

Hero Kitchen System – Strategy & Delivery Plan

Version: May 2025 | For Internal Use – Project Setup & Task Allocation

OVERVIEW

The Hero Kitchen System (final brand name TBC) is a fully modular, flat-pack plywood kitchen solution optimised for builders and homeowners. Designed for scale and simplicity, it eliminates the need for specialist joiners, reduces installation times, and improves design consistency and build quality.

STRATEGY CORE: 3-STEP KITCHEN SELECTION

The Hero Kitchen System gives Group Home Builders a fast, flexible, and high-quality kitchen solution. With a 3-step selection process - Shape, Size, Theme - builders can offer clients tailored kitchens that feel bespoke, are easy to price, quick to install, and deliver consistently high customer satisfaction.

Shape (suggestions):

- L-Shape, G-Shape, Galley, Island, Single-Wall, U-Shape

Size (guidance only):

- Small (~7m²), Medium (~9m²), Large (~11m²), Extra Large (13m²+)

Theme:

- Entertainer, Chef, Family, Hobbyist, (plus custom themes)

TEAM RESPONSIBILITIES & ACTION PLANS

Grace Han + team – Compliance, Logistics & Pricing

Compliance & Quality Control:

- Objective: Obtain documentation proving quality and compliance for NZ market.
- Output Required:
 - Certification for plywood substrate (moisture resistance, strength, emissions)
 - Formal QA process document for manufacturing, i.e. ISO14001
 - An environmental certification
- Import/export documentation and traceability (batches etc.)

Stocking & Distribution:

- Objective: Provide a customer-ready distribution summary.
- Output Required:
 - Warehouse/storage availability in NZ (location, capacity)
 - Expected lead times for delivery (standard orders, urgent)
 - Distribution method (3rd party logistics? pickup points? flat-pack packaging detail?)

- Order platform or interface (manual/email, integrated with POS, etc.)

Base Cabinet Pricing:

- Objective: Provide landed unit cost per modular panel (\$ NZD).
- Output Required:
 - Full cost breakdown (incl. freight, margin buffers)
 - Price sheet for all standard cabinet sizes

David Wei + team – Kitchen Layout Design (2D Planning)

2D Layouts – Standard Module Plans

- Objective: Create fully dimensioned 2D kitchen plans for each layout and size.
- Deliverables:
 - One plan per combination: 6 shapes × 4 sizes = 24 layouts
 - Use Hero's standard (stocked) cabinet sizing only
 - Include all key fixtures: sink, hob, fridge, dishwasher, wall ovens, pantry
 - Where possible, incorporate and visually illustrate best-practice kitchen design principles - such as work triangles, zonal layouts, clearances and circulation flow, and logical appliance clustering. This is good marketing.
 - Include exact overall kitchen footprint dimensions for GHB planning
 - This ensures Group Home Builders can allocate sufficient space for a kitchen module when designing new plans or modifying existing ones.
 - Prepare a detailed Bill of Materials (BOM) for each kitchen layout to support accurate pricing and supply planning.
 - The Bill of Materials (BOM) is a complete, itemised list of all cabinetry modules, hardware, fittings, and components required for each kitchen layout, enabling accurate pricing, supply chain management, and efficient warehouse picking and packing.
 - File format: CAD + PDF + image export (JPG/PNG)
 - Naming Convention: Hero-[SHAPE]-[SIZE] (e.g., Hero-L-MED)







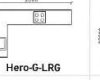











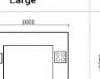

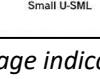
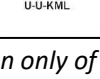

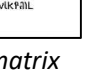
	Small	Medium	Large	Extra Large
L-Shape	 Hero-L-MED	 Hero-L-LRG	 Hero-L-LRG	 Hero-X-LRG
G-Bitey	 Hero-G-SML	 Hero-G-SLG	 Hero-G-LRG	 Hero-X-LRG
Galley	 SailAv-SML	 SailLEY-M	 Large Large	 Extra Large
Island	 Small GALSML	 Single-WALL	 Large	 Extra Large
Single-Well	 Small GML-WLL	 Single-WALL	 Large	 Extra Large
U-Shape	 Small U-SML	 U-U-KML	 U-ux3-ML	 U-vikPAIL

Image indication only of expected plan matrix

Dan Oliver / Rodney Dick – Commercialisation & Marketing

GHB Sales Pack:

- Objective: Create a builder-facing pitch document to enable kitchen system adoption and streamline sales integration.
- Content to Include:
 - Hero Kitchen System Overview: Clear explanation of what the system is, benefits of modular flat-pack plywood construction, and the builder-first philosophy.
 - Installation & Operational Benefits: Emphasise fast on-site assembly, no need for specialist installers, reduced call-backs, and better protection of builder reputation.
 - 3-Step Selection Process:
 - Shape – 6 common layout types
 - Size – Small to Extra Large
 - Theme – Customisable functional personas for buyer appeal (Entertainer, Chef, Family, Hobbyist, etc.)
 - Pre-Costed Modular SKUs: Highlight how builders can price kitchens quickly and confidently using standard components and layout footprints.
 - Builder Margin Enhancement & Risk Reduction: Reduce post-handover defects, speed up installs, reduce reliance on external joiners, and create new internal labour revenue opportunities.
 - Integration into Sales Workflow: Demonstrate how sales consultants can present kitchen options during pre-contract stages to speed up decision-making and improve buyer emotional engagement.
 - Commercial Supply Agreement Template (optional): Include framework for supply agreements offering:
 - Exclusive pricing for volume builders
 - Rebate schemes or margin incentives

Pricing Matrix (to be developed with Grace Han):

- Include a pricing guide that adapts to:
 - Market segment (e.g. volume, retail etc.)
 - Volume-Based Tiers (e.g. monthly or annual unit commitments):

Sample:

Builder Volume (Units/Year)	Cost Price Discount	Example Use
1–10 units/year	Base pricing	Small developer
11–50 units/year	5% off	Local GHB with single region
51–150 units/year	10% off	Multi-site regional builder
151+ units/year	Custom pricing	National builder group

All final pricing to be confirmed and approved by Grace Han before rollout.

Themed Kitchen Configuration Guide:

- Objective: Create compelling theme narratives for sales consultants to promote.
 - Themed kitchens create emotional appeal by letting buyers choose a layout that reflects their lifestyle - like an "Entertainer's" or "Chef's" kitchen - making it feel personal and giving them something to proudly share with their friends.
- Themes:
 - Entertainer's: Large island, wine fridge module, bar lighting, open shelving
 - Chef's: Pantry wall, wide prep zones, double oven module, heavy-duty drawer units
 - Family: Breakfast nook, large fridge space, high-storage pantry, soft-close drawers
 - Hobbyist: Extended bench space, appliance garages, display cabinetry
 - Minimalist (TBC): Handleless cabinetry, integrated appliances, clean lines

NEXT STEPS & TIMELINE:

Task	Person Responsible	Due
Compliance & QA docs	Grace Han + Team	
Distribution & Ordering Plan	Grace Han + Team	
Landed Pricing Sheet	Grace Han + Team	
24 Layouts + BOMs	David Wei + Team	
GHB Sales Pack Draft	Dan/Rodney	
Final Theme Definitions	Dan/Rodney	
Pricing Matrix Finalisation	Grace + Dan/Rodney	