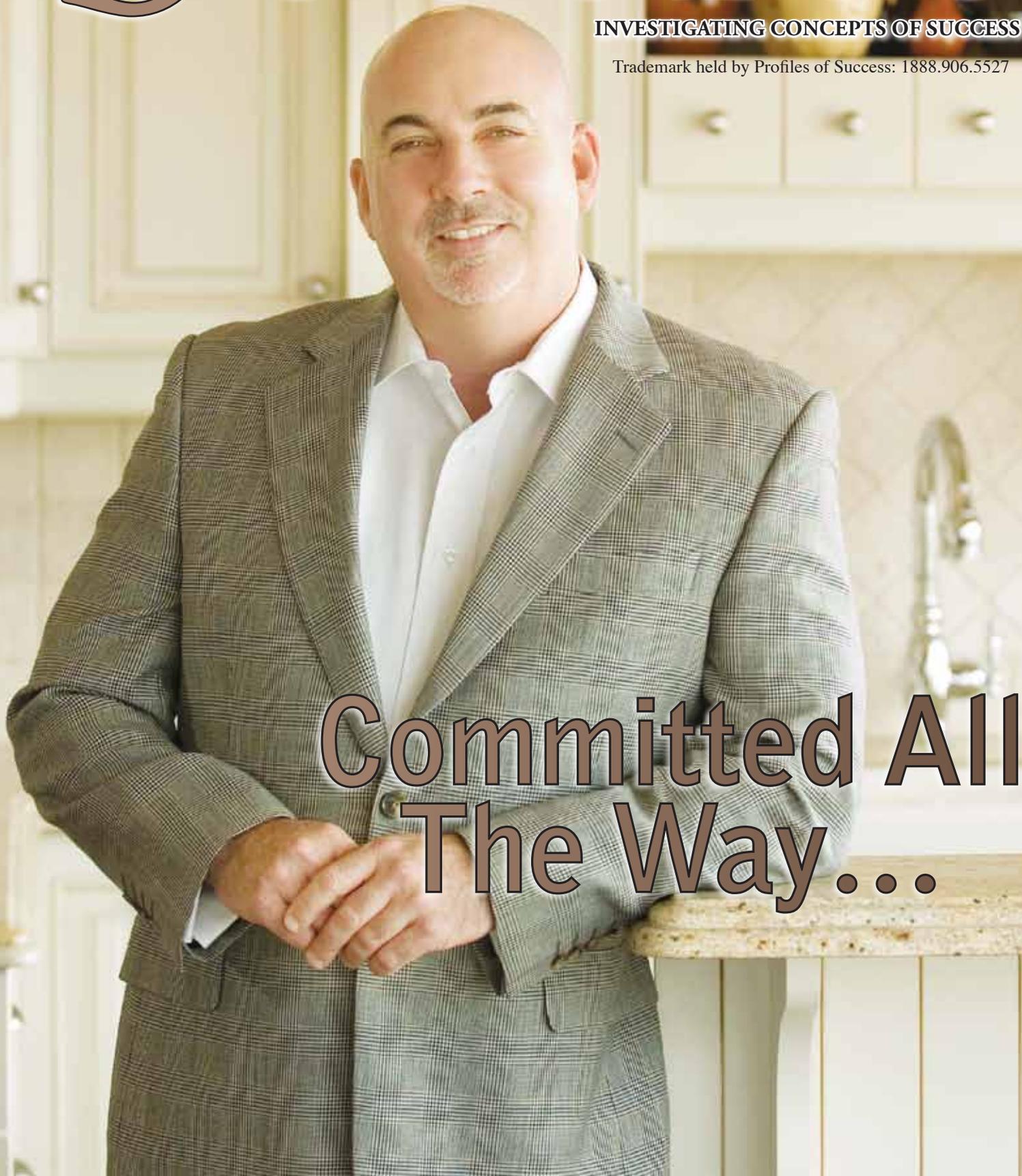


Profiles of Business
SUCCESS®

TORONTO WEST EDITION

INVESTIGATING CONCEPTS OF SUCCESS

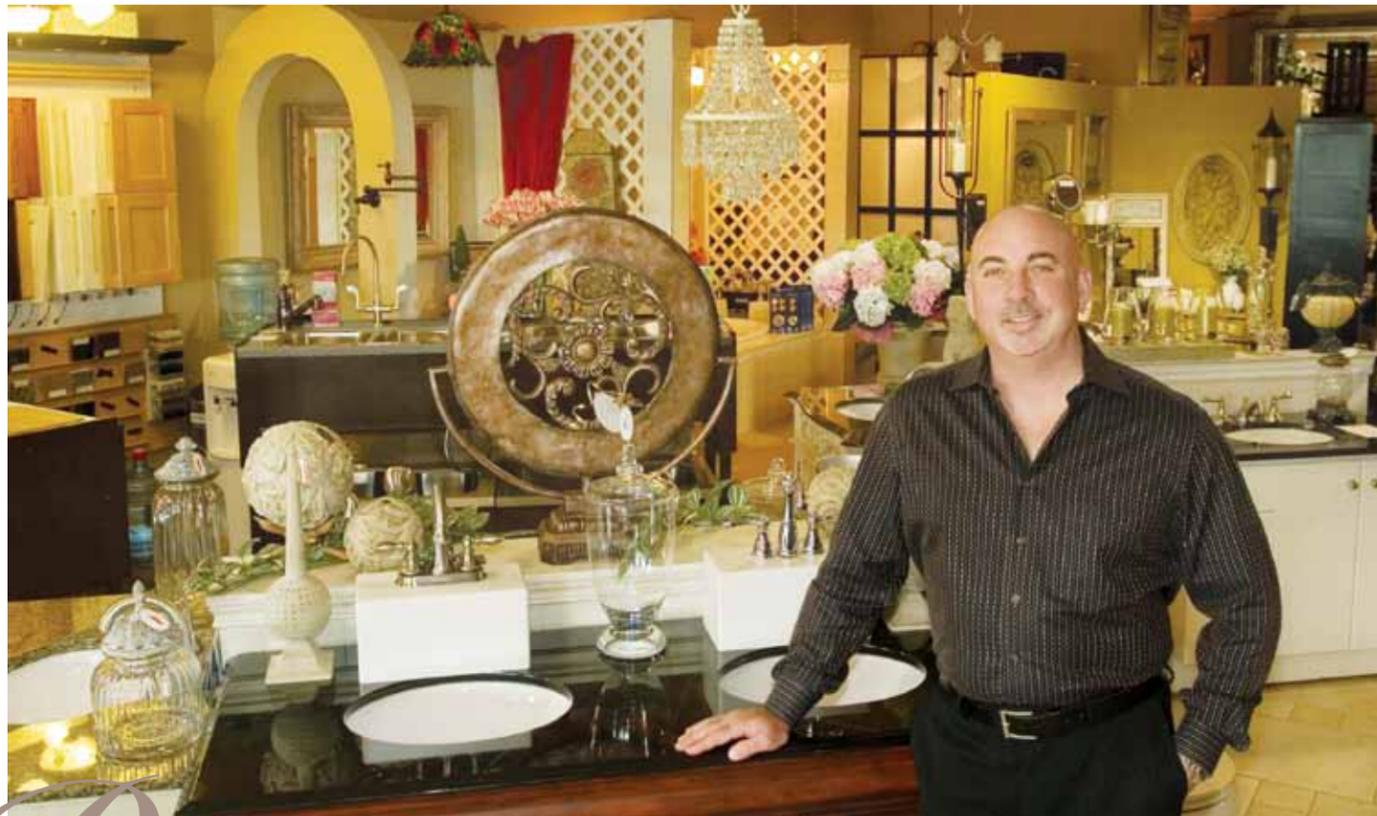
Trademark held by Profiles of Success: 1888.906.5527



**Committed All
The Way...**

Committed All The Way...

By: Maj Khan



Plumbing Mart stands as an example of what business excellence is all about. Comprehensive service and skillful execution is the hallmark of this organization. Here, there is a commitment to providing a rewarding experience that is both educational and pleasurable. Plumbing Mart takes every step possible to deliver on its philosophy of 'complete service' and in the process has developed a solid reputation for its bold and innovative approach to service.

No Worries. No Hassles. Just Peace of Mind... is what Plumbing Mart is all about. What defines this remarkable organization is that it was one of the first to establish a fully integrated renovation

solution that was unique in the marketplace. Plumbing Mart provides much more than quality products and consistency in its performance; there is integrity and care, pride and diligence, hard work and a commitment to meeting and exceeding the clients' needs.

In an age where big box retailers have taken a 'mass' approach to meeting the needs of the market place, Plumbing Mart has taken a more customized method in its belief of solving a section of the market that is under serviced and in desperate need of more. The "more" that they are looking for includes more creative and in depth product solutions, but additionally they require the services associated to

assessing, selecting and installing these products in a "turn key" fashion.

Plumbing Mart is acutely aware of these challenges and understood in order to realize its success, it would have to provide an exceptional level of customer service and a commitment to having the resources in place to manage the many issues associated with an infrastructure capable of providing the full package. It therefore created a program that required a selling mentality that is based on the very relationship between its people and the client. Significant effort is invested working with the client on a relatively intimate level. Creating a climate of incredible trust is essential. Plumbing

Mart respects the fact that its clients are knowledgeable, experienced and well informed. Communication is therefore critical so the company can listen well to its customers' needs and respond effectively when delivering on their expectations. As a result, the company has established strong relationships with its clients and has become a part of improving their lifestyle from the ground up and clients have confidence knowing they have made the right choice.

Since 1959, Plumbing Mart has been Canada's oldest and most experienced bathroom and kitchen renovation company. With three large regional centers conveniently located in the GTA area, from Burlington to Oshawa, and 25 skilled and knowledgeable employees to service the community, Plumbing Mart has completed well over 18,000 renovation projects. It offers a complete selection of faucets and fixtures as well as a full range of complete kitchen and bathroom remodeling packages specially suited to individual tastes, lifestyles and budgets. The company provides a comprehensive five-year warranty on all renovation projects.

Mark Noonan is the President and he owns the rights to the concept of this organization and business process. Since 1990, this brilliant and creative personality has boldly guided this company into the 21st century. An Honors graduate, Mark began supporting himself right out of high school. However, he continues to attend specialized programs and day courses on a regular basis to satisfy his voracious appetite for knowledge. This gifted entrepreneur loves to take chances and Mark's professional life is a wealth of valuable experiences including operating a number of ventures such as a painting company, a sign installation company, a commercial construction company and a residential construction company. "A successful business needs to understand who their client is first.



Once identified we need to understand the specific needs of the client as it relates to our product or services and ensure that there is a viable relationship for both parties. We then need to dedicate ourselves to providing our clients with exceptional customer service and excellent value while focusing on the relationship we are creating and respecting the great opportunity we are being given to enjoy their considerations. By choosing to exceed their expectations in our process, our clients are sure to have a better than expected experience and return this feeling by providing a good future for our business."

"My professional satisfaction comes from knowing that we do the best job possible and that our entire team comes to work every day focused on building beautiful bathrooms and kitchens while making our clients happy and improving their lifestyles through home environments. By being committed to this goal we ultimately enjoy a level of success that is a natural byproduct of our commitment at large."

Plumbing Mart's sterling reputation is well earned. It has access to very diverse and extensive lines of Kitchen and Bathroom products that cannot

be found through mass distribution. The company can effectively provide renovation product solutions across a wide range of applications and within the structure of many budget requirements. Furthermore, it offers a fully integrated installation division and can put forward a full turnkey in house renovation solution.

However, the key element at Plumbing Mart is its people. "We have the privilege of having much talent within the organization, most of whom have been long serving with us, they bring forward incredible knowledge and present a very professional image. At Plumbing Mart you're dealing with real pros who know how to put the best renovation together no matter the specific project challenges."

Plumbing Mart's staff also enjoys what they do and it certainly has an impact on the caliber of service provided. It is a creative environment offering so much diversity daily. With no limit to what Plumbing Mart can do and meeting and managing the changes and needs of so many clients, Mark and his staff have the ability to think outside the box. It keeps them energized and focused.

It is no wonder why this company has

established a significant portion of their business on solid referrals. It continues to market to its existing customers, while maintaining the regular process of finding new clients as well. "Many of our existing clients are more than happy to recommend our service to neighbors, friends and family."

Plumbing Mart also has an effective and comprehensive marketing strategy in place. It has recently gone high-tech with the launch of its informative and easy to use website www.plumbingmart.ca. It also takes advantage of more traditional forms of advertising such as high-gloss home improvement magazines, local flyers, local and regional newspapers, vehicle wraps, billboards, radio, yellow pages, guide books and television.

Plumbing Mart simply offers more! It is a team player involved in its community, always finding ways to better service it. It recently signed up

with Wish Magazine and has a question and answer column to assist readers with their renovation challenges. To complement its many services the Plumbing Mart has also launched its own home décor and accents product line. PM Décor is the new brand name and features an eclectic and unique line of bathroom, kitchen and home accents specially suited to enhance the better living "lifestyle" theme. Many original and unique pieces from the world over are tastefully displayed in its model suites giving a lifelike feeling to the showroom. The company also teamed up with PM Décor to offer free home design and décor seminars.

The enduring success of this solid organization is a result of vision, hard work, tactile use of resources and focus. Mark is excited about its future. He has so many goals he wants to achieve. "I see Plumbing Mart larger than we are today with more branches, but smaller more

responsive branches, being resourced off of our larger centers. I expect that we will have engineered some new technologies that will allow us to better design, prepare for and execute our renovation projects to allow for better value and the smoothest execution available."

Mark Noonan Plumbing Mart

Mississauga, ON

Tel: 905-275-0574

Fax: 905-275-8944

mn@plumbingmart.ca

www.plumbingmart.ca



Photography by Alyssa Alkema