


# THE CHALLENGES FOR RETAIL




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## Mangar: Who Are We

- Established 1981
- Invented world's first portable bathlift
- Family company
- Strong R&D focus
- Historically Social Services / PCTs / NHS focused
- Led the charge in driving retail sales in our industry & have relationships in the UK with B&Q, Boots, Asda, Scotts of Stow, Co-op, J. D. Williams, Ideal Shopping Direct, John Bell Croydon (Lloyds)...
- North American subsidiary based in Plano, Texas
- European office in Frankfurt, Germany
- Best Companies (500 of the Best Companies to work for)





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## There is a Market Opportunity in the UK worth...



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## £350 - £500 million

(With the current barriers to entry....)



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## The Market


Between 2006 and 2036

- People aged 65-74 will increase from 5.05 million to 7.92 million
- People aged 75-84 will increase from 3.42 million to 5.45 million
- People aged 85+ will rise from 1.23 million to 3.07 million

**This is a total increase in the older population of 70% over the next 30 years**


**The rates of disability and dependence escalate rapidly with increasing age**

Source: care of elderly people market survey, Laing & Buisson 2006




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## What Do We Know About This Market?



*There's virtually no formal data on this market as a whole, but we know that.....*

- Over the next 10-20 years around one-third of the population will be aged 60+
- Today the State spends up to £1/2bn on equipment & adaptations and the industry estimates that up to another £1/2bn is purchased through the specialist market
- The growth in population of people aged 60+ is twice as fast as for those under 60
- 26% of all households consist of people aged 65+
- Muscular strength diminishes as we age, affecting balance and mobility - most of the population experience some pain and stiffness from arthritis by 65 plus. Millions of people cannot use everyday products as they simply aren't suitable



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- 14.4 million over 55's in the market
- Tend to own their own homes <8% with mortgage by 70
- Tend to have more disposable income = 40% of total UK
- Over 50's account for 75% of UK wealth but only account for 34% of population
- If there is no change in the patterns of care or dependency in the next 20 years, the number of care home places would have to rise by 23% just to keep pace with the impact of demographic change
- 48% of people couldn't think of anything worse than moving into a care home
- 27% of people fear being forced into a care home in later life

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Falls in >65's total 650,000 p.a  
 Cost NHS ca. £2billion  
 Studies show that those who make adaptations in their homes reduce the risk by 60%

In 04/05 only **479,000** adult & older people received equipment from Social Services

- ⇒ The provision is means-tested and there are delays in receiving product
- ⇒ There is increasing pressure on budgets and cuts in service and supply.
- ⇒ Budgets will be concentrated on more acute needs and end of life arenas.

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We estimate on a conservative level the total market value for **Easy Living Products** to be:

**£350 - 500 million**

This is probably the last product category that is not currently retailed in any professional manner.

If we remove the barriers then the true market size is..

**£ 1 – 1.5 Billion Pounds.**

Today consumers have 3 choices

- Social Services (stigma and currently only serving a fraction of the population)
- Mobility retailers
- Mobility pages in the national press

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**Source of Opportunity – major product categories**

Scooters	Bathing aids (Seats, Boards, Stools, Grips, Toilet seats/frames, Commodes, Small bathing aids)	Around the home (aids for dressing, sleeping etc)
Wheelchairs	Walking aids (Walkers, Rollators, Frames, Sticks, Crutches)	Outdoor, including gardening
Seating* (including Riser/recliner*)	Homecare aids (Tables, Trolleys, Stools, Bed accessories)	Kitchen – eating & food preparation
Beds & bedroom aids	Footwear <small>*estimate of market by Product Group at £500m</small>	Stair lifts* <small>*most sales done within the home</small>

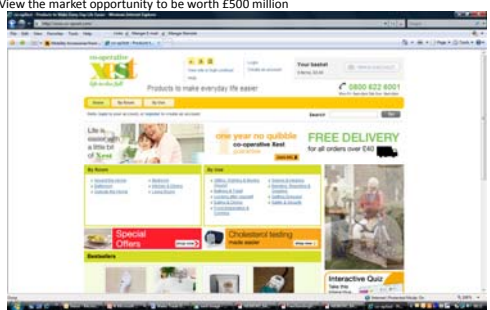
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**The Competitive Landscape**

- **Asda** to launch 900 on-line product line offering in October
  - Some products in store
  - View the market opportunity to be worth £450 million
  - Targeting 1% market share within first year
  - Extensive promotional campaign
- **Boots** to launch on-line offering 2010
  - View the market opportunity to be worth £500 million

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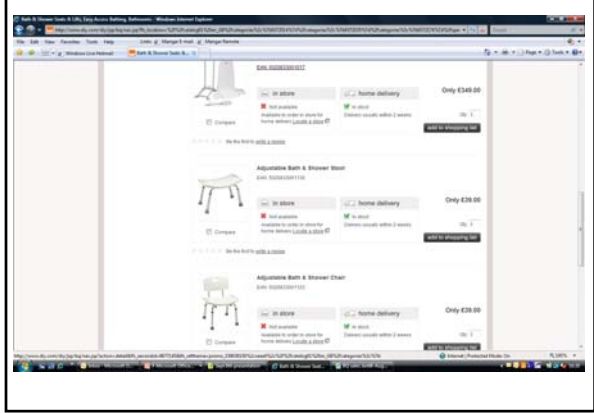
- Co-op already live with on-line and catalogue offer
- View the market opportunity to be worth £500 million



- Halfords



B&Q Website Offering.



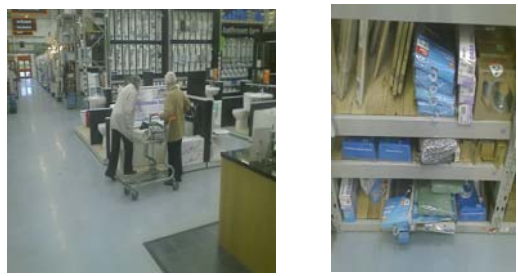
B&Q at Naides April 2009

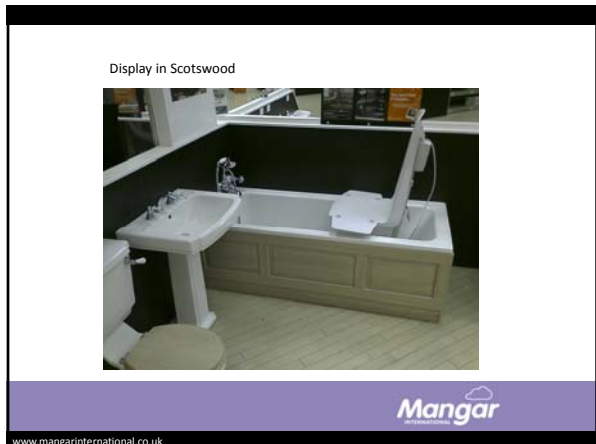


Bishop Auckland Archimedes display



Display in Bishop Auckland





Our experience has shown that store staff are frustrated but keen to promote these products in store. Typical comments heard include:

- "Nobody knows we do this equipment"
- "We haven't been trained on the products"
- "I have been to the local disability dealer and our products are half the price – they are selling a bathlift for £695, and a shower stool for £90"
- "I sold an Archimedes and the man came back into the store just to tell us how good it was"
- "People want a leaflet that they can take away to discuss with their Mum, Dad, Son or Daughter"
- "When we have a Bathroom Sale the Archimedes and the Walk in Bath are not included – Customers do not understand Why?"

There is an increasing understanding in-store about why B&Q are selling this type of equipment and most store staff very much support the product

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**Challenges that we have faced.**

- 1.Packaging of products.**
- 2.Supply Chain Demands and Expectations.**
- 3>Returns Policy.**
- 4.Staff Training.**
- 5.Changes in products ranged instore.**
- 6.Learning the language.**
- 7.Making some money.**

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WHAT HAVE WE ADDED TO OUR OFFERING.?

1. ASK Mangar a user based information tool.
2. Mangar Living a catalogue offering a lifestyle range.
3. New Point of Sale and Promotional Material.
4. Good, Better and Best Range Selection.
5. DVD and Video of Product Use.
6. Partners in Product Areas that we do not supply.



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HOW THE DISPLAY COULD LOOK



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THE CHALLENGES AHEAD.

1. Democratisation of the Product Sector
2. A Retailer to take the high ground.
3. Design and style to be brought to product development.
4. Presentation of the Products to be retail focussed.
5. Added Value Offerings.
6. Ethical Approach to Sales Presentation.
7. Training of Staff, make it a career option.
8. Touch with Customers earlier in the lifecycle.
9. Stronger partnerships with Academia.



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THANK YOU FOR YOUR TIME.



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