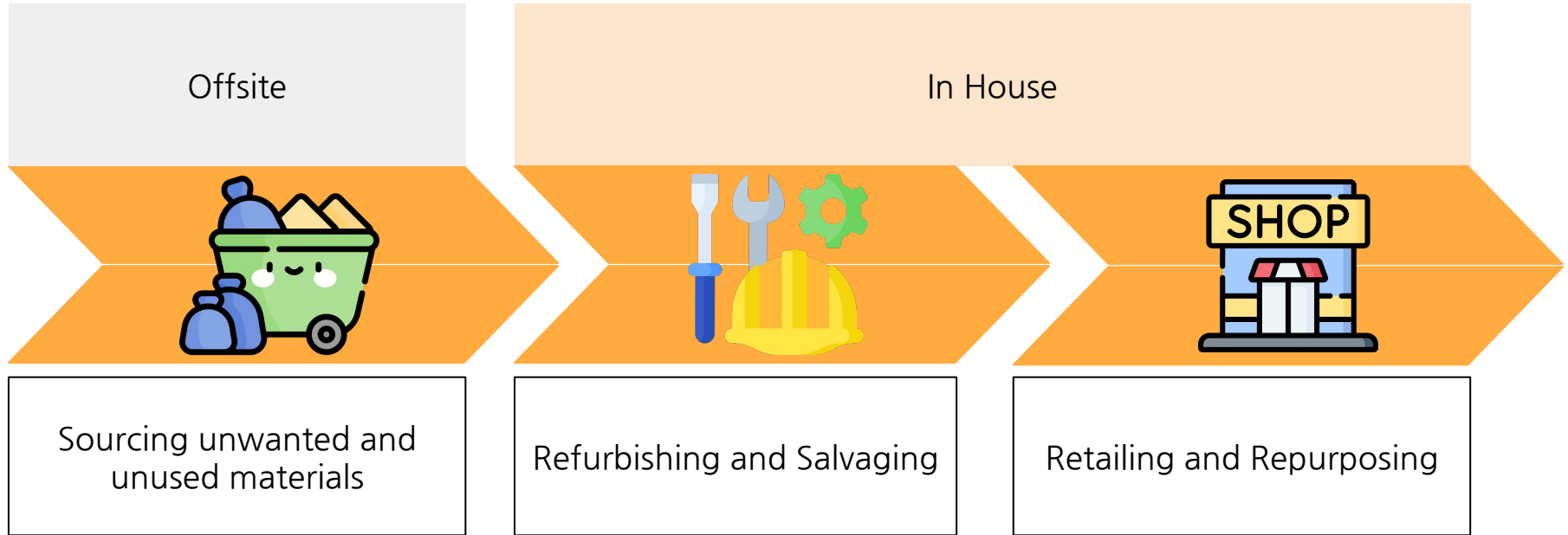
Focus and encourage suppliers to provide more **sustainable and ethically produced products**



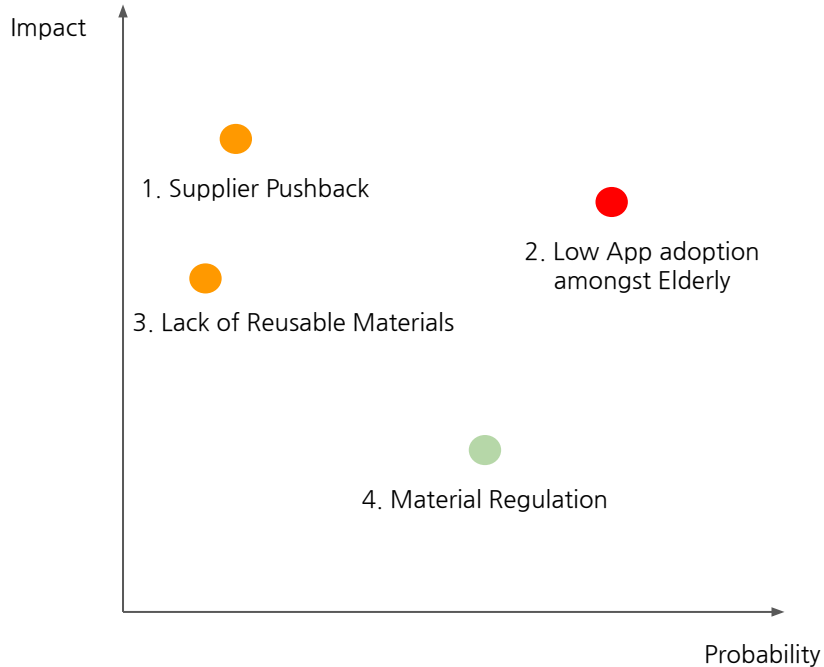
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Give old material a new lease on life



Mitre 10 faces minimal downside for large upside

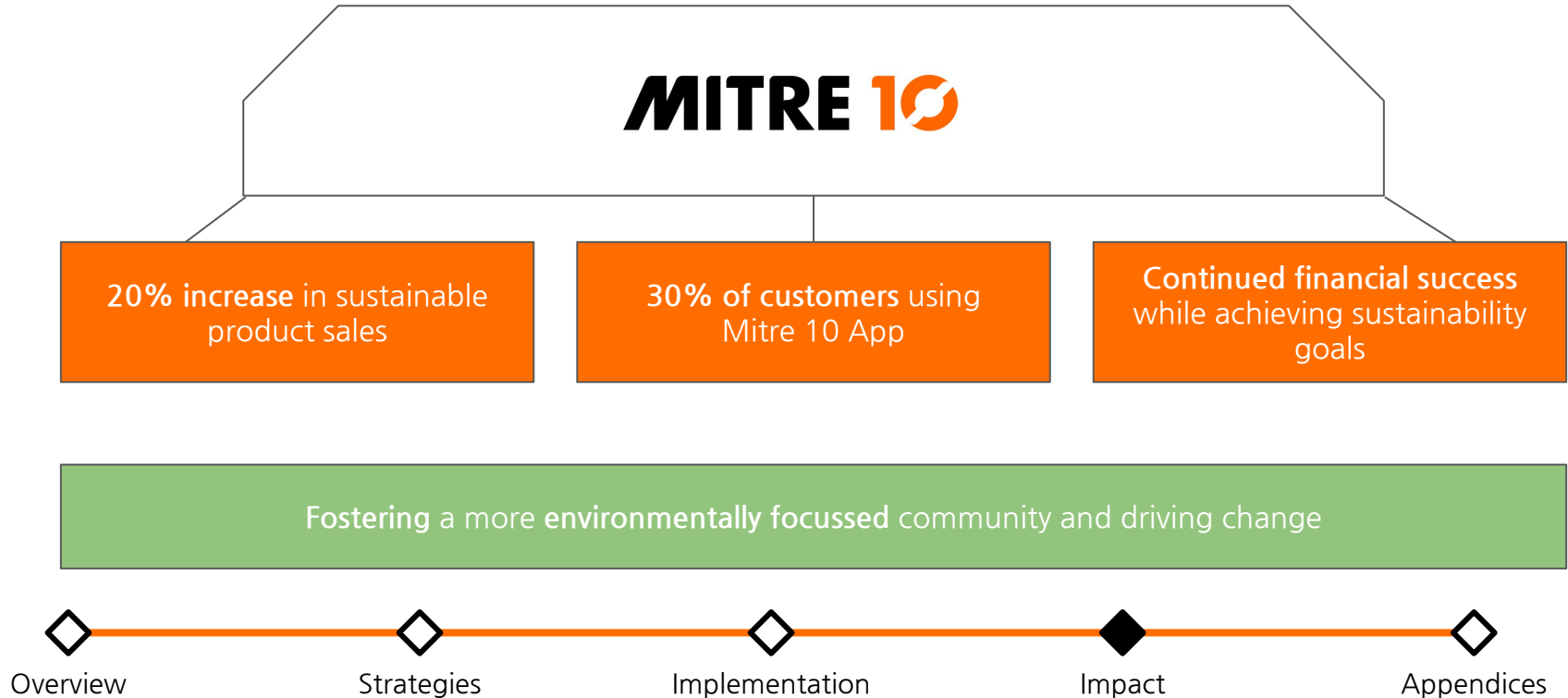


Mitigations

1. Foster transparent relationships
2. Young workforce to champion the App
3. Leverage extensive network to drive material supply
4. Inspire and demonstrate alternative material use



You will measure success by 2027 using three key metrics





MITRE 10

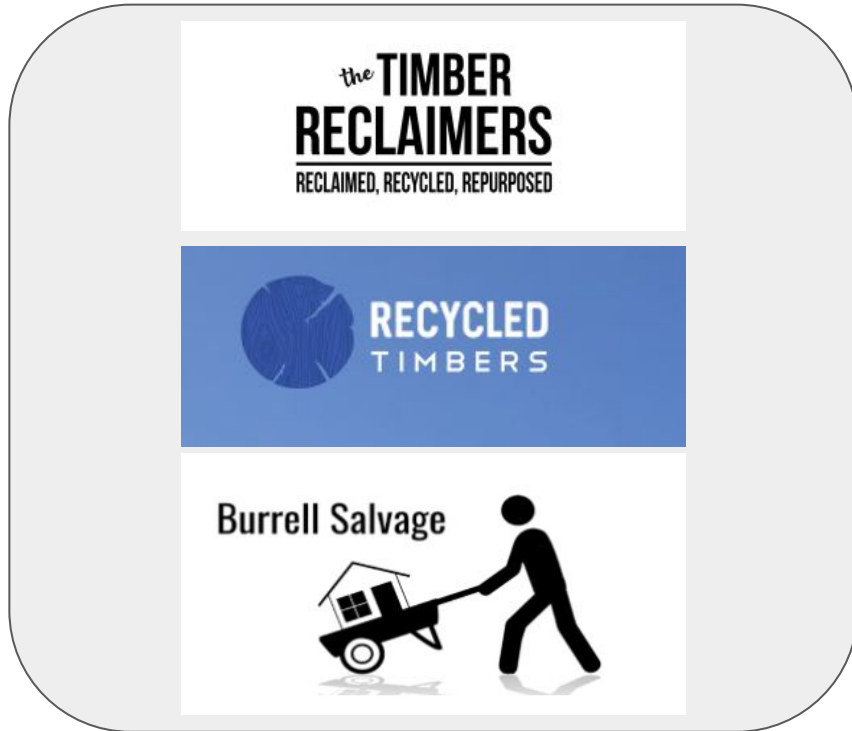
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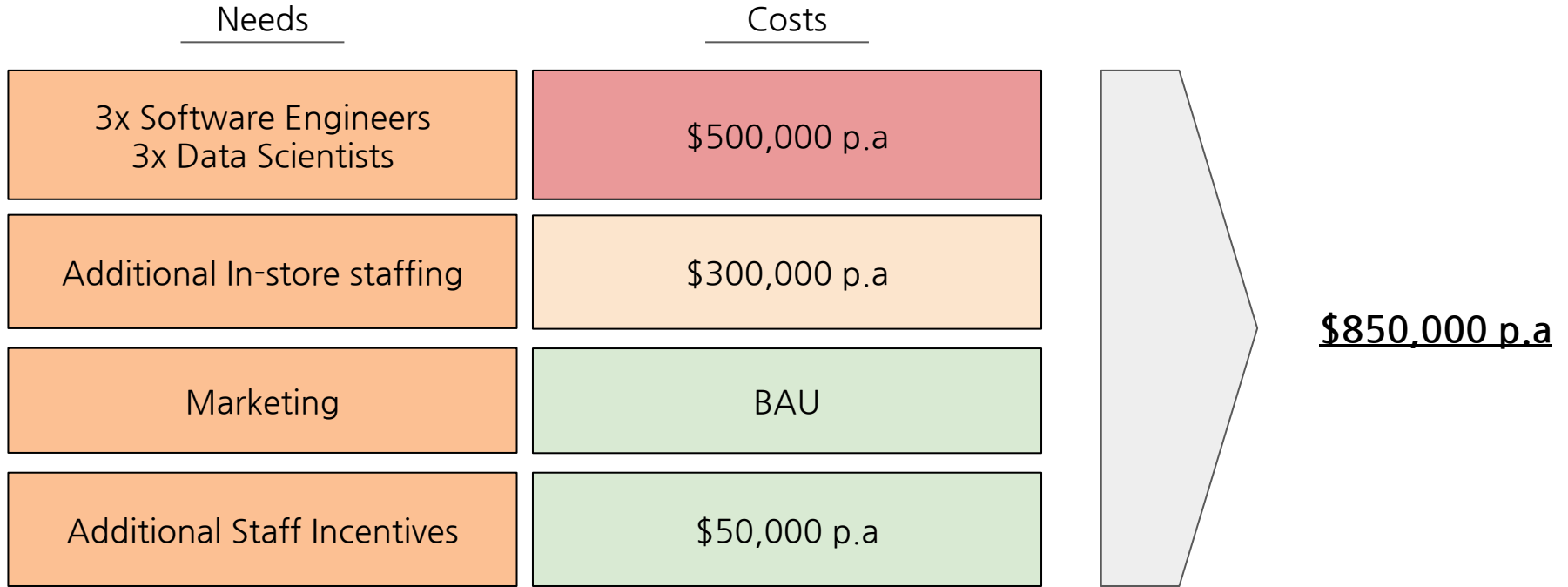
Appendix A: Recycled Material Landscape



Mitre 10 Competitive Advantage:

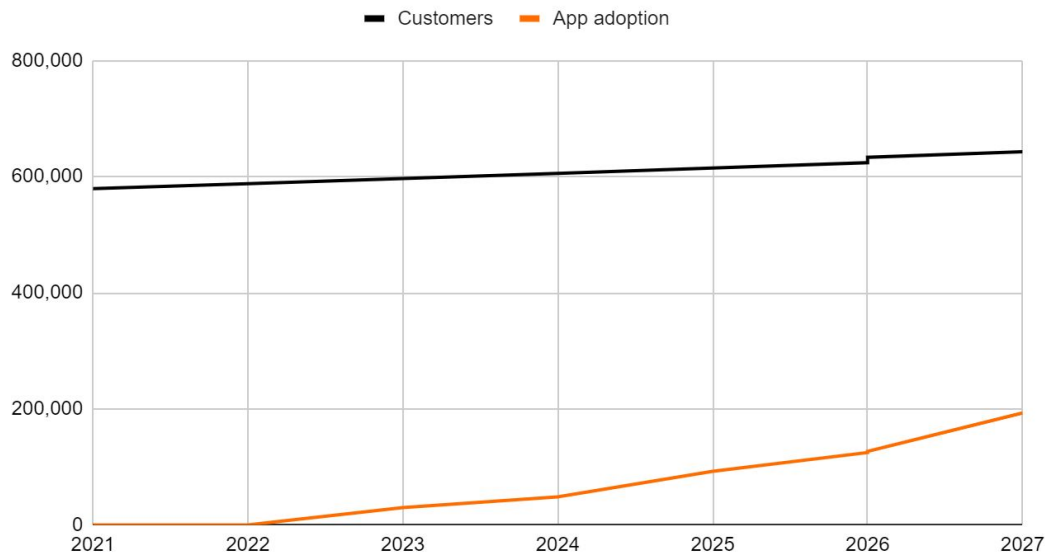
- Extensive Network of distributors and Tradespeople
- Extensive store network across the country
- Larger and more loyal customer base

Appendix B: Estimated Incremental Costs



Appendix C: Customer growth and app adoption

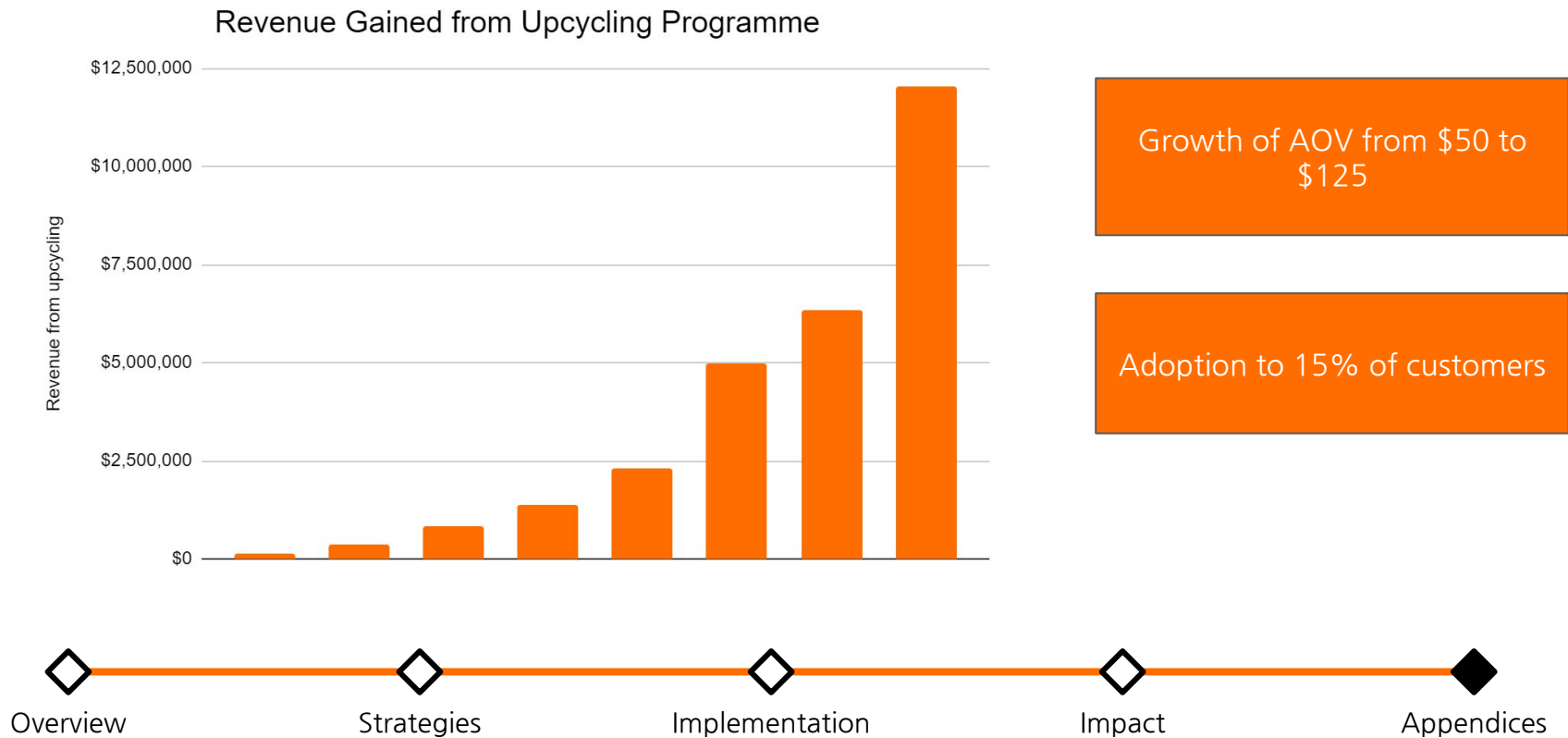
Total Customers and App Adoption



Average YoY Growth Rate
1.5%

5% Yearly App Penetration

Appendix D: Upcycling revenue



Appendix E: Market sizing

	Revenue	Stores	Revenue/store	Spend/customer/year	Customers / store	Customers national	Adjusted for double ups	YoY growth
2021	\$217,399,000	84	\$2,588,083	\$300.00	8627	724,663	579,731	1.50%
2020	\$214,186,000	84	\$2,549,833	\$300.00	8499	713,953	571,163	

Financial Statements sourced from Companies Office NZ:

[Financial Statements](#)

Appendix F: Data Collection

Potential Queries

- Number of customers who scan the QR code about information, and click through
- Average carbon emission rating of purchase
- Average spend amount - post implementation
- Customer purchasing habits - most purchased item, most purchased sustainable item

Data Work Required

- Packaging data about each of the items in the catalogue
- Packaging data about plastics, cardboard, staples and how they can be disposed of

