

INTRODUCTION TO

01 // THE REJECT SHOP

# THE REJECT SHOP

THE SAVVY WAY TO SHOP

# THE SAVVY WAY TO SHOP

**TO RECOGNISE AND CELEBRATE THE SMARTER SHOPPING MINDSET.  
THE MODERN PRACTICAL SHOPPER WHO ENJOYS 'HUNTING OUT A BARGAIN'**

SAVVY - "PRACTICAL AND KNOWLEDGEABLE ABOUT THE REALITIES OF LIFE"

[oxforddictionaries.com](https://www.oxforddictionaries.com)

# OUR STORY

01 // THE REJECT SHOP - STORY



The Reject Shop // Highpoint

WE WILL BE THE FIRST CHOICE FOR CONSUMERS WANTING OR NEEDING TO SAVE MONEY AS MORE AUSTRALIANS UNDERSTAND AND HAVE ACCESS TO OUR OFFER.

The Reject Shop vision statement.



**OPERATING FOR OVER 30 YEARS WITHIN THE DISCOUNT VARIETY SECTOR.**

SERVING A BROAD RANGE OF VALUE CONSCIOUS CONSUMERS WHO ARE ATTRACTED TO LOW PRICE POINTS, CONVENIENT SHOPPING LOCATIONS AND THE OPPORTUNITY TO PURCHASE A BARGAIN.

- An Australian publicly listed company; our vision is to be the most trusted and respected retailer in Australia.
- We offer a wide variety of general consumer merchandise, with particular focus on everyday needs.

**THE  
REJECT  
SHOP**

# OUR CUSTOMERS

02// THE REJECT SHOP - CUSTOMER



THE REJECT SHOP HAS A WELL-DEFINED TARGET MARKET OF CONSUMERS WHO ARE CONSCIOUS OF VALUE, WANT TO SAVE MONEY AND ENJOY A BARGAIN.

- Our consumers are attracted to the company's convenient shopping locations and its mix of quality, low price basic everyday items and bargains.
- The Reject Shop continually changes its offer of new products, to create a sense of discovery for customers.

WE WILL ALWAYS PROVIDE A FUN, CONVENIENT FRIENDLY AND **SURPRISING EXPERIENCE** FOR ALL OUR CUSTOMERS.

The Reject Shop vision statement.



## THE SAVVY WAY TO SHOP

# ADVERTISING & MARKETING

03// THE REJECT SHOP - ADVERTISING & MARKETING



Over **40,000 Facebook Likes**

Catalogue viewed online **over 35,000 times** a month

over **11,000 customers** signed up to VIP Club emails

Metro and Regional TV **18 times a year**

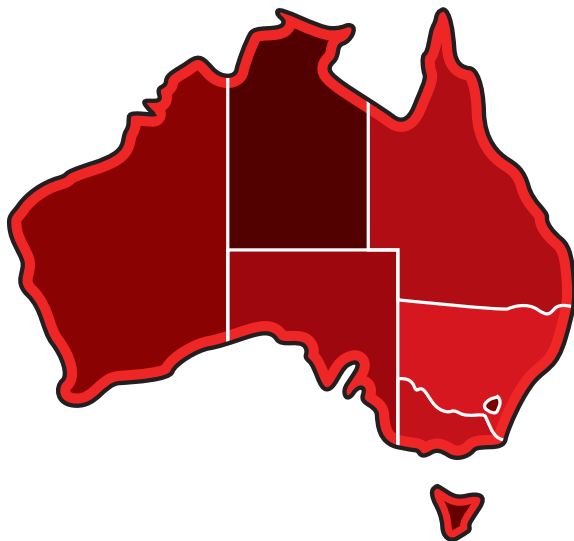
THE REJECT SHOP HAS A DYNAMIC AND CUSTOMER FOCUSED MARKETING STRATEGY

- Approximately **6 MILLION** catalogues are distributed every month.
- **TV AND ONLINE** advertising supports our national catalogue program.
- **CUSTOMER RELATIONSHIPS** are enhanced via various social media streams.

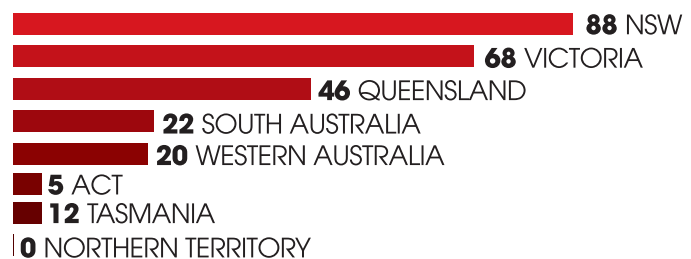
THE  
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05 // THE REJECT SHOP

## FACTS & FIGURES



### STORE PORTFOLIO 2013



CURRENT AS AT 15/04/2013

**300** THE REJECT SHOP **STORES OPEN BY 2014**  
(PROJECTED)

ANNUAL INCREASE OF 5 MILLION CUSTOMERS

66 MILLION CUSTOMERS BY 2015

OVER  
**50,000,000**  
TRANSACTIONS PER YEAR

OVER  
**5,500**  
TEAM MEMBERS

**200,000m<sup>2</sup>** OF RETAIL SPACE NATIONWIDE

### MERCHANDISE PRODUCT MIX

**1,000** CHECKOUT LANES



Homewares

**19.7%**

Social

**19.6%**

Grocery

**19.2%**

Furniture & Hardware

**14%**

Personal Care

**12%**

Leisure

**10%**

Softgoods

**5.5%**

**THE SAVVY WAY TO SHOP**

# WHAT WE NEED...

## STORE SIZE

# 550-850<sub>m2</sub>

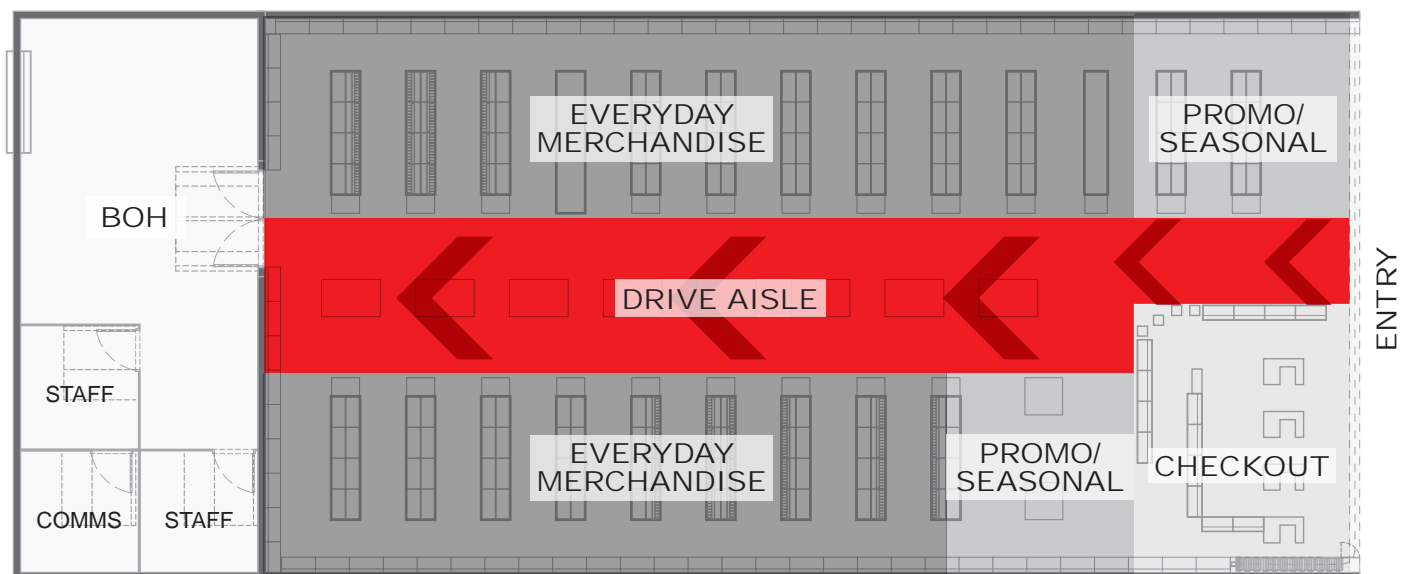
## HIGH FOOT TRAFFIC



Close to an anchor i.e:

- Supermarkets
- Discount department store

## STORE ZONES



## LOADING



**REAR** LOADING WITH  
TRUCK AND  
PALLET ACCESS

## LEASE TERM

# 5-7<sub>Yrs</sub>

plus options

## FIT OUT PERIOD

# 42 days

(excluding public holidays,  
trade RDO's and fixed  
long weekends)

## STORE NETWORK

OUR STORES CAN BE WITHIN  
SHOPPING CENTRES OR  
STAND-ALONE SITES.

## LOCATED IN:

- METROPOLITAN AREAS
- REGIONAL CENTRES
- COUNTRY TOWNS

## SIGNAGE

- **EXTERNAL PANEL SIGNAGE**
- **IDENTIFICATION** on all mall directories.
- **DIRECTIONAL SIGNAGE** throughout the mall.
- **PYLON SIGNAGE** on both sides of all pylon signs.

# THE REJECT SHOP

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**FOR MORE INFORMATION CONTACT OUR PROPERTY DEPARTMENT**

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