



**Insightdiy** Intelligence and Insight for the DIY Industry

Home News Retailers About Articles Videos Jobs Knowledge Centre Newsletter

UK DIY News

Building and DIY supplies comparison site, Go Banana, launches

Welcome to the UK's First Comparison Website for Building & DIY Supplies

Building & Materials

Carpet & Underlay

Windows & Doors

Lighting & Electrical

Painting & Decorating

Plumbing & Heating

Tiling & Flooring

Kitchens & Bathrooms

ABOUT US

Welcome to Go Banana

Go Banana allows users to search for building and other trade products online looking to purchase materials, fixtures and fittings at the best possible price. It is also a useful website for DIY enthusiasts to compare prices online for the best product. With a dedicated price comparison feature, we offer an easy way to compare products online, allowing you to quickly and easily find the best quality products at the most affordable prices.

London, 31 January 2017 – Go Banana has today launched building and DIY supplies. With 50,000 searchable products, Banana provides an online platform for builders, tradespeople and DIY enthusiasts to search, compare and buy building materials, tiling and flooring, plumbing and heating, and kitchens and bathrooms.

REFURB & DEVELOPER UPDATE

THE MAGAZINE E-SHOTS MEDIA PACK SUBSCRIBE BROCHURES NEW

Go Banana, UK's First Comparison Site for Building and DIY Supplies, Launches

January 31, 2017 | Uncategorized

Building supplies e-commerce start-up takes on industry heavyweights B&Q, Travis Perkins, Screwfix and Wickes to offer savings of 20-35%

London, 31 January 2017 – Go Banana has today launched building and DIY supplies. With 50,000 searchable products, Banana provides an online platform for builders, tradespeople and DIY enthusiasts to search, compare and buy building materials, tiling and flooring, plumbing and heating, and kitchens and bathrooms.

**GO BANANA THE 'AMAZON FOR BUILDING SUPPLIES'**

15th February 2017

HOME > NEWS > GO BANANA THE 'AMAZON FOR BUILDING SUPPLIES'

**YAHOO! FINANCE**

CONSTRUCTION UPDATE

Vision 20

Shop Smarter, Save Money

Compare Pricing & DIY Supplies

HOME SUBSCRIBE E-MAGAZINE DIRECTORY NEWSLETTER SUBSCRIBE

Go Banana, UK's First Comparison Site for Building Supplies, Launches

Go Banana has launched as the UK's first comparison website for building and DIY supplies.

The online platform lists more than 50,000 products, with more to be added, allowing builders, tradespeople and DIY enthusiasts to purchase supplies quickly and efficiently at the "best possible price".

It creates a live shopping list, which includes 50,000 products and "takes on industry heavyweights B&Q, Travis Perkins, Screwfix and Wickes to offer savings of 20-35%", it said.

**GROHE'S N°1 IN PREMIUM PERFORMANCE EUROSsmart**

**kbbdaily.com**

HOME KITCHENS BATHROOMS INFLUENCES MONEY MATTERS REC

Posted 1st February

e > kitchens & bathrooms > building and diy supply comparison site launches

building and DIY supply comparison site inches

Daily on 1st February 2017 - 11:06am

Welcome to the UK's First Comparison Website for Building & DIY Supplies

includes 50,000 products and "takes on industry heavyweights B&Q, Travis Perkins, Screwfix and Wickes to offer savings of 20-35%", it said.

# Why Go Banana?

- UK's first marketplace/price comparison site for building and DIY Supplies and one of the first of its kind worldwide.
- Fills a gap in the market and gives the ability to compare prices, to shop smart and save a lot of money (20-30% in average).
- Existing market of £68bn only in the UK and huge addressable market of £34bn that is growing rapidly. Market share of 3-5% will raise Go Banana valuation to multi billion pounds.
- Very simple business model: 13% from every sale.
- Potential to expand within the EU as well as the US.

## Proof of Concept

**The development process is finished and the site is ready to go.**

**105,000+ products with stock value of £100m and it's growing monthly.**

**Just started marketing campaign and already generating sales.**

# The Team



Rami Naori is the Founder and MD of Go Banana. Whilst a property developer, he saw a gap in the market and the need to have the ability to compare prices and save a lot of money. With his vision and 18 years of experience as a senior marketing and PR consultant to the tech industry, he recruited a remarkable R&D and marketing team to turn his dream into a reality. "For success you need to believe that you can."



Yitz Jacob is the R&D Manager, also known as an internet guru and a better resource than google, with about 17 years experience as a Senior Web Developer and Chief Architect. He loves challenges and has the ability to find smart solutions in the shortest way.



Phoebe Bull is the Business Development Director with wide international Sales and Marketing experience. Phoebe manages the sales and marketing and looks for new marketing opportunities. Personal abilities: talent, wisdom, determination and flexibility to work within a start-up environment bringing inspiration to the Go Banana team and partners. "If it was easy, everyone would do it."

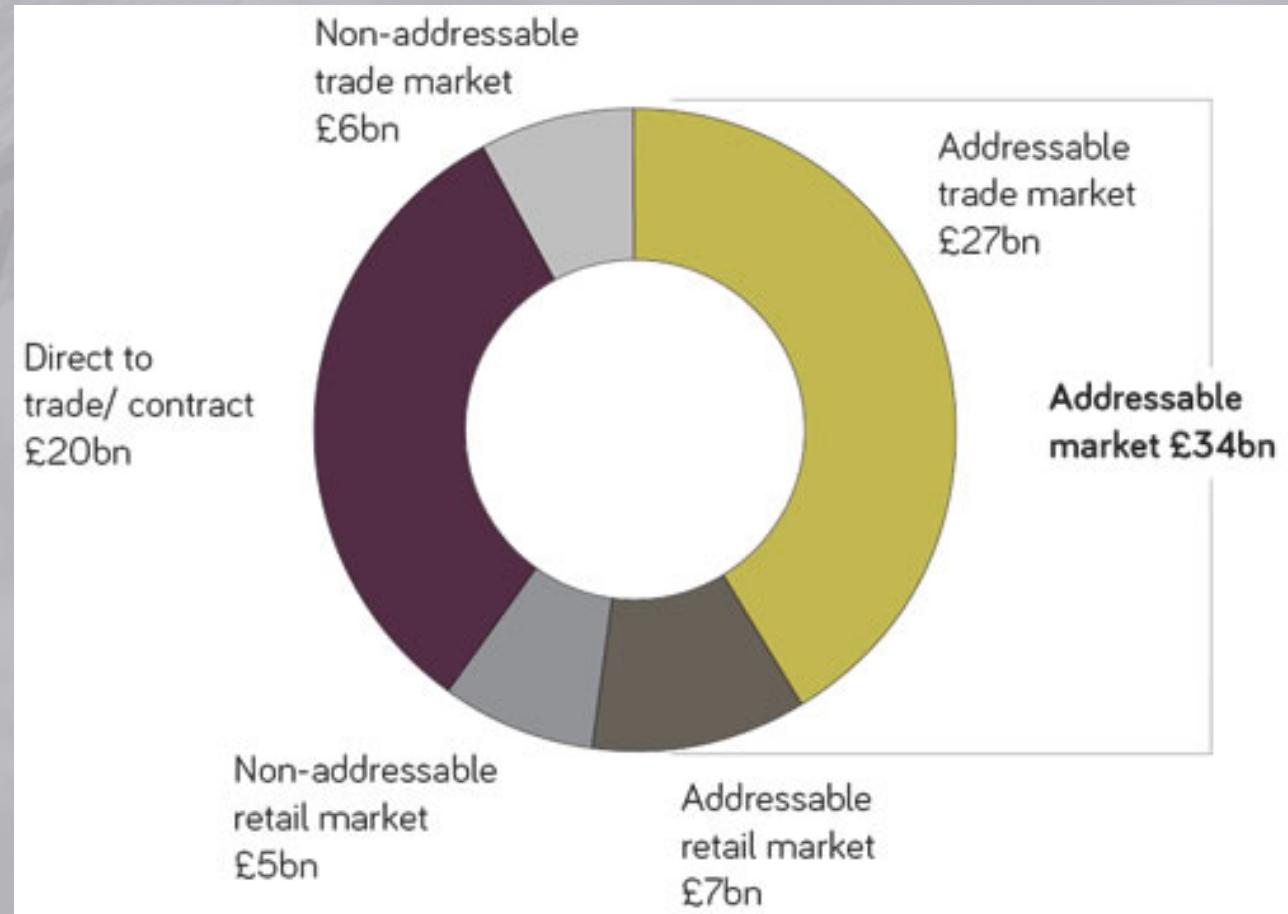


# Where We Are Today

- 105,000+ products
- Inventory value (approx): £100,000,000
- Started to generate income from sales
- Automated processes implemented including order confirmations, order notifications for buyers and suppliers, product uploads, daily stock and price updates as well as a shipping direct to customers with Go Banana couriers.



# UK Market Size: £68bn



Source – Travis Perkins PLC



# Key Financials

	Year 1 (£k)	Year 2 (£k)
Sales	1,541	13,228
<b>Revenue</b>	200,3	1,720
<b>Expenses</b>		
Salaries	167,7	305,4
Marketing	275	360
Tech	96	96
Support	55,6	191,6
<b>EBITDA</b>	<b>(394)</b>	<b>767</b>

# Snapshot About The Plumbing Market

- Plumbers Spending £4000 monthly for supplies
- Kit for new plumber is £8000
- Basic cost of tools is £2200

6. What is your average monthly cost for supplies, tools, equipment?

Supplies depends on jobs but we spend around £4,000 on supplies but of course this is not a cost as it is claimed back from customer.

Tools are the biggest outlay and a start up cost of tools for a operational plumber would be around £8,000. Our yearly cost of tools is about £2200 this covers basic tools, equipment also office computer and printer etc

7. Who are your suppliers?

HPS - PLUMBBASE - TLC and occasionally screwfix, BBQ, Wicks



# Road Map to Achieve Sales Forecast

- The average annual supplies cost for small trades people (e.g plumbers with two employees) is £48,000.
- To reach £1.541m sales in year one we need about 128 tradesman to shop with Go Banana and buy only 25% of their total supplies and for £13.2m sales in year two we need about 1100 tradesman to shop with Go Banana.
- In the plumbing sector alone there are roughly 28,000 plumbers in the UK.
- 280,000 building & construction businesses in the UK.
- 2.9 million jobs filled in the construction industry.



# The Market Needs Innovation & Lower Costs



- Construction 2025 published by The Coalition Government said: “The construction contracting industry in particular is perceived to have low levels of innovation, measured by R&D, compared with other sectors...”.
- In July 2013, the Coalition Government published Construction 2025 guidance and the first one was **lower costs 33%** - reduction in the initial cost of construction and the whole life cost of built assets.

## Market Size - Global

The global construction market is forecast to grow by over 70% by 2025 (4.3% per annum) from \$8,663 trillion in 2012 to \$15,030 trillion in 2025.

# Additional Revenue Streams

- Tool hire and equipment e.g. scaffolding and skips.
- Auctions for building materials.
- Advertising through the site.
- Premium listing: monthly fees from Suppliers to get industry data that could boost their sales.
- “Find your builder for your next project” (premium listing for builders to be registered in our directory)

# Customer Needs

- Builders and DIY Enthusiasts often end up paying more than they should
- Helping customers to plan ahead for jobs (building materials cost 40% of every building project)
- The option to shop online using any device wherever they are
- No convenient platform to compare products in one place, saving time and money



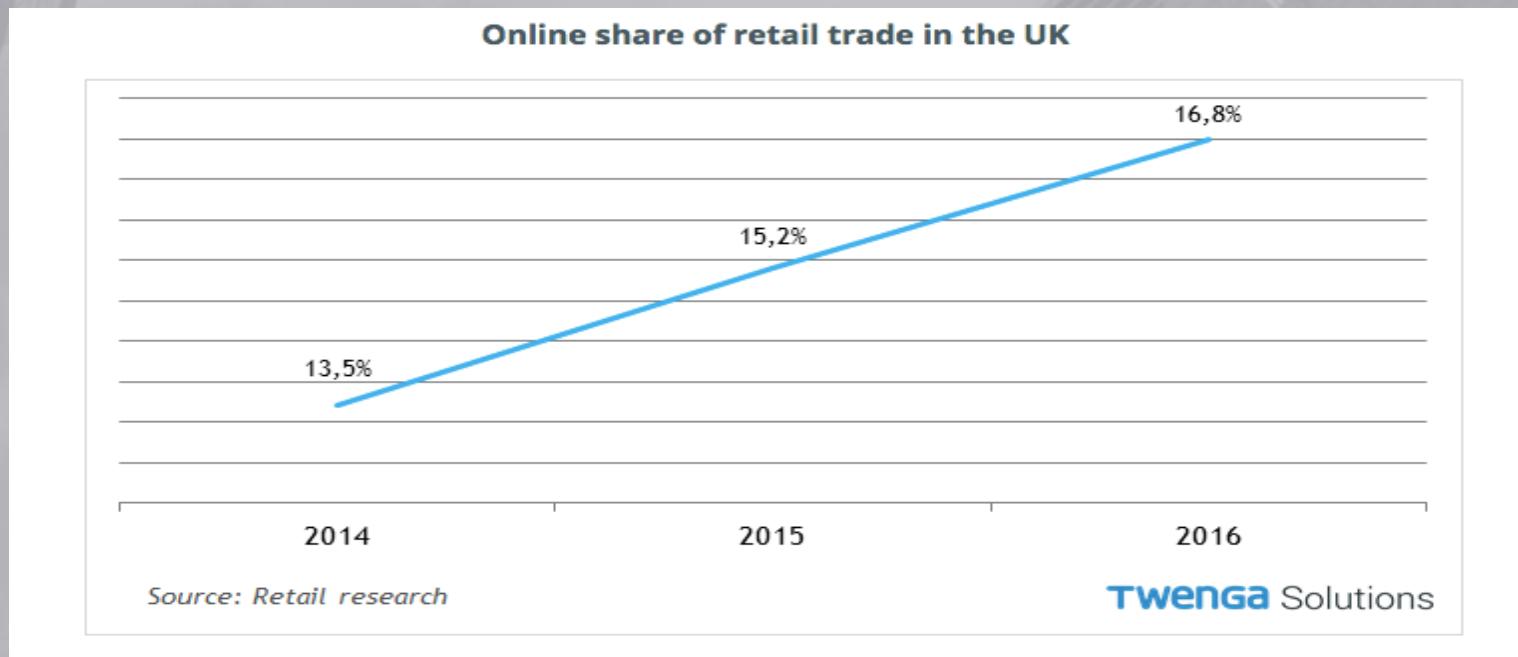
# Current Solutions/Competition

- Amazon, is an online marketplace for a large variety of supplies (mainly DIY products)
- B&Q, Wickes (mainly DIY – and they are not comparison sites)
- Mano Mano, is an online marketplace for DIY materials and supplies in the UK (new, from 04.16), France, Italy and Spain



# Ecommerce sales are booming

- £114bn spent online in 2015 - were up 11% year-on-year
- UK online shoppers to spend average of £1,174 each in 2015 (higher than the EU average of £820)
- 77% of UK Internet users made a purchase online in 2015
- The online share of retail trade is also on the rise: 13.5% in 2014, 15.2% in 2015 and 16.8% in 2016



DIY and Building material online sales are booming



- Travis Perkins to investors: the market is changing and we see a lot of competition online with plumbing (10% from TP total sales)
- B&Q is in the top 10 for most visited e-commerce sites in the UK.  
(Source: SimilarWeb)
- B&Q and Screwfix sales are rocketing (Source: Independent)
- A new online DIY marketplace reached £3m sales in 8 months of activities.

# UK Key Builders Merchants



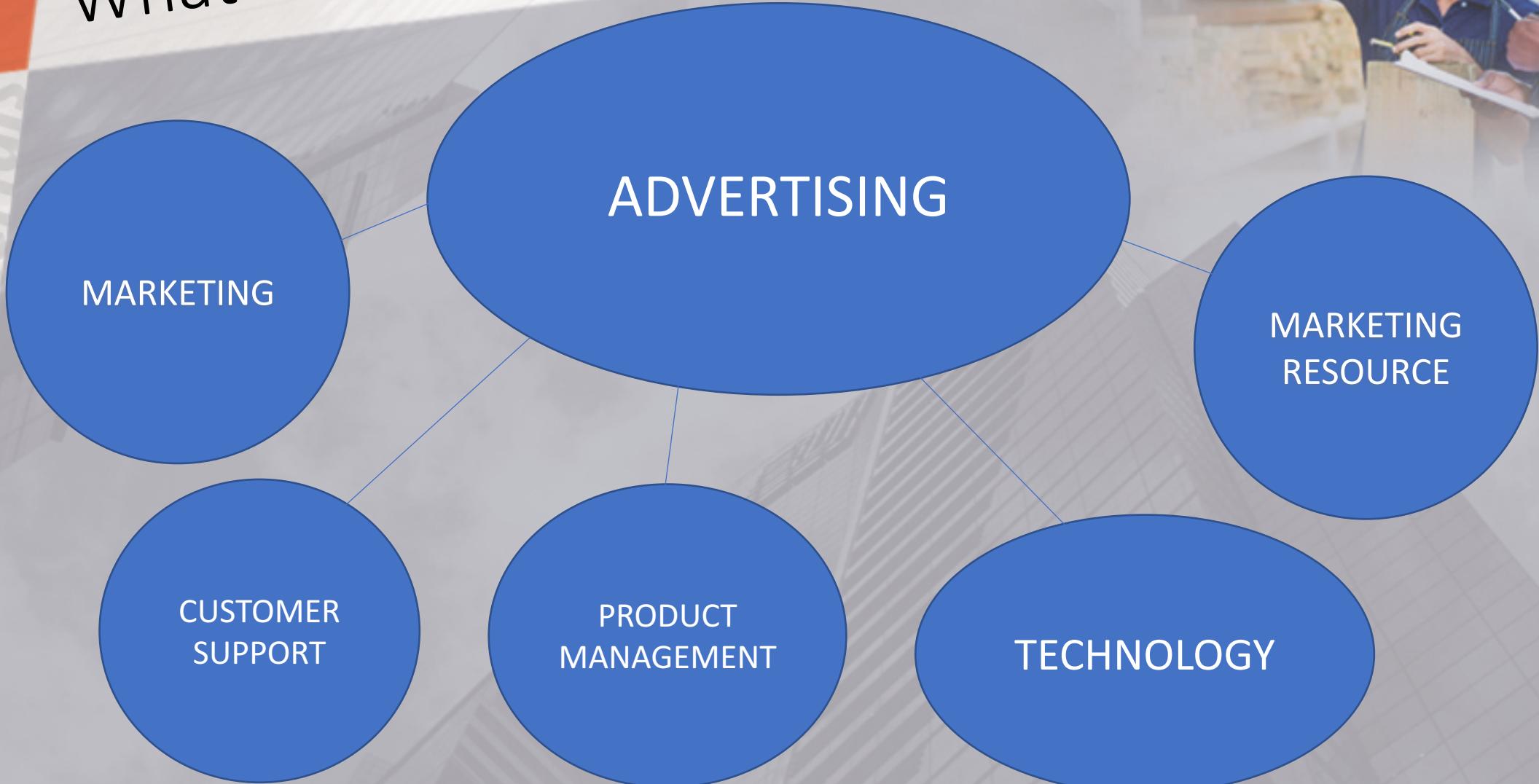
**These 4 groups hold about 20% of the total market which leaves plenty of room for other players.**

- **Travis Perkins plc** (Travis Perkins acquires Wickes at 2005 and many other brands): £5,580.7 billion in 2014 (+8.4%).
- **B&Q**: £3.7 billion in 2013 (B&Q is part of **Kingfisher plc**, an international home improvement company with annual sales Of £11 billion in 2015 (31 January 2015). Its main brands are B&Q, Castorama, Brico Depot and Screwfix. Kingfisher also operates the Koçtaş).
- **Grafton Group plc**: Selco, Buildbase, Plumbase, Midlands, Chadwicks and Heiton Buckley, Macnaughton Blair. Grafton trades ,YouBuild and MPRO brands in Belgium. - £2.1 billion revenue in 2014 (+10%)
- **Jewson Limited**: £1.9 billion in 2014 (+6.43%). Owned by Saint Gobain Building Distribution Limited, one of the largest construction businesses in the world with annual sales of € 41,054 . Graham UK is also part of the same group.

# Competitive Edge

- 2/3 of Britain's population uses comparison sites.
- No need for a shop or expensive warehouses to manage.
- Mano Mano started only as DIY marketplace in the UK in April 2016 and raised £10.4m. Their sales rose to £3.2m in 8 months and forecasting £10m revenue in the in 2017.
- Providing an easy to use, free search tool, customers will choose to shop through Go Banana for convenience and to save money.

# What We Need To Invest In



# What We Need To Invest In



## We are looking for 450K to invest in the following:

- **Online Marketing** – Email marketing, Video marketing, Pop Ups, Social Media, Display Advertising, SEO, Refer a Friend Scheme
- **Offline Advertising** – Trade & DIY publications, Billboards, Direct Marketing
- **Product Management** – Customer Retention, User Interface
- **Partnerships** – Trusted Independent Bodies, High Traffic Websites (target audience), Partners related to target market interests
- **Technology** – Logistic Management, Website enhancements/features
- **Resource** – Marketing/Web/Finance/Customer Support Team

# We Are Changing The Industry

All Categories



## With a head start...

- The DIY sector is already buying online, not loyal to brands and are looking to buy products at the best possible price.
- Plumbers (a massive market) are already shopping more and more online.
- With only DIY and Plumbing shoppers – Go Banana will be a big player in the market.
- The more traditional trades will follow as we establish our brand.