

## Portfolio John Donnelly

John has extensive experience and has created success for many clients, in many industry sectors, including:

Retail and Franchising– extensive experience in developing retail opportunities including

- Canterbury of New Zealand Franchise Specialty Stores

- Development of a green fields retail opportunity that developed into millions of dollars sales nationally

- Concept store development

- Franchise development

- Identifying new product and pricing opportunities and working with manufacturers and importers to achieve them

- Development of all advertising and placement

Manufacture / Importing / Wholesale

- Identifying revenue opportunities, marketing planning and leading development of retail and third party relationships – often opening doors to new or better relationships and sales

- Launching new ranges and achieving success

- Turning around a wholesale/manufacturing company that was losing sales and adding 20% to sales in first 18 months.

- Answering questions about what will and won't work in relation to new brands and product developments planned by a wholesaler, and developing and implementing a plan for new business opportunities

- Development of all advertising and placement

Automotive

- Working with Ford to launch LPG vehicles to specialist and high mileage drivers

- Development of Mitsubishi Motors NZ Diamond Dealer awards

- Launch of Capital City Ford and Capital City Mazda dealerships – development of all new branding, advertising and communications

Specialist medical, surgical and health industries

- Working with an entrepreneurial surgeon to develop a specialist surgical centre – including developing new branding and brand recognition to the public and influencers, identifying deficiencies in internal customer service operations and remedying, increasing inquiries and doubling case throughput and revenue in three years, plus all advertising planning, development, placement and execution.

- Working with a health professional to increase case load from one consultant to four with a view to maximising income and setting the business up for sale over a seven year period.

IT

- New product development and interviews with largest IT managers in Wellington

- Strategy and direction and sales development for network company

- Coaching and development of internet solutions company

Energy Markets – extensive experience in energy sector with Origin Energy (Aust), Rockgas, Powerco, Nova Gas, and pan industry PR groups.

SME's - Marketing / Strategy / Business Development and Coaching for many others small, medium business including printing industry, truck rentals, hospitality, art galleries, toy shops, commercial real estate and many more.