

Tony's plan

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TONY'S VERDICT

Your NZ homewares store is built to grow

1 Make buying certainty impossible to miss

DONE ☐Start here Big impact Some work*"Tea towels handle spills, not unanswered questions."*

- ☐ Show clear stock availability for each Commercial Heritage Tea Towels colour.
- ☐ Display realistic NZ delivery windows beside the product price, including rural delivery differences.
- ☐ Show availability notifications only for unavailable colours.

2 Turn the shipping threshold into bigger baskets

DONE ☐Solid impact Some work*"Help them reach free shipping without sending them on a treasure hunt."*

- ☐ Show the remaining spend needed for the NZ \$100 free-shipping threshold in the cart.
- ☐ Prioritise relevant Kitchen & Dining extras in existing tea-towel cart recommendations.
- ☐ State whether cart totals include GST, using the correct treatment for each destination.
- ☐ Measure average order value and margin after changing the recommendations.

3 Bring commercial customers back for refills

DONE ☐Solid impact Some work*"Hotels keep needing linen. Give the next order your address before somebody else does."*

- ☐ Invite hotel and lodge buyers to opt into commercial restocking reminders.
- ☐ Link reminders directly to previously purchased tea towels or Crisp Commercial Sheeting.
- ☐ Highlight existing reward points in those emails instead of automatically offering another discount.

"You've already built a strong shop. Start with stock and delivery clarity, then give those bigger baskets and repeat orders room to grow."

T Big Tony

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