



B&Q is the largest home improvement and garden centre retailer in the UK, with 331 stores and 33,500 employees. B&Q strives to be the first place people think of when they think of home improvement and the only place they need to go. The company is part of Kingfisher plc, Europe's leading home improvement retail group and the third largest in the world.



**Market**

The UK home improvement sector is worth £26 billion a year and B&Q is the market leader, with a 14.8 per cent share. B&Q has annual retail sales of £3.8 billion and an average of three million customers every week (Source: Kingfisher plc Annual Report 2008/09).

Key competitors include home improvement retailers such as Homebase, Wickes and Focus DIY, garden centre retailers such as Wyevale, and general retailers such as John Lewis, Marks & Spencer and Tesco.

**Product**

B&Q offers more than 40,000 home improvement and garden products for the

homemaker, occasional to serious 'DIYer', and trade professional. The company also offers planning, design and fitting services.

B&Q own-brands include leading names such as Cooke & Lewis (bathrooms and kitchens), Colours (interior décor), Performance Power (tools) and entry-level brand, B&Q Value.

The company has recently launched One Planet Home, a range of 4,000 eco products that help customers reduce their environmental impact. Products include insulation, water saving showerheads, peat-free compost, water butts, clothes lines, LED Christmas lights, energy saving light bulbs and minimal VOC paint.



**Achievements**

B&Q takes a positive approach to the challenges that social responsibility presents, and has developed solutions that not only address its environmental and social impact but also add value to the business and build the brand's reputation.

The company's corporate social responsibility programme is spearheaded by a partnership with sustainability charity BioRegional. Launched in 2008, the three-year partnership will see B&Q move towards becoming a One Planet Living business, guided by the 10 principles of sustainability developed by BioRegional and WWF.

According to BioRegional, B&Q has made 'huge progress' in the past twelve months with achievements including an almost 50 per cent reduction in waste sent to landfill (two-year figure); a reduction in emissions from distribution, home deliveries and car travel; a 10 per cent reduction in water usage (two-year figure); a seven per cent reduction in fuel usage by retail logistics; and a 65 per cent reduction in the number of plastic bags used.



B&Q is one of just a few organisations to hold the Carbon Trust Standard and in 2008, was awarded chain-of-custody certification for both the Forest Stewardship Council (FSC) and Programme for the Endorsement of Forest Certification (PEFC) schemes.

Furthermore, in 2008 B&Q was awarded the Gallup Great Workplace Award for employee engagement for a third year – the only UK-based organisation to win the award.

**Recent Developments**

B&Q has revitalised its online store to include nextday.diy.com, an exclusive service giving customers the opportunity to purchase from 12,000 products and have them delivered to their home the next working day. A new range of furniture is also set to launch online at diy.com.

In-store, an £18 million investment will provide new and improved kitchen, bathroom and bedroom showroom ranges over the coming months. A new selection of appliances will also go on sale, including top branded white goods.

B&Q will introduce seven new stores during 2009, including its greenest-ever venture which opened its doors in February. The store, in New Malden, is anticipated to have half the carbon footprint of equivalent sized B&Q sites and carries the company's biggest range of One Planet Home products.

The first B&Q One Planet Living Awards are also set to take place during 2009. The awards are open to organisations across the UK and Ireland that are working on projects to enhance the local community or reduce their impact on the environment. Forty winners will share a prize fund of £100,000, with the overall winner receiving £10,000 to help fund its project.

**Promotion**

With a history of classic advertising featuring the well-known strapline, 'You can do it if you B&Q it', today B&Q's promotional campaigns focus on two key marketing strengths: expertise and price.



The latest ad campaigns feature 'B&Qers' (B&Q staff) – including plumbing, gardening and design experts with long trade careers behind them – talking about their knowledge-base, how they can help, and their understanding of the challenges customers face.

The campaigns are backed by a price positioning that aims to set B&Q apart from its competitors, with the B&Q price promise assuring customers that they won't find a product cheaper elsewhere; if they do, B&Q will refund the difference and give the customer a further 10 per cent discount on the lower price.

In May 2009 B&Q announced its biggest price investment campaign to date, knocking £15 million off the price of thousands of products and launching its first customer privilege card to add further value to the shopping experience.

**Brand Values**

B&Q aims to be a company of 'friendly experts' in home and garden improvement, providing customers with expertise in a helpful, open and motivating way – as only B&Q people know how.

diy.com

**Things you didn't know about B&Q**

B&Q has featured in the Where Women Want to Work Top 50 listing in The Times for three years.

In February 2009, B&Q sold one million rolls of loft insulation for £1 each. The promotion will save 12,000 tonnes of CO<sub>2</sub> every year, which is equivalent to taking 4,800 cars off the road.

In a May bank holiday weekend, B&Q sells some 25 million plants, half a million bags of compost, 30,000 screwdrivers, 200,000 paint brushes, 15,000 'relaxer' chairs and 100,000 litres of decking stain.

B&Q is 40 years old in 2009; the company started with one store called Block & Quayle in Southampton in 1969.



1969	1982	1990s	2001	2002
Richard Block and David Quayle found B&Q and open the first store in Southampton. Ten years later the company goes public and has 26 stores.	FW Woolworth acquires B&Q before a takeover by Paternoster (later known as Kingfisher). A period of growth sees B&Q operating 155 stores by 1984.	B&Q begins to move away from its depot format, opening its first B&Q Warehouse in 1995, in Aberdeen. The following year its first store in Taiwan opens.	Towards the end of the 1990s, acquisitions and mergers include NOMI (Poland's leading DIY retailer), Castorama (the French number one), and Dickens and Screwfix (the UK's largest hardware mail order business).	B&Q launches diy.com and opens its largest ever store; the Yangpu store is B&Q's third store in Shanghai and fourth in China. B&Q opens its first store in the Republic of Ireland. The following year its 100th B&Q Warehouse opens in Northern Ireland.

2004	2006	2007	2009
B&Q announces a four-year partnership with the British Olympic Association to sponsor Team GB. In 2005, it sponsors solo around-the-world sailor, Ellen MacArthur.	B&Q launches an energy efficiency campaign to encourage its customers to make improvements around the home to save energy – and money.	B&Q relaunches its decorative brand, Colours, with a new range of paints, wallpapers, curtains and soft furnishings.	B&Q begins a one-year sponsorship of 4homes, Channel 4's property portfolio, and opens its most environmentally friendly store in New Malden, London.