

MANAGER'S MESSAGE

Welcome to 2024 and we hope this year to be the one that beats all others.

First of all, a big thank you to all north west stores who joined us in the Christmas Store decorating competition, we had a good number of entries. By joining in the fun we create a space attractive for people to come and complete their Christmas shopping, while offering two businesses a small Christmas gift of \$1,500 each.

Two winners were chosen across all entrants in our rural villages, with Chanelle Jade Hair Salon in Helensville and Zubu Women's Boutique in Kumeu both taking home a \$1,500 cash prize each. The business association hopes to make this an annual competition that will help put North West Country on the map and allow Christmas shoppers some fun as they shop locally.

Chanelle and Teresa were both over the moon with the prize winnings, with both business owners excited to receive funds that they could immediately invest into their business. "It has been such a hard year," said Teresa Nobilo-Healey, "it is nice to have this competition to close the year and this means so much to us." Chanelle and the team were excited to hear the news. "It took a while to sink in," said owner Chanelle Haywood, "but we couldn't be happier. We put a lot of effort into the window display.

This is wonderful."

2024 is the year that everyone is looking forward to, and we hope to make it a top year for our business members. Starting the year off is the Ultimate Day Out competition. The competition is open in January and February, with the prize draw in March at the Kumeu Show. Simply spend \$50 or more at any North West Country member's business in this time, save your receipt, and drop your entry in the box at the North West Country stall at the Helensville or Kumeu shows. The winner will win an ultimate day out for two in Adventure Country. For competition and entry details and to find out who our members are, head to our website at www.northwestcountry.co.nz/ultimatedayout/.

Another benefit we are offering to our members is to join us at the Helensville and Kumeu Shows. We will be on site with a large marquee and make an open offer to members to have a stall within our marquee for free. We will man the stall for you and make sales, and you get the proceeds. All you have to do is set your goods up at the beginning of the shows and take them back at the end and leave the rest to us.

To book your spot at either show, reach out now at manager@northwestcountry.co.nz.

Shop in the North West in January and February 2024 for your chance to win an

Ultimate Day Out



Simply spend \$50 or more with our members to go in the draw. More details at www.northwestcountry.co.nz/ultimatedayout/

Enter online or drop your entry at the North West Country business association stand at the Kumeu Show.

Prize draw live on Sunday 10 March 2024.




TOOLS FOR BEING A TRADIE AND RUNNING A SUCCESSFUL BUSINESS

There are so many great tradies out there who do great work, but often struggle to build a great business at the same time. While tradies may well have gone through significant training and qualifications to learn their trade, seldom does this learning include how to run a business.

That is the challenge that led Andy Burrows to establish The Trades Coach, a trades-specific business training and coaching business in 2011. A business dedicated to helping the owners of construction related trades to better balance the effort and risks put in, with the rewards they take out.

Since then, The Trades Coach has helped hundreds of owners with advice and support on how to grow their businesses sustainably and profitably. The Trades Coach programmes range from a low cost, online training platform for those new to business ownership, to a fully customisable 1:1 coaching solution that covers multiple areas of business strategy and development. Participants can choose from various modules that comprise the programme content and cover such areas as:

- Planning and goal setting
- Business strategy
- Marketing and lead generation
- Sales process and contracts
- Team development and management
- Operational improvement and systemization
- Financial management, pricing and cash-flow

All programme versions have been registered with the Regional Business Partners programme (part of MBIE) and are eligible for up to 50% co-funding for approved business owners.

As part of the evaluation phase The Trades Coach offers a free, no-obligation strategy session. We look at where your business is now, what areas can do with some improvement, some ideas to implement and if we are the right fit. More details about how to register can be found here:

www.tradescoach.co.nz/strategy-session-2/

Does it work? Yes it does and as long as you do your bit around providing the necessary information and implement the agreed strategies, we guarantee it. Read about some client success stories here:

www.tradescoach.co.nz/garys-story/




THE KUMEU SHOW 2024

DANIELLE PLEASE SEND HIGH RES OF THIS

SAT 9 - SUN 10 MARCH

STYLE AND CLASS IN HELENSVILLE

Chanelle Jade Hair Studio is situated in the main street of historic Helensville offering boutique hair cuts, colours, treatments and styles. Owned and managed by Chanelle Jade, the salon is starting to make waves in the local community. Making the most of the historic building, Chanelle has styled the salon to showcase the natural timber floors and large picture window onto Commercial Road.

Chanelle's eye for style has seen the studio recently win the Christmas Window dressing competition, receiving a \$1,500 cash prize. The judge was impressed with the eye for detail in the display, and how much this added to Christmas cheer.

The hair studio offers a range of hair care products suited to your hair type and lifestyle, and caters for your hair cutting needs also offering silent hair cuts and late nights on Tuesdays and Thursdays. Pop in today to see Chanelle and Ongelique.
www.facebook.com/ChanelleJadeHairStudio



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KUMEU & WESTGATE



SUPPORTING NEW ZEALAND WOMEN'S FASHION

Zubu Women's Fashion Boutique is a situated in the heart of Kumeu and is a stand-out store like no other. Owned and operated by Teresa Nobilo-Healey, a Kumeu local with a passion for fashion. After spending two decades working in hospitality, raising a family then running a wine wholesale import/ export business, Teresa thought it was time to do what she loves the most.

Zubu was born and has never looked back. Offering unique clothing in a range of natural fibres, colours, and using New Zealand designers, Zubu ticks all the boxes. Zubu is all about helping customers find the perfect outfits that not only flatter your body shape but also suit your lifestyle. Teresa believes that fashion should be fun and adventurous, so she always encourages customers to try new colors and styles. Whether you're looking for a chic dress or a casual ensemble, Zubu have got you covered. Offering online and in store sales including accessories. Open 6 days a week in store, 24/7 online.
www.zubu.nz/



Cub Cadet

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