

DIY Retailers Market Rank & Profile UK 2008

Sample Report – Figures & Text Censored, Selected Pages Only

**DIY Market 2004-2012, DIY Retailers Ranking & Profiles, Industry Averages for
Sales, Profitability & Key Financials 2004-2012.**

June 2008

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Vickers Timber Co Ltd - KPIs for Year Ending March 31, 2005 to March 31, 2007	80
W Bevan & Sons Ltd - KPIs for Year Ending September 30, 2005 to September 30, 2007	81
W C Maunders Ltd - KPIs for Year Ending March 31, 2006 to March 31, 2008	82
Watts Of Nuneaton - KPIs for Year Ending June 30, 2005 to June 30, 2007	83
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Estimates Provided

In order to enable benchmarking, competitor analysis and facilitate further market research, MTW have provided estimates for turnover, profit before tax and number of employees for small, medium sized and other companies who are not obliged to submit this information to Companies House. As such, in the interests of clarity, all data relating to turnover, profit and number of employees provided in this report should be regarded as independent estimates by MTW. Whilst we endeavour to attain high levels of accuracy with these estimates, they may not reflect the actual figures of a company and should therefore be treated with caution.

1. Introduction to *Rank & Profile* Reports

MTW Research *Rank and Profile* reports are designed to provide the reader with an independent, comprehensive overview of the current and recent trading conditions within their respective markets in an easy to use and easy to disseminate format.

Researched and collated by market research professionals who have been writing market reports on these sectors since 1999, MTW's *Rank and Profile* reports represent an excellent tool to gain a greater understanding of recent and future market performance, trends and company analysis.

The report provides:-

- **Fast and Effective Market & Company Insight**

With the report providing an Industry Overview with industry sales totals, sales averages and forecasts to 2012; Ranking section; and a more detailed Profile section, the depth and range of analysis provides a comprehensive overview of the market's performance and estimated ranking for each company included in the report. Each company has a 1 page key financial indicators profile providing crucial competitor analysis on which to base further research and strategic decision making.

- **Market Size for Sales & Industry Value to 2012**

Market size for revenue and industry value is provided from 2004 through to 2012, enabling a fast understanding of the key trends in the industry and likely future prospects, facilitating strategic sales and marketing planning.

- **Identify & Target the Most Relevant Sales Leads**

The report identifies the market leaders in the industry, and ranks them by sales, profitability and a number of other key performance indicators, enabling you to quickly identify and target the most relevant companies in the industry. The additional contact name and mailing details for each company provide the key to quickly increasing sales leads in this industry.

- **Benchmark & Monitor your Company's Performance against the Industry.**

3 years of the most recent accounts available, supported where appropriate by our own estimates, is supplied for each company enabling the reader to understand the position of your company in the market and gauge its performance against your competitors in recent years.

- **Turnover & Profit Estimates for Every Company**

MTW reports are unique in that we have provided an estimate for turnover and profit ranking for every company listed, enabling the reader to gauge market share and ranking for the smaller and medium sized companies, as well as the larger companies.

- **Monitor the Market Leaders' Performance.**

Key financial data are provided for every company listed for the last 3 years, enabling the reader to quickly and effectively track a company's performance in recent years, providing an excellent foundation on which to base further SWOT analysis to provide a comprehensive review of the market.

- **A Company Listing More Relevant to Your Market**

MTW Research have been researching and writing market reports since 1999 and as such we are able to develop a company listing which is more relevant to your chosen market, saving you time and money.

- **Save Time & Money**

MTW's *Rank & Profile* reports don't bombard you with irrelevant financial data, they are designed to enable you to engage in fast and effective market and company analysis. We focus on providing what's important in an easy to reference and use format.

2. UK DIY Retail Market

2.1 Introduction to this Rank & Profile Report

In order to provide an easy to use tool for the basis of a market and customer / competitor analysis study, this report provides the following information:-

DIY Market Overview 2004-2012

Overview of the industry's performance 2004-2007 and forecasts to 2012, including:-

- Total Industry Sales Turnover 2004-2012
- Total Industry Profitability
- Combined Industry Assets & Liabilities
- Total Industry Net Worth

Average DIY Retailer Performance 2004-2012

A Profile of the 'Average' supplier in the industry, enabling effective and fast comparisons:-

- Average Supplier Revenue 2004-2012
- Average Supplier Profit Levels 2004-2012
- Average Assets & Liabilities 2004-2012
- Average Net Worth 2004-2012
- Average Value of Sales per Employee 2004-2012

Retailer Ranking

Provided for the leading companies in tabular format:-

- By Turnover & Individual Sales Revenue Estimates for 2007
- By Profit
- By Total, Combined Assets
- By Net Worth
- By Number of Employees

Company Profile & Sales Leads

Financial data and estimates provided for the last 3 years of trading for every company:-

- Turnover & Profit estimates for every company listed for 2007
- Debtors Value (i.e. money owed to company each year over the last 3 years)
- Fixed Assets (e.g value of land, buildings, vehicles, equipment etc)
- Current Assets (i.e cash & other assets to be sold within 1 year)
- Current Liabilities (i.e debts or obligations due in 1 year)
- Long Term Liabilities (i.e debts or obligations which extend beyond 1 year)
- Net Worth (i.e total assets less total liabilities)
- Brief Description of Activities
- Full Registered Address & Postcode
- Incorporation Date
- Ultimate Holding Company & Parent Company (if applicable)
- Number of Employees (estimates given where no data exists from Companies House)
- Registered Company Address & postcode
- Senior Decision Maker / Director Contact Name

Also provided as part of the "Ultimate Pack" is a comprehensive multi-use mailing and telemarketing list with comprehensive financial spreadsheet including key financial data for the industry.

2.2 DIY Retailers Competitor Listing

The following table provides a listing of the companies which are included, and for the purposes of this report, defined as 'the industry'.

Figure 1: DIY Retailers Company Listing

Al Murad (Castleford) Limited	Hersham Hardware Ltd
Al Murad (Leicester) Limited	Homebase
Al Murad (North) Limited	Ideal Plumbing Timber & Building Supplies
Al Murad (Stoke on Trent) Ltd	Isaac Lord Ltd
Al Murad DIY Ltd	JH Leeke & Sons
B & Q	Mckee & Birnie Ltd
Batley DIY Centre	Mcmillan Bros Ltd
Betterhome Builders Merchants Ltd	Micro DIY Trade Centre Ltd
Caledonian Paint UK Ltd	Miltos (Wallpapers) Ltd
CDS (Superstores International Ltd)	Oddjobs DIY Ltd
Chestergate Wood Supplies Ltd	Orion Paints Ltd
Chris Stevens Ltd	Palladium Ltd
Cole & Son Wallpapers Ltd	Rapid Hardware
Coopers Ltd	Robert Dyas Holdings
Dean Decor Ltd	Smith Bros
Dewsbury Decorators Merchants Ltd	Strategic Retail plc
Dexter Paints Ltd	T F D Ltd
Downham Building Supply Co Ltd	Taskers PLC
Fads	Treohans
Focus (DIY) Ltd	Vickers Timber Co Ltd
Garrards Huddersfield Ltd	W Bevan & Sons Ltd
Glendor Ltd	W C Maunders Ltd
Godfrey DIY Supermarkets Ltd	Watts Of Nuneaton
Great Barr Sawmills Ltd	Wickes Building Supplies Ltd
Handyman House Ltd	Wilkinson Hardware Stores Ltd
Hart & Sons Dorset Ltd	Woodlands Homecare Ltd
Hayling Hardware Ltd	

Source: MTW Research

The companies identified above are currently estimated to represent more than x% of the total UK DIY market in 2008, with total sales estimated at just over £x billion in 2008.

Sales of the leading four DIY Multiple retailers in 2008 reached around £x billion, reflecting a combined market share of x%, underlining the high level of consolidation in the industry.

The combined total net worth of the above is currently estimated at just over £x billion in 2008, with forecasts to 2012 for overall market sales and net worth provided in the following section.

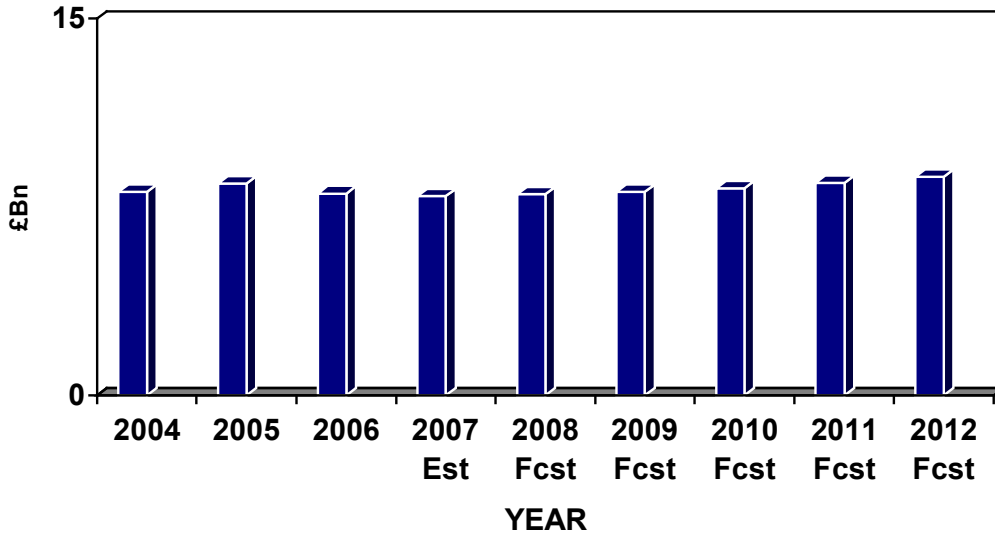
2.3 DIY Retailers Market Performance 2004-2012

The following section illustrates the overall, combined performance of the leading DIY Retailers in terms of revenue, profit, assets, liabilities and net worth since 2004 with forecasts to 2012:-

2.3.1 DIY Retail Market Sales 2004-2012

The following table illustrates the performance of the selected DIY Retailers in terms of combined revenues between 2004 and 2007 and forecasts to 2012:-

Figure 2: DIY Retail Market Sales 2004-2012 (Censored Figures)



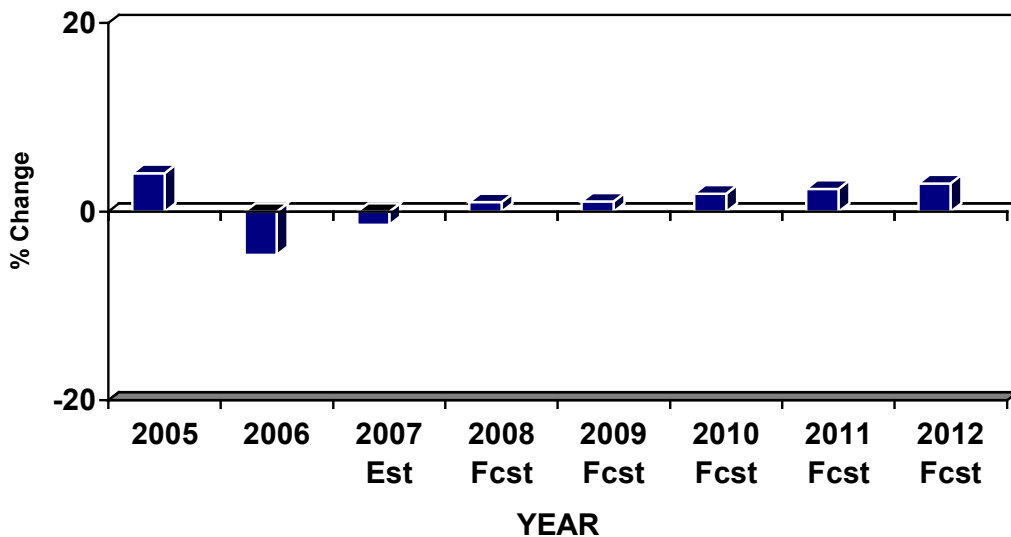
Source: MTW Research / Company Financials

In 2007, the combined estimated sales of the DIY Retailers identified reached just over £x billion, reflecting a slight xxxxx of just over x% since xxx. Between 2004 and 2007, sales have xxx by just over x% in current price terms, reflecting relatively difficult trading conditions, particularly since xxx.

xxxxxxx and the ongoing impact on xxxxxxxx of the recent xxxx xxxxxxx are likely to result in more xxxxxxx in the xxxx to xxxxxx term. However, xxxxxxxx should provide xxxxxxxxxx xxxxxxxxxx as consumers seek to xxxxxx. As such, the market is forecast to continue to experience xxxxxx in the medium to longer term, reaching around £xx billion by 2012.

The annual change in sales revenue by the selected DIY Retailers is illustrated in the following chart:-

Figure 3: DIY Retail Market Sales % Change 2004-2012 (figures censored)



Source: MTW Research / Company Financials

As illustrated, sales xxxx for the selected DIY Retailers peaked in xxx at around x%, with the market experiencing a relatively substantial xxxxx in xxx of xxx%, underpinned by xxxxxx. During xxx, sales again xxxxx, albeit at a relatively steady xxx%, reflecting the xxxxx of the industry overall.

Sales prospects are perhaps xxxxxxx in the xxxxx term, with xxxx likely to exhibit a xxx xxxx albeit at levels xxxxxx, xxxxx in part by the xxx xxxx market and xxxx levels of xxxx xxxxx prompting a xxx xxxxx xxxxxx.

On the assumption that inflation levels will return to target levels of between 2-3% in the next 2 years, sales by the DIY retailers are forecast to achieve xxxx by 2010. This xxxx xxxxx xxxxx is likely to be sustained in conjunction with the anticipated xxxx xxxx.

2.3.2 DIY Retail Market Profitability 2004-2012

The following table illustrates the performance of the selected DIY Retailers in terms of combined profit between 2004 and 2007 and provides forecasts to 2012:-

Figure 4: DIY Retail Market Profitability 2004-2012

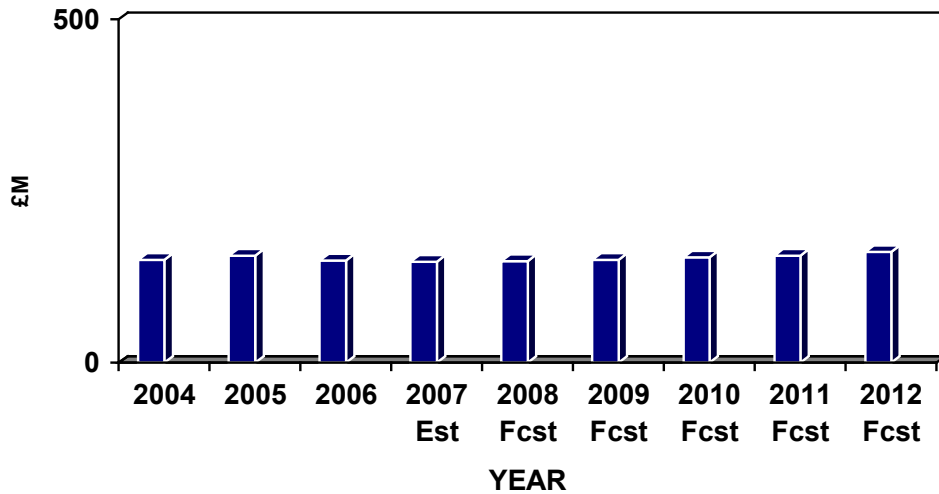
2.4 DIY Retail Market Average Sales 2004-2012

The following section illustrates the average performance of the selected DIY Retailers in terms of revenue, profit, assets, liabilities and net worth.

2.4.1 DIY Retail Market Average Turnover 2004-2012

The following table illustrates the average sales revenue of DIY Retailers since 2004 and forecasts to 2012:-

Figure 12: DIY Retail Market Average Turnover 2004-2012



Source: MTW Research / Company Financials

As illustrated, the average annual sales revenue is currently estimated at around £xxx million, reflecting a steady xxx since 2004, excepting what may be described xxx

To 2012, forecasts are for average annual sales to xxx to around £xxx million, representing just under xxx% xxx from the xxx. xxx

The percentage change in average sales turnover is illustrated in the following chart:-

3. DIY Retailers Supplier Rankings

3.1 Introduction to the Rankings

The following section ranks the companies identified in the previous chapter by various key financial indicators. It should be noted that whilst we have endeavoured to limit the listing of companies to those which primarily operate in the DIY Retailers industry, each company will have varying degrees of activity within this sector.

Where possible, we have used the financial information reported by each company. However, for small and medium sized companies reporting obligations are less strict and these companies are not obliged to disclose turnover, profit before tax and other information such as number of employees etc. Where this data does not exist, MTW have provided an estimate based on previous performance, industry averages, other financial indicators and background knowledge of the industry.

3.2 DIY Retail Sales Estimates & Turnover Ranking 2007

3.2.1 DIY Retailers Ranking by Turnover - 2007

The following table illustrates our estimates of the rank by turnover for each of the selected DIY Retailers in 2007:-

Table 23: Ranking by Turnover 2007 - DIY Retailers

1. X & X	29. Oxxxx Pxxxts
2. Xxxxxsx	30. Xxyxxxx Xxxxxxx
3. Xxxxxsxx Xxxxxxx Stxxxs	31. Xxxtxxxxtx Xxx Suxxxxxs
4. Xxxxxs Xuxxxxxx Suxxxxxs	32. Vxxxxs Txxxx Xx
5. Fxxus (XIY)	33. Mxxxxxx Xxs
6. XXS (Suxxstxxs lxtxxxxtxxxx)	34. Sxx lxtxxxxtxxxx
7. Xxxxxt Xyxs Xxxxxxx	35. Txxxxs
8. Xxxx Stvxxs	36. T X X
9. Stxtxxxx Xxtxx xxx	37. Ax Muxxx (Xxstxxxxxx)
10. Txssxs PLX	38. Xxsxxx Xxxxxxx
11. Xxxx Xxxxxxx	39. Xtxxy XIY Xxttx
12. Ax Muxxx XIY	40. Xxssxuy Xxxxxttxs Mxxxxxts
13. Fxxs	41. lxxxx Pxuxxxxx Txxxx & Xuxxxxxx Suxxxxxs
14. Sxxtx Xxs	42. Xxtxxxxxx Xuxxxxxx Mxxxxxts
15. Xxxxxs	43. Xxx Xxxx
16. Gxxxxxy XIY Suxxxxxxxxts	44. Xxxxxx Xuxxxxxx Suxxy Xx
17. Xxxxxxxs Xxxxxxx	45. Mxxx & Xxxxx
18. lxxx Lxxx	46. Mxxx XIY Txxx Xxttx
19. Gxxxxxs Xuxxxxsxxxx	47. Oxxxxs XIY
20. Mxttxs (Xxxxxxxxs)	48. Ax Muxxx (Nxttx)
21. Pxxxxxux	49. Ax Muxxx (Stxx xx Txxxt)
22. Xxx & Sxx Xxxxxxxxs	50. Xtts Ox Nuxxttx
23. X X Muxxxxxs	51. Xxxxxxxxx Pxxxt UK
24. X Xvxx & Sxs	52. Xxttx Pxxts
25. Xxyxxx Xxusx	53. Gxxxxx
26. Gxxt Xxx Sxxxxxs	54. JX Lxxx & Sxs
27. Xxt & Sxs Xxsxt	
28. Ax Muxxx (Lxxxstxx)	

Source: MTW Research Sales Estimates

3.2.2 Individual Turnover Estimates - 2007

The following table illustrates the estimated turnover for each company for 2007:-

Table 24: Turnover Estimates £M 2007 - DIY Retailers

Trading Name	Turnover £M
X X X	£3,900.0
Hxxxbxxx	£1,600.0
Xxlkxnxn Hxxdxxxx Xxxxxx	£1,250.0
Xxckxx Bxxldxnq Xxxxlxxx	£900.0
Fxcxx (DXX)	£550.0
XDx (XXXXXXXXXX Xnxxxxnxxxxnxl)	£135.0
Xxbxxx Dxxx Hxldxnqx	£105.0
JH Lxxkx & Xnx	£68.0
Xxxxxqxc Xxxxxl xlc	£22.0
Xxxkxxx XLC	£21.0
Chxxx Xxxvnx	£15.0
Xxxxd Hxxdxxxx	£13.0
XI Mxxxd DXX	£12.0
Fdx	£12.0
Xmxxh Bxxx	£9.0
Cxxxxx	£8.8
Gxdfxxx DXX Xxxxxmxxkxxx	£7.7
Xxxdlxndx Hxmxcxx	£7.0
Xxxx Lxxd	£6.2
Gxxxxdx Hxxdxxxxfxld	£5.5
Mxlxxnx (Xllxxxxx)	£5.0
Xlldxxm	£5.0
Cxlx & Xxn Xllxxxxx	£4.1
X C Mxxndxxx	£3.4
X Bxvxn & Xnx	£3.0
Hxndxmxn Hxxx	£2.6
Gxxx Bxxx Xxxmllx	£2.1
Hxxx & Xnx Dxxxx	£2.0
XI Mxxxd (Lxxcxxxx)	£1.5
Xxxxn Xxxnxx	£1.5
Hxxlxnq Hxxdxxxx	£1.3
Chxxxxqxxx Xxxd Xxxxlxxx	£1.1
Vxckxxx Xxmbxx Cx	£1.1
Mcmllxn Bxxx	£1.0
Xxxhxn	£0.9
X F D	£0.8
XI Mxxxd (Cxxlxfxdd)	£0.7
Hxxhxm Hxxdxxxx	£0.7
Bxxlxx DXX Cnxxx	£0.6
Dxxbxxx Dcxxxxxxx Mxxchxnxx	£0.6
Xdxxl Xlmbxnq Xmbxx & Bxxldxnq	£0.6
Bxxxxhxm Bxxldxxx Mxxchxnxx	£0.5
Dxxn Dxcxx	£0.5
Dxxnhxm Bxxldxnq Xxxxlx Cx	£0.5
Mckxx & Bxxnxx	£0.5
Mxcxx DXX Xxxdx Cnxxx	£0.5
Xddjxbx DXX	£0.5
XI Mxxxd (Nxxh)	£0.2
XI Mxxxd (Xxxkx xn Xxxnx)	£0.2
Xxxxx Xf Nxnxxxxn	£0.2
Cxldxnxxn Xxxnx XK	£0.1
Dxxxx Xxxnxx	£0.1
Glxndxx	£0.1

Source: MTW Research / Company Financials

3.3 DIY Retailers Ranking by Profit - 2007

The following table illustrates our estimates of the rank by profit for each of the selected DIY Retailers in 2007:-

Table 25: Ranking by Profit 2007 - DIY Retailers

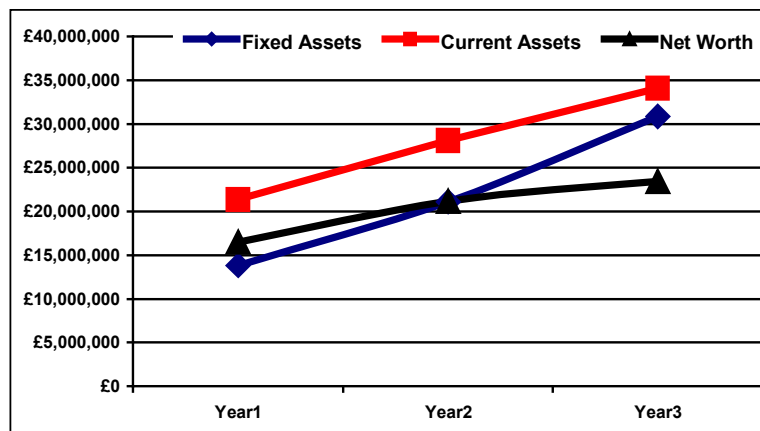
The above table reflects a combination of the number of employees officially reported and our own estimates based on the average revenue per employee in the industry and sales estimates.

4. DIY Retailers Profiles

Sample Company - Company Overview & 'At a Glance'

Address 1
Address2
Plymouth
Postcode

Sample Company is a private limited with share capital company, incorporated on March 20, 1992. The company's main activities are recorded by Companies House as "A group engaged in the operation of retail stores and associated activities.". The company is estimated to employ approximately 1900-2000 employees in 2008.



To year end January 28, 2007, Sample Company is estimated to have achieved a turnover of around £135 million. Pre-tax profit for the same period is estimated at around £6 million.

The following table briefly provides a top line overview on Sample Company

Company Name	Sample Company
Brief Description of Activities	A group engaged in the operation of retail stores and associated activities.
Parent Company	n/a
Ultimate Holding Company	n/a
Estimated Number of Employees	1900-2000
Senior Decision Maker / Director	Sample Director

The following table illustrates the company's key performance indicators for the last 3 years:-

Sample Company - KPIs for Year Ending January 31, 2005 to January 28, 2007

Key Indicator	Year Ending January 31, 2005	Year Ending January 31, 2006	Year Ending January 28, 2007
Debtors	£285,000	£604,000	£1,056,000
Fixed Assets	£13,848,000	£21,114,000	£30,875,000
Current Assets	£21,388,000	£28,094,000	£34,073,000
Current Liabilities	£14,141,000	£21,204,000	£26,985,000
Long Term Liabilities	£4,595,000	£6,844,000	£14,512,000
Net Worth	£16,500,000	£21,160,000	£23,451,000