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3 GUYS OPEN IN NP

A Daily News Advertising Feature

Motivation comes from top

By VALERIE BELL

TARANAKI'S first 3 Guys supermarket opens today next to The Plymouth Hotel between Courtenay and Leach streets in New Plymouth.

It is New Plymouth's second price discount supermarket and branch manager Brett Glass says shoppers will see himself and his two assistant managers out working on the shop floor.

He said 3 Guys staff tended to be highly motivated and this was generated from the top. "If you have managers who go out into the store and work alongside other staff, I guess the staff feel more motivated than if they have a manager who sits in the office and goes out now and then to pick holes in what they are doing," he said. "Most of our managers' time is spent out on the

shop floor. We get out and put stock away like the rest of the staff, we are out there available for any queries from the public."

He said the supermarket chain could afford to slash prices because it ran an efficient operation with fewer staff and required customers to pack their own groceries.

Staff were trained to provide friendly service and to look for work, filling in wherever they were most needed.

"We have nobody in the store wandering around with their hands in their pockets. Staff can be working the checkouts or doing other jobs around the store."

He claimed New Plymouth had an opening for another price discount store. "Our main competitor here is Pak n Save. They

have not had a lot of competition but now they will have it."

3 Guys' own house brand, Basics, covers a wide range of products from ice cream, bread and cheese to detergents. Mr Glass said they were quality lines, cheaper only because they did not carry manufacturers' names.

The New Plymouth supermarket has seven wide aisles allowing shoppers space to stop and chat.

Its emphasis was on necessities rather than luxury items and it would offer fresh produce and meat, and bread hot from the ovens of local bakeries.

The 10 check-outs are fully automated to scan the barcodes of all items, weigh produce and allow payment by EziPos. Outside, the large carpark has access from Courtenay and Leach streets.



BRETT GLASS

Manager started in coal

COAL mining is not an obvious pre-requisite for managing a supermarket, but it is where Taranaki's new 3 Guys manager started his career.

Brett Glass left school to train and work as an electrician in one of the two big underground coal mines at Huntly — seven enjoyable years, he said.

Then, when Coal Corp took over the mines Mr Glass took redundancy. 3 Guys advertised in Huntly for an assistant manager and he got the job.

Now five years later, aged 30, he has been promoted to branch manager of 3 Guys' new store in New Plymouth where he is the only staff member employed from outside the region.

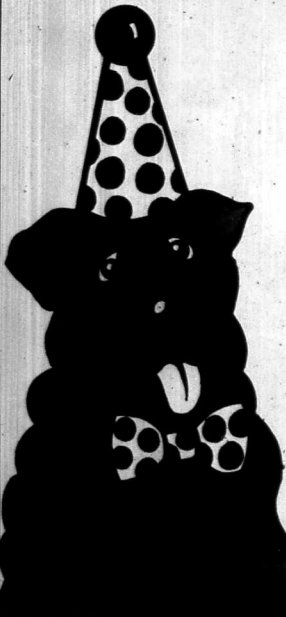
Mr Glass said he and his Gisborne-born wife Ngare looked forward to settling in New Plymouth with their two sons, aged 2½ years and six months.

And, he said he was a keen contract bridge player and had already joined a local club.



READY: 3 Guys' New Plymouth supermarket, straddling a site between Courtenay and Leach streets, is ready for business today.

Roll on the Celebrations.



The team at Caxton Products Ltd congratulate Brett Glass and his team on the opening of the new 3 Guys store in New Plymouth.

We're delighted 3 Guys are major stockists of these famous New Zealand brands: Purex, Handee, Snowtex, Hostess, Chiffon and Treasures.

Good luck, you've got a great future in-store.



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ON THE OPENING OF THEIR
NEW PLYMOUTH STORE



Proud Suppliers to the New Zealand Grocery Trade

3 GUYS OPEN IN NP

A Daily News Advertising Feature



PASSING ROOM: Wide aisles with space to pass other shopping trolleys are a feature of 3 Guys' New Plymouth supermarket.

3 Guys stores in expansion phase

3 GUYS claimed its place in 1973 as New Zealand's first true discount supermarket chain and today it claims to be New Zealand's fastest growing discount supermarket operator.

The first 3 Guys was opened in South Auckland by Welsh grocery entrepreneur Albert Gubay, who had previously established the Kwik Save Group in the United Kingdom. Within seven months he had established another six supermarkets.

Today 3 Guys, now part of the Progressive Enterprises Ltd group, has entered a renewed expansion phase, this time outside the Auckland region which has been its home. This week's 3 Guy's opening in New Plymouth follows another in Palmerston North last week, while just three weeks ago the group opened in Hastings. Recently the company also announced it will be opening in Mt Maunganui next April, an event to be followed by the opening of its second supermarket in Rotorua. Further expansion is also planned.

Managing Director of 3 Guys, Malcolm Daviess, says the expansion outside Auckland is the company's response to demand for its discount prices from areas where groceries traditionally sell at higher prices than they do in the Auckland market.

"Auckland is extremely competitive and this means we have developed the systems and cost structures essential to give our customers the lowest everyday prices they will find anywhere."

"We are established as a discount chain right from the very beginning. We have also been generous in selling at discount prices and we are always fine-tuning our operations to ensure we maintain our low-price advantage over our competitors."

Georgeie Pie here in '93

NEW PLYMOUTH'S new 3 Guys supermarket will shortly be joined by the another of New Zealand's fastest expanding businesses, Georgeie Pie will be located adjacent to 3 Guys on its site fronting both Courtenay St and Leach St.

The 3 Guys operation is open for business from today while Georgeie Pie will open in the first half of next year.

Both businesses are part of Progressive Enterprises Ltd and are jointly heading that company's expansion plan.

By locating the businesses adjacent to each other the company will be making it more convenient for cus-



MALCOLM DAVIESS

Mr Daviess says the New Plymouth store is the company's latest 'Series 20' model which has been developed to combine efficiency with ease of use and low establishment costs, factors which reflect in the low everyday prices it can offer customers.

"This, combined with high levels of technology such as EFTPOS, along with bulk buying meant we can consistently deliver on our philosophy of never being knowingly undersold."

The new 3 Guys supermarket will carry over 400 product lines, giving consumers a wide selection of everyday low prices for groceries, produce and meat. Its range includes 3 Guys' own 'basic' brand which offers consumers choice of products priced substantially lower than leading brands.

This week's opening means 3 Guys has 32 supermarkets operating throughout the North Island, 14 of which are in the Auckland area.

tomers as well as making more efficient use of parking facilities.

The Chief Executive of Progressive, Mr Michael Glassel, said Georgeie Pie's business grew nearly 50% last year and the company will have opened seven new Georgeie Pies by the end of its current financial year, which finishes in July.

This expansion plan will see a new Georgeie Pie open in Hamilton this month and new restaurants opening in New Plymouth, Hastings, Whangarei, Wellington and New Lynn (Auckland) before July.

He says additional sites are also being evaluated for the Hawkes Bay, Wellington and Auckland regions.

TOWNSCAPE

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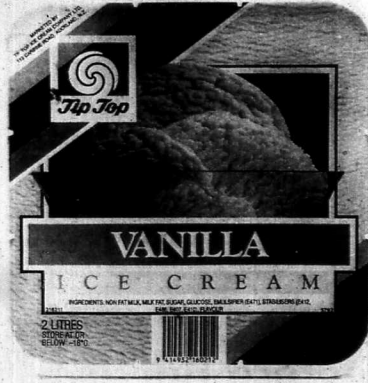
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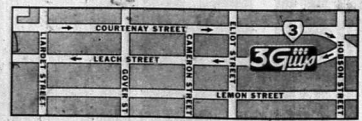


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PORK ROASTS
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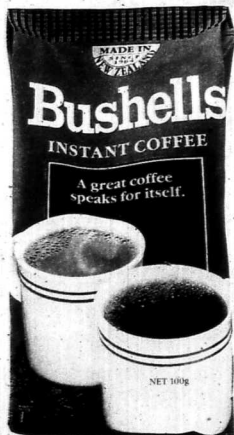


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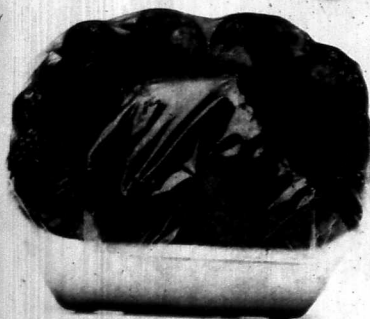


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3 GUYS OPEN IN NP

A Daily News Advertising Feature

More than a building needed

Britannia Brands NZ Ltd congratulate



in the opening of their New Plymouth branch



THE TRADING markets and economic climate affecting 3 Guys today are very different to those under which the company operated during its early years.

Michael Glasel, chief executive of Progressive Enterprises Ltd, the supermarket group's parent company, made that observation during his address to PEL's annual general meeting earlier this month.

He continued: "Development opportunities were many then, competitors were fewer and consumers were more easily persuaded to spend money on less essential items, during their weekly food shopping trips. He said consumers today:

- average 2.3 trips to the supermarket a week, invariably one on the weekend and increasingly with their spouse.
- pay by plastic card instead of cash or cheque (up to 25% of sales in some stores are by EFTPOS).
- are conscious of food activities, and healthier eating habits.
- are more discerning on aspects of quality and freshness.

"The price of goods has taken over from convenience as the biggest influence on where consumers



MICHAEL GSEL

choose to shop. "He said this was best depicted in the growth of discount supermarkets (a 10% increase in share).

"Convenience too, has taken on a different meaning for many consumers, that has seen the fast food industry boom even in current economic times; currently growing at a rate of 12-15 per cent over the



PHILOSOPHY: 3 Guys offers fewer choices in lines, good pricing.

previous year. Our George Pie business grew last year nearly 50%, and currently over 40%, with profit increasing at an even greater rate.

"Today it is simply not enough to build a supermarket or fast food outlet and expect consumers to come flocking you have to market your business and offer something a little different or greater inducements to shoppers. It's about branding and called differentiation or market positioning.

"Progressive's Foodtown and 3 Guys are arguably the strongest brands in food retailing and George Pie is fast establishing itself as a household name.

"Progressive's three core businesses cover the total spectrum in food retailing and are solidly positioned in their respective markets. This, coupled with the vast up-to-date technology utilised in each business, has resulted in both Foodtown and 3 Guys achieving what are believed to be the highest profit margins in the industry.

"The annual report for the previous year, and our current earnings performance, demonstrates that our business strategies are delivering.

"Our supermarket strategy is to be the best operator at both ends of the shopping scale, leaving others to contest over middle ground.

"Foodtown clearly leads the full service sector, as it offers shoppers greater service, convenience, a wider range of goods and a quality shopping environment. Importantly, last year's value re-positioning means Foodtown customers now pay a very small

Continued p19

Waikato team guiding staff

By VALERIE BELL

ABOUT 45 staff have been hired by the new 3 Guys supermarket in New Plymouth. They are under the initial guidance of a Waikato-based management team.

Area manager Don Reader and area supervisor Ann Hayes are in the city, helping to ensure the opening and early days run smoothly.

The Te Awamutu-based pair is responsible for the overall management and operation of six 3 Guys supermarkets at Te Awamutu, Hamilton, Tokoroa, Huntly, Cambridge and now New Plymouth.

The 20-year-old Auckland-based chain now has 32 stores, all in the North Island. The southernmost store opened a week ago at Palmerston North.

Mr Reader said he began his 3 Guys career nine years ago at Te Awamutu as a



DON READER



ANN HAYES

stock assistant and worked his way up managing stores in Auckland and the Waikato till he became one of two area managers in the Waikato.

Ms Hayes started as a cashier with the firm 18 years ago in Auckland, became a

supervisor shortly afterwards and has trained supervisory and check-out staff ever since.

The New Plymouth branch manager, Brett Glass, has two assistant managers - Pamela Hirschcock from Inglewood and Brent Flynn from New Plymouth. Both have just completed an intensive 3 Guys management training course in Auckland.

There are four supervisors whom Ms Hayes said were also trained in Auckland, and the eight cashiers were sent to Cambridge and Te Awamutu stores for two weeks' training.

"We run in-store training," said Ms Hayes. "It doesn't matter if people are experienced already, they must still go through our training."

She said just two temporary staff had been hired and others, including students, would be taken on as demand dictated.



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A slice of our history

Ernest Alfred Adams was born in Somerset in 1882, where his father Herbert had a cake bakery supplying London and the Southern Counties. In 1908, the family emigrated to Australia and established the firm of Herbert Adams Limited in Melbourne. The firm continues to trade to this day.

Ernest, the youngest of five sons, decided that the opportunities in New Zealand were good and crossed the Tasman. In 1921 he formed a company named Adams Bruce Ltd with Mr Hugh Bruce, a Christchurch baker.

The company prospered and by 1929 owned four large bakeries in Auckland, Wellington, Christchurch and Dunedin. The range of products had expanded from bakery lines to include confectionery, chocolate and ice cream.

Famous names like Queen Anne Confectionery, Father Fluke Pastry, Adams Bruce, Douthy Bake and of course

Aunt Daisy - became a part of "New Zealand's History" as Ernest Adams moved through the decades to the present day. In April 1974, Ernest Adams Limited bought back the name of Adams Bruce Ltd together with the bakery manufacturing division and the land, buildings and plant located in Palmerston North.

This acquisition, after a period of separation of 45 years, re-established the original liaison between Adams Bruce Limited and Ernest Adams Limited as well as providing a sound manufacturing base in the North Island.

Today, the Palmerston North complex is comparable in size to the main bakery in Christchurch a most efficient production unit.

The prospects for the future of Ernest Adams Limited look very bright and the Directors have every confidence, in this 8th decade of operation, that the company will continue to grow and prosper.



We congratulate and support 3 Guys and hope that in 20 years time they too will be a slice of New Plymouth History.

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3 GUYS OPEN IN NP

A Daily News Advertising Feature



ON HAND: Branch manager Brett Glass (left) helps Jason Farrow (centre) and Shane McIndoe fill a freezer in the new store.



READY: ALL that is needed are the shoppers at 3 Guys.

□ From p18

premium for the extra benefits they experience when shopping with us.

"At the other end of the scale, 3 Guys is the discount leader. Everything about 3 Guys is done for one purpose and one purpose alone... to offer customers the lowest possible prices.

"While the range of products sold is increasing, 3 Guys offer a basic service. Customers don't pay for frills, but they trust 3 Guys.

"Progressive's strategy to improve its earnings, is to increase the contribution of its 3-Guys super-market business. This makes good sense when one recognises the major shift in consumer preference to discount shopping and it is reflected in our new store expansion plans.



WE'RE READY TOO: 3 Guys' four store supervisors were pictured at a checkout counter in the new store on Friday looking forward to today's opening. They are, from left, Sandra Allen, Christine Hill, Carol Richards and Sandy McLachlan.

unifoods

congratulates



The true discounters on the opening of their New Plymouth store and wish them every success in the future.

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3 GUYS

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Wattie's wish 3 Guys every success

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