

ACD INTERIORS – VOLUME GROWTH STRATEGY & ACTION PLAN

Version: May 2025 | For Internal Use – Market Expansion & Builder Integration

OVERVIEW

ACD Interiors, led by internationally acclaimed interior designer David Wei, offers world-class, buildable feature design packages tailored for New Zealand's Group Home Builder (GHB) market. This initiative aims to grow ACD's footprint through mass customisation – empowering homeowners to personalise their home interiors via pre-priced, emotionally resonant design packages.

STRATEGY CORE: MASS CUSTOMISATION VIA STATEMENT FEATURES

The New Zealand GHB market lacks aesthetic differentiation. ACD Interiors introduces a feature wall selection system that offers clients high-impact, low-complexity upgrades, curated by a master designer and optimised for integration into standardised homes.

Each package includes:

- Room Type: Living, Bedroom, Entryway, Media Room, Kitchen/Dining
- Design Level: Good / Better / Best (Budget tiers)
- Style Theme: Contemporary, Luxe, Organic, Monochrome, Warm Modern

Example:

Living Room > Better > Luxe = Fluted walnut panelling, ambient LED backlighting, recessed TV wall with floating cabinetry.

SALES VALUE PROPOSITION

For Group Home Builders:

- Easy to sell: Pre-costed packages
- Adds margin: Builders can markup packaged features
- Sales acceleration: Emotional engagement = faster contract sign-off
- No build delay: Primarily “front-of-wall” = minimal build-stage impact

For Sales Consultants:

- Commissionable Upsell: Higher contract values = higher commissions
- Plug-and-Play Brochure: Fast presentations during design appointments
- Simplified Process: No custom quoting delays

For Homeowners:

- Luxury Feel: Get a designer feature at a group builder price
- Identity & Pride: Choose a feature that feels ‘them’
- Instant Visual Impact: Emotionally connect to the design

WHY THIS WORKS FOR ACD INTERIORS:

- Volume Access: Enters a high-volume segment not accessible via bespoke consulting
- Brand Exposure: Expands recognition across hundreds of homes each year
- Upsell Pathway: Brochure can offer full bespoke service upgrades
- Repeatable IP: Standardised packages = scalable design IP
- Low risk: Buildable, tested concepts with minimal install risk

PRODUCT DEVELOPMENT TASKS:

Feature Pack Development:

- Rooms Covered:
 - Living Room (TV recesses, acoustic cladding, integrated shelving)
 - Bedrooms (statement headboards, floating side tables, lighting)
 - Entryways (feature walls, panelling, shoe & key zones)
 - Media Rooms (cinema-style panels, LED integration)
 - Kitchen/Dining (floating shelving, textured walls, niche lighting)
- Designs per Room: 5 tiers per room (Good–Better–Best + Luxe/Minimalist)
- File Output: PDF brochure, digital catalogue, CAD install guides

Pricing Matrix Development:

- Variables:
 - Room Size
 - Ceiling Height
 - Electrical Needs (power/lighting)
 - Optional Upgrades
- Delivery Format: Pre-costed SKUs with install scope

Install Optimisation:

- Designs favour front-of-wall installation
- Builders only need to allow for power point and nogging prewire
- Option for ACD to train builders' installers or offer own installation crews

COMMERCIALISATION & SALES PACK (FOR BUILDERS):

- Objective: Equip group home builders with an easy-to-use, high-margin design upgrade offer.
- Pack Includes:
 - Overview of ACD Feature Packs
 - Emotional Selling Guide for Consultants
 - Customer Brochure (Good–Better–Best by Room)
 - Builder Margin Sheet
 - Pre-Supply/Install Scope Template
 - Order Form + Integration Notes



COMMERCIALISATION & SALES PACK (FOR BUILDERS):

Task	Person Responsible	Due
Draft Designs (5/room)	David Wei + Design Team	
Brochure Format and Value Proposition	Dan Oliver	
Pricing Matrix Finalised	David Wei + Grace	
Builder Sales Pack	Dan Oliver	
Pilot Builder Rollout	Dan Oliver + Rodney Dick	