

## RAD Business Review

Little Hire Co

1 June 2023

### Social

RAD!	Great commitment to working with a range of budgets during the styling sessions and getting people the most for their money. You should definitely market how these sessions can help benefit your budget and avoid spending money on unnecessary items
RAD!	When customers/clients provide their email they have the opportunity to tick if they are planning a wedding, in the industry or planning an event - great direct marketing
RAD!	Marketing in general is appealing, easy to understand, direct and informative e.g. the education around what a stylist DOES and budget advice
RAD!	Working with charities and community groups - I believe you offer them a discount for hire items too which is really kind!
RAD Suggestion	Some market research around commonly hired items and statement pieces that appeal to various cultures e.g. Māori or Pasifika. Generating a larger audience and revenue stream
RAD!	Fostering a great team culture and acknowledging an employee upon company exit for the work they contributed
RAD Suggestion	Let me know how you currently offer staff training, upskilling and progression
RAD Suggestion	What are your strategies in the current market to retain great talent - competitive salaries and flexible working schedules are some common asks from team members
RAD Suggestion	How do you 'check in' or actively maintain your return customer base?
RAD!	Little Hire Company works with other vendors in the industry who have similar values
RAD!	Brands they work with/partners are listed clearly on LHC website
RAD!	Website introduces team with witty, interesting read statements. About page is first and foremost with an emphasis on family via photo and text.

<b>Environmental</b>	
RAD!	Sourcing high quality furniture that is able to be repainted or reupholstered locally in Christchurch
RAD!	Picking furniture items which can be interchanged with different elements to change the look of an item without having to have a completely different piece. This helps broaden your catalogue with less items, reduces shipping costs, and allows for less waste if things break or get damaged
RAD!	Considering truck sizes when packing a job, what fits most efficiently in a vehicle will save you travel costs and carbon emissions
RAD!	Making the conscious decision to explore other options for traditional floral foam. Good that you use only when other products are not suitable
RAD!	Reusing of candles after events
RAD!	Reusing bubble wrap and packaging from container shipments in local deliveries
RAD!	Boxes from the container shipments donated to the flower farm when surplus to needs
RAD!	Great to see you prioritising natural fibres over synthetic, keep it up! Reusing old linen napkins as cloths once they're no longer able to be used at events is an awesome upcycling choice, nice work
RAD!	Investing in timeless pieces which won't look dated next season is great for the environment and your bank account making sure that items will get plenty of use for years to come
RAD!	Reusing chipped vases in other areas is great to hear rather than immediately throwing it out
RAD Suggestion	For signage, you could look into how personalised swing signs could reduce waste further. Options of signage which can reuse the bulk of the sign and only personalise a small section
RAD Suggestion	For the existing swing board signage, consider reusing them as packaging for other items such as the neon signs. Use it as a way to demonstrate LHC's commitment to waste reduction and reuse in the business
RAD Suggestion	Great to hear you collect batteries from the reusable candles! These can be dropped off to Mitre10 Papanui when you're next heading on another visit. You could also trial purchasing a small battery voltage checker to understand the voltage at which the

	candles run out at, this way you can check how much life you have left in them before prematurely disposing of them
RAD Suggestion	Look into partnering with a charity or rest home to collect unused florals post event. You could even offer a floral service to couples which disassembles floral installations and bundles bouquets to guests at the end of the night
RAD Suggestion	Use old chair sashes as wrapping paper or packaging
RAD Suggestion	When considering buying a new truck, have a read through of these suggestions to make sure you're getting the most fuel efficient vehicle for your needs <a href="https://genless.govt.nz/for-business/moving-goods/choose-efficient-vehicles/">https://genless.govt.nz/for-business/moving-goods/choose-efficient-vehicles/</a>
RAD Suggestion	For out of town customers, consider offering a carbon offsetting fee that is built into the cost of delivery where x many trees are planted in Canterbury to offset the fuel emissions delivering goods to the venue. Talk to us about this if you want to learn more

<b>Economic</b>	
RAD!	Requirement to use LHC delivery service for easily damageable items minimises risk of scrapes and dents, and thus the need for repairs. This makes economic and environmental sense ensuring the quality of furniture is maintained. Empowering warehouse staff to refuse pick up if the wrong vehicle or protective packaging is not present
RAD!	Offering a garage sale at the end of the year to get rid of old supplies and allow people to buy products at a good price
RAD!	Your wide range of offerings mean you draw customers in from various perspectives such as florals, small hire and large hire
RAD Suggestion	Advertise raising your prices with enough lead time to encourage more customers to lock in items for their weddings and events. Use it as a time to check over delivery costs too to reflect increasing fuel and labour costs
RAD Suggestion	Checkfront / CRM to suggest common add on products to existing items in the customers basket / enquiry form
RAD Suggestion	Reach out to customers who celebrated a birthday party (track this via CRM), 9 months later, to secure their next party hire booking

Well done Fallon and the team with your awesome choices and practices at the Little Hire Company! Fallon and Kelsey, it was lovely to sit down with you both and discuss the business and all the RAD things you're already doing. I was really impressed by the conscious decisions you make in your product choices and day to day actions that contribute to your overall sustainability. I loved how the conversation lead to some really organic ideas that I know could give you guys a real point of difference in the Canterbury wedding industry.

**Kate and Millie** 😊

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