



holySheet! - The Business

holySheet! opened for business in August 1990 in a small shopfront in King Street, Newtown. Since then the company has grown through a predominantly franchised model and now operates in sites located throughout category B Shopping Centres, Strip Shops and Direct Factory Outlets both in Australia and New Zealand.

The holySheet! brand embodies a unique sense of fun and engagement in the shopping experience, supported by a culture of design-savvy, youthful and friendly staff, unheard of amongst their competitors.

As is the case with many organically grown businesses, the company's growth was largely attributed to reactions in the market, franchise and rental opportunities. Through the next phase of growth, however, the company would be required to focus its activities on long term strategic activities in order to maximise the asset value of the business and gain maximum return on investment from existing learnings and infrastructure.



The Challenge

As part of its next phase of growth and in reaction to changing market trends, holySheet! had developed several initiatives to improve its store-on-store performance, profitability and market share. The key challenges for the company were:

- Stakeholder management
- Operational feedback from store management and franchisees
- External testing/feedback on model and structure

The Solution

DCS worked with holySheet! to refine its governance structure and growth strategy. DCS then attended and facilitated a session at the holySheet! conference to:

- Obtain a clear understanding of the franchisee challenges and position
- Identify strategies and facilitate a discussion regarding implementation
- Communicated the initiatives and impact on the network



The Outcomes

The project achieved a number of significant and positive outcomes for holySheet!, including:

- Increased buy in from the franchise network
- Facilitation of a smoother implementation of growth objectives
- Clarity of the strategies necessary to grow their business in line with their goals and objectives

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