

Success Built On Faith

The past couple of years have been ones of considerable growth and development for Victorian-based importer and specialty wholesaler, Ron Disney (Sales) Pty. Ltd.

- In August, 1981, Ron Disney was a member of the Study Tour to the United States that included attendance at the Chicago Trade Fair. Following that visit, he added two new agencies to an already impressive list.

- In April last year, he visited the New Zealand Trade Fair, where again additional agencies were gained.

- And now this year, the company has moved into a new warehouse/office/showroom complex.

Now let's take a closer look at 'The Ron Disney Story'

Well known as a reliable friend from his years with manufacturers' representatives, Carr & Elliott, Ron Disney started out in his own agency business in 1970.

He commenced in a small office in North Melbourne, with little else than faith in his own ability to sell, unbounded faith in his many friends in the hardware industry and most importantly, a great sense of humour.

That small office served all purposes, including the function of store room. Ron recalls some frustrating times in those early days when, with an order in hand, he realised the goods he was looking for were at the bottom of a floor to ceiling bank of cartons (no room for racking in those days).

Now with the thought of trying to juggle those boxes and cartons in that confined space to get at the goods he wanted, he confesses that he was many a time tempted — at the end of a long, long day — to write 'out of stock', against that line. But of course, he didn't!

Ron was representative . . . storeman . . . packer and despatcher of each order taken and then had to make certain that stock was available for the next order.

From that North Melbourne room, he moved his small business into its first warehouse. The 1800 sq. ft. premises were located in Alexander Parade, Clifton Hill.

Subsequent moves to Fitzroy and Brunswick were made



A message from managing director, Ron Disney: "When I started out on my own, my friends in the trade said 'I will give you my help'. Although some of them are now retired, I would like to take this opportunity of saying, THANK YOU."



Andrew and Ron Disney with the office staff, Soula and Sue.



The new premises where a welcome awaits customers.



It was congratulations all round. To Leo for a job well done . . . for Andrew and Ron on the opening of the new premises.



That formidable R.D.S. sales team. From left to right: Andrew Disney, Ray Martin, Ron Disney, Jim Hobday and Keith Strickland.



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The Ron Disney Story...



Above: Some of the products to be seen in the attractive R.D.S. showroom.



Right: No, it isn't all work as far as Ron is concerned. That ferocious looking Bulldog on his office wall tells all visitors that he is a follower of Footscray (Australian rules to the interstaters) and the clock on the showroom wall, a gift from a friend, could only be given to a keen golfer.



Below: The first R.D.S. warehouse at Clifton Hill.



due to growth and showed that Ron knew the value of a sale and the service required to hold that sale.

In a few short years, the Brunswick warehouse with its storage racks and facilities for order assembly soon became too small and congested because of the rapid increase in sales — mainly due to the wider range of lines offered by the company from more and more manufacturers.

And so R.D.S. was to move again.

This time it was to a much larger and more spacious building — also in the Brunswick area.

Having made the decision to move, and having found the premises, Ron was quickly in touch with Leo Kelly (ex Hawkes Bros.) who now conducts a hardware consultancy business (Cavalton Pty. Ltd.) — specialising in warehouse and retail store planning and inventory control by computer.

The new fixtures and fittings were designed to keep costs to a minimum and allow for speedier order assembly and stock storage efficiency, both of which led to faster order turn-around and easier inventory control.

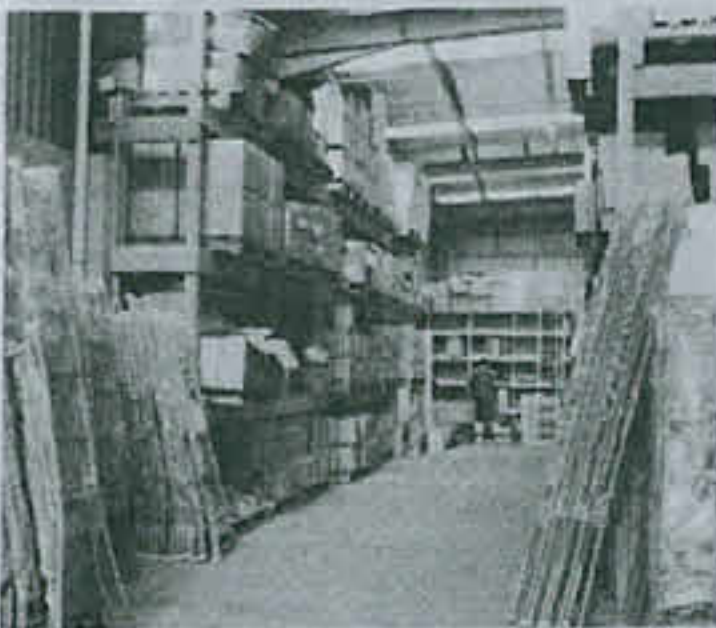
The complete move of open stock took two days and created only a minimum of interruption to trading.

All open stock is bin labelled in preparation for computerisation. This will keep R.D.S. abreast with modern warehousing techniques, including electronic ordering, which will allow for an increase in business with a minimum of fuss and cost. Meanwhile, with a number of companies using telex, a unit is operating at the Brunswick premises.

During the growth period of 14 years, staff at R.D.S. has



Above: The warehouse staff.



Left: The stock was moved.



Below: The very latest products available from R.D.S. are those included in the 'Boker' range.



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The Ron Disney Story...

gradually been increased to 14. Ron, who is managing director, has his son, Andrew, as manager of the operation.

Backing Ron in the sales area, is a strong team of three well known hardware men: Senior rep. Jim Hobday (ex Blockey Stone, Turners and R. B. Davies), has been with the company for three years; Keith Strickland (ex G.E. and Speedie), has marked up 2½ years and Ray Martin (ex Brita and T. C. Brown), has now been with R.D.S. for 4½ years.

In the warehouse is manager, Jack Harwood, Jason Moran, Mark Sherlock and Michael Perrin.

The office is efficiently run by Soula and Sue.

All new junior staff, both for the office and warehouse is drawn from the local high school and with the recommendation of the headmaster coming with them, Ron has gathered an excellent young team around him.

It is in the warehouse that the boys get their product knowledge, but they get further training for representation, when the time is appropriate. During the quieter trading periods, one of the young ones accompanies a rep. for a spell 'out on the road'.

Apart from agency lines handled by Ron Disney (Sales), the company has a fairly extensive range of products, manufactured and pre-packed under its own 'R.D.S.' brand name.

This specialist supplier to the hardware trade can offer 2000 items — 2500 lines... on the spot wholesaling... next day delivery. And to ensure that their customers keep abreast of stock available, each has been supplied with a comprehensive catalogue, covering all items stocked.

But with a first class showroom now operating, Ron and his staff would like to welcome all customers to the new premises where they can actually see the goods they wish to order from the excellent display of the R.D.S. range.

The new Ron Disney (Sales) Pty. Ltd. premises are located at 309 Albert Street, Brunswick. (Ph. (03) 387 1813 or 387 6269).

Long term employee, Jack Harwood is warehouse manager. And that means turning your hand to anything. In the photograph at right, Jack is operating a forklift, and below just 'knocking up' some new shelving to accommodate new agency lines now handled by Ron Disney Sales.



Ron's principals congratulate Ron Disney (Sales) Pty. Ltd. on their latest move into modern merchandising and computer controls.