



2002 GOLD RHINO WINNER **Brennan's Mitre 10**

MIGHTY HELPFUL™
MITRE 10
BRENNANS DUBBO

Third generation businessman Michael Brennan says it's the "country mentality" that makes Dubbo and the region such a great place to do business. "Life is all about relationships and looking after one another for who we are," Mr Brennan said.

"Metro people don't tend to have the time or an understanding of our way of life. Sure, we are all time poor but the regional way of life seems way more genuine to me."

Brennan's Mitre 10 Home & Trade is a family-owned business that has had a strong presence in the region for more than 80 years. Today, Michael Brennan is at the helm of the 4000-square metre Macquarie Street mega-store in Dubbo, following proudly in the footsteps of his father Frank and grandfather Bill.

Originally trading at Cobar, the award-winning Dubbo business has been operating for almost 40 years, employing 42 fulltime and casual staff. General Manager Todd O'Dea recently retired after some 27 years, with David Haywood now managing the day-to-day operations of Brennan's.

According to the Australian Hardware Journal, while competition in the hardware sector is fierce, this third generation business relies on customer service and a diverse product offer to flourish: "It's Brennan's ability to obtain growth in an ever-changing world that has been key to ensuring its ongoing success in the City."

Mr Brennan said a strong local business community played an important role in building and maintaining a successful business.

"Life is all about relationships," he said. "Being able to walk the talk and relate to one's peers and community certainly opens doors."

Mr Brennan said the best advice he had ever received was "admit when you are wrong, fix the problem and move on."

"And, ensure that you celebrate your successes," he said.

According to Mr Brennan, the motto "Mighty Helpful Mitre 10" was about putting service and offer before profit.



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"Our customers are our number one priority. Getting our customers in and out with the right solution is paramount to Brennan's," he said.

"Being local allows us to make decisions quickly and easily to suit our customers. Having the support of a national brand gives us strength."

Brennan's business philosophy "be the best we can" has paid off in many ways, with the Dubbo team receiving a string of prestigious awards over the years. Not only has Brennan's won the Mitre 10 National Store of the Year award on three occasions, but it is the only business in Dubbo to win the Dubbo Chamber of Commerce & Industry's Most Outstanding Business award twice.

The local business with a national brand has also supported thousands of local and regional charities and community organisations.

"Our customers are largely from Dubbo and the Orana Region with a skew to Western and North Western NSW. That ongoing community support is up there with all the awards in terms of our achievements," Mr Brennan said.

Mr Brennan offers the following advice to those who may be considering opening a new business in Dubbo:

"Undertake a thorough business plan, particularly a SWOT analysis. Grow steadily within your means. Fast, uncontrolled growth generally may lead to failure," he said.

"I am also a great believer in reinvesting back into your business instead of spending it on yourself.

"Too often does one see business owners with all the 'toys' yet they can't pay their suppliers."