

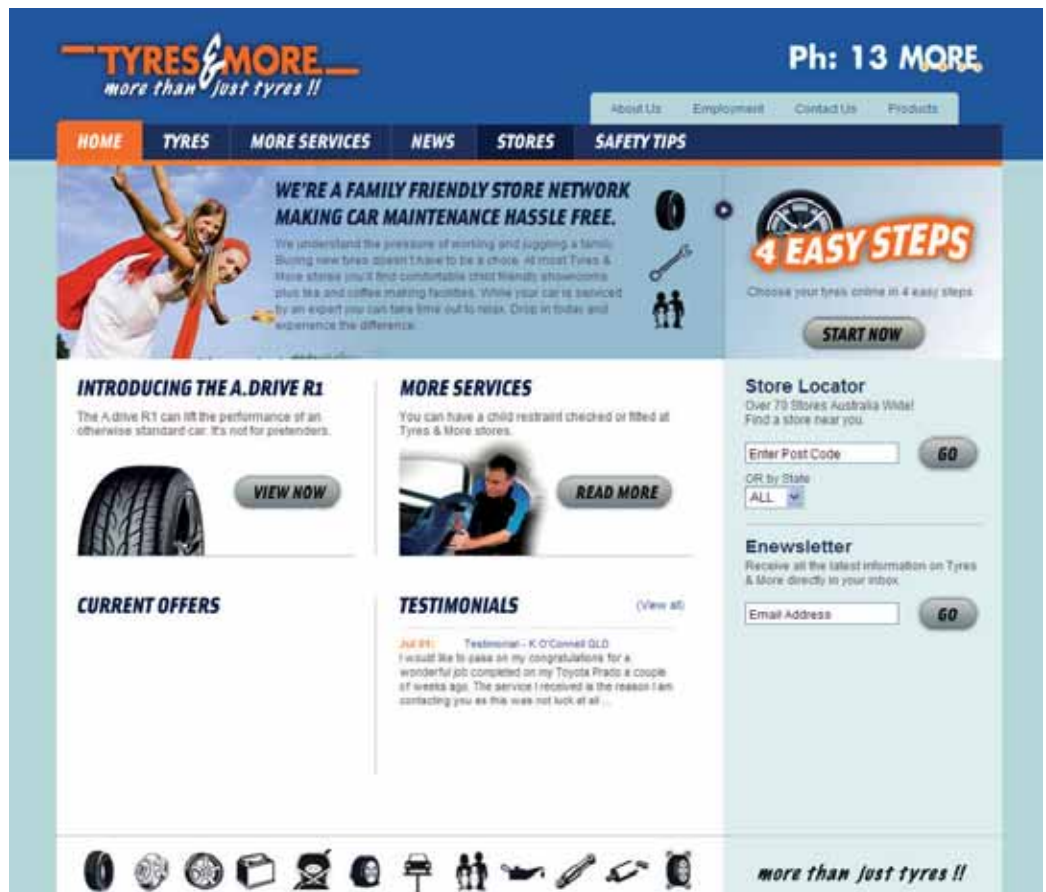


## Tyres & More (T&M) - The Business

Tyres & More (T&M) is a growing national network of tyre and mechanical stores. The Tyres & More brand was launched in 2005. The network consists of Australian family run tyre stores caring for the needs of Australian families and businesses.

Although the network is relatively new, the stores which comprise it have been in operation for up to 30 years. T&M stores and their staff have been selected for their wealth of knowledge and experience.

Tyres & More offer more than just tyres, they offer a vast array of services to meet the clients needs. These services include tyre fitting, wheel alignment, brakes servicing, wheel balancing, shocks, wheel rotating, batteries and general under car servicing.



## The Challenge

As is the case with any rapidly growing network, specifically a network which grows through acquisition, Tyres & More experienced the following operational challenges:

- Need to change the learned behaviour of its operators
- Need to increase the consistency of the T&M customer experience across all locations
- Need for increased levels of operational control especially in areas relating to OH&S
- Need for an initial training system and ongoing business coaching to improve the performance of local operators

### The Solution

DC Strategy (DCS) worked with T&M and its operators to develop a location operations manual and training program which covered:

- Sales and Customer Service
- Product
- HR
- OH&S
- Marketing
- Day-to-day Operation
- Training and Induction



### The Outcomes

T&M has deployed its operations manual and infrastructure across all locations and has integrated it into their training and induction program. This has empowered operators to operate with minimal contact with head office and has increased the level of consistency across the network.

Consequently, head office can now focus on business coaching and growth rather than compliance and day to day operations.

---

### DC Strategy Contact Details

#### International Head Office

Level 5, 530 Collins Street,  
Melbourne VIC 3000 Australia

[growth@dcstrategy.com](mailto:growth@dcstrategy.com)

[www.dcstrategy.com](http://www.dcstrategy.com)

#### Australia

Melbourne +61 (0)3 8102 9200

Sydney +61 (0)2 8220 8700

Brisbane +61 (0)7 3015 7600

Perth +61 (0)8 6222 1011

Canberra +61 (0)2 8220 8700