

Executive Summary

DRB Solutions in their role as marketing and design consultants for Domain Homes commissioned Adept Research to conduct qualitative focus group research into the current Domain customers, potential Domain customers, and the Domain sales consultants.

The following conclusions can be drawn from this research.

1. Customer Profile – for both actual and potential customers

- The typical customer is aged 30 – 50 years, is predominately female and has at least two children. She would either be involved with home duties or else working. Depending on the age of the children.
- The typical customer is well educated, comfortably middle class, but very strongly aspirational. They see their new home as their reward for their hard work (in whatever field) over a number of years.
- They are quite affluent and so can afford a large high quality home, but still have to stay within their upper limits, so they seek out the best overall value proposition.
- They feel the strong need for more space, and currently feel physically and emotionally uncomfortable in their current home.
- It takes 6 – 18 months for them to choose their new home design and sign up with a builder.
- They want to impress their peers (and themselves) while not getting too carried away with an ultra modern design.

2. Customer Expectations

- They see themselves as demanding customers, but not unreasonable. In particular they want builders to consult them, treat them as partners, and deliver on their promises.
- They like to have some flexibility in the design stage, but are realistic about what can be changed.
- They don't like surprises (such as hidden extra costs) after they have signed up.
- They see their relationship with the sales consultant as crucial.

3. Perceptions of Domain

- A reputable premium builder in the volume market.
- Representing good value for money, as compared with Porter Davis, their main rival.
- Very professional sales consultants
- Disorganised internally with poor service (especially communication) to back up the sales consultants.
- Having a good variety of house designs, especially in the more popular two-story market.

4. Reaction to Domain Advertising

- It was reasonably well received, especially for the larger homes such as the Lonsdale the Albany and the Mansfield.
- Domain as a brand was recalled by the non-customers, but not to any great extent. It was just another brand to them.
- As the focus groups progressed over time, the type of Domain brochures evolved and the consumer reaction to them also improved.

5. Recommendations

- Domain could consider pushing harder with the 12 – 20 – 20 offering, as it can be a big strength if delivered properly. But at present it lacks impact.
- Continue to promote the comfort factors that make people choose Domain in the first place. Such as – flexibility, quality, designs, and range of homes.
- Make a conscious effort to target the “knockdown and build” market.
- Fix the internal issues at Domain.
- Consider focusing more on the larger two story homes in the future, while still keeping some of the larger single story homes as a back up choice.
- Work at building up the perception among potential customers that by buying a Domain home they are rewarding themselves. That they truly deserve a home of this caliber. (This would also help Domain to compete better against Porter Davis)