



## Mitre 10 Wins Marketing Award

Congratulations to Gunns Mitre 10 on winning the Launceston Chamber of Commerce Business Excellence Marketing Award 2009.

The award was presented to Gunns Mitre 10 Manager David Legro at a Business Excellence Gala Dinner held at the Albert Hall on Saturday.

Gunns Mitre 10 Manager David Legro and Marketing Manager Meagan Bennett entered the "EZY Furniture" brand for the Business Excellence Marketing Award which was judged by KPMG. The judges were particularly impressed with the strategic planning for the EZY Furniture brand saying:

"Excellent planning and execution; Gunns Mitre 10 identified a gap and solved it through marketing a new product line, EZY Furniture. One of the best examples of Strategic Marketing we have come across!"

Manager David Legro said:

"EZY Furniture was developed to fill a gap in the market for good quality furniture at affordable prices, backed with a 12 month guarantee."

"We know our customers are getting value for money. We make sure that the product and range is accessible through multiple store locations and online shopping facilities and we offer a convenient home delivery and assembly service."

CEO Greg L'Estrange congratulated Mitre 10 on their win:

"Well done Mitre 10, this is a good stepping stone for the opening of the new store in October."



Mitre 10 General Manager Mr David Legro with Launceston Chamber of Commerce President, Mr Paul Ranson



EZY Furniture dining and bedroom options