

A bout with the Big C and a catastrophic earthquake notwithstanding, Bruce Moore of Bruce Moore Agencies shrugs it all off as just another typical working day

FORGING AHEAD



This past year has been very different. How?

Cancer, radiation treatment, an operation, then recovery and rehabilitation in just ten months. Truly the greatest period of upheaval and major re-organising we have had to do in 35 years of business. Character building stuff for the self-employed. A crazy time during which friends, family and especially customers, were hugely supportive and understanding.

Towards the end of the year, with sterling assistance from my son Mark and several other key people, most customers were covered, and business life continued pretty well.

Multiple earthquakes have added to the burden but we were really fortunate to escape major damage. Being able to regroup relatively quickly and carry on as usual was a tremendous blessing. Unlike many Christchurch-based businesses seriously affected by the earthquake, the fact that we cover the whole of New Zealand with many of our agencies has meant our viability and ability to trade has barely been affected. We really feel for our fellow citizens here in Canterbury who have been less fortunate than us.

Will you continue being involved in BMA?

Most certainly. Our five year plan of involving additional people has been fast tracked a little and we have already implemented progression and change with our long standing children's wear agencies. Deryn van Dyk in Christchurch and Ross McCormick of Levin are now covering the territory with all children's wear brands. These two wonderful people were a tremendous help last year, getting us through the really tough patch when health issues kept me off the road. Trimming our agency line up has had positive results. We continue to focus on presenting ladies' knitwear, ladies' swimwear, bridal and special occasion wear, menswear, fabrics to retail and manufacturing, and steaming equipment for both clothing and hay.

How important is the independent clothing retailer to NZ?

Extremely. These traders generally

position themselves in the middle to better end of the market, and are normally leaders in their field in their particular patch. Independents motivate and lead the way. Without them the clothing industry would lack real zest and excitement.

How relevant do you see the role of the clothing and fabric agent in NZ?

Incredibly relevant. The agent's role is still to research and delve into both the local and international markets, to source and secure suitable products that will work well for retailers. This is the source of X-factor merchandise. Sure, the internet has made the task of searching a whole lot easier, but the establishment of an agency, and the setting up of business relationships between parties, still takes time and effort.

Do you see the internet taking over a lot of the agent's role in the presentation of clothing and fabric collections to retailers and manufacturers?

In a word - no! The need to examine, touch, feel and view the product is paramount. Many factors such as weight and texture of fabrics, the handle and drape, the actual cut and construction of the garment, how the light reflects off the surface of the fabric, and the physical shape, are all important. The physical presence and presentation of a fabric or garment is critical. Hanger appeal can be checked and confirmed by physical viewing. This is the key to successfully completing the most important function in a fashion clothing business - the buying. How can you do this over the internet?

In support of the internet, however, once all conditions and criteria are met, and the product is successfully launched and proven at retail level, the opportunities provided by the internet can really be tapped into.

How is your five year plan progressing one year on?

Very well thanks. The plan to encourage new people into the industry and to assist them to build their businesses within an agency team environment is well underway. Helping this is our custom designed

Contax Management program, developed by us over the last 20 years and being further tested this year with our agent associates. Although further enhancements are being implemented, this program is already a hugely successful working tool for agents with multiple agencies.

How do you manage to cover NZ from your Christchurch base?

Quite simply - with lots of help! Many of our agencies are for the whole of New Zealand. We appreciate having the services of Graeme Frieswyk Agencies from Tauranga covering the top half of the North Island with our Fields Knitwear Collections. Tony Seaman and Karen Rodgers cover for our Propress

Clothing Steamers and Snow Elliott Fabrics for the same territory.

How are you enjoying being back out on the road?

It's beaut to be back. In over 35 years of meeting and associating with business people around New Zealand, I have developed so many wonderful business relationships and made heaps of friends. Being back on the road means being back with my big family again.

My greatest vote of gratitude goes to my darling wife Carol, who is my greatest rock and friend. Without her support none of what I do would be possible. Let's live the day together and just keep on smiling. It's great to be alive in our New Zealand paradise.

Bruce Moore Agencies

The sales agency business that has served the greater part of New Zealand for over 30 years.



BRIDGE & LORD

BRIDGE & LORD bella

FIELDS

fieldswoman fields



RÖHNISCH
women only

WATERSUN ada
SWIMWEAR SWIMWEAR

GENEVIEVE

PROPRESS
s t e a m e r s

bma

Our focus is to provide products and services to enhance

**Your product presentations • Your profitability
• And create a point of difference for your business**

www.bma.co.nz Email: bruce@bma.co.nz
Mobile: 027 434 1433 Office 03 332 8899 Fax 03 332 8143
Orders and Messages Freephone: 0508 243 629