

DISCOUNT POOL & SPA WAREHOUSE

COMPANY OVERVIEW

DISCOUNT POOL & SPA WAREHOUSE

We are Canada's preferred omnichannel discount pool and spa distributor.



OMNI

We are the only true omni retailer in the Canadian market.



DISCOUNTER

We are the only discounter playing in this market.



DISRUPTOR

Only one competitor in the market has a larger bricks and mortar presence but no eCommerce presence.



DPSW | VISION

Surprise and delight our customers with Outdoor Home and Recreation solutions at great prices, in their channel of choice.

THE LANDSCAPE



LEGACY INDUSTRY HAS BEEN SLOW TO REACT TO CHANGING CONSUMER DEMAND.



FRAGMENTED MARKET PRESENTS AN OPPORTUNITY TO CONSOLIDATE AND GROW POOL, SPA & OUTDOOR RECREATION OFFERINGS.



LIMITED DIGITAL PENETRATION PRESENTS OPPORTUNITY FOR GREATER MARKET REACH.



TRADITIONAL SUBSTANDARD CUSTOMER EXPERIENCE REVEALS THE OPPORTUNITY TO GROW MARKET SHARE AND CUSTOMER LOYALTY

OUR PLAN



END-TO-END CUSTOMER OWNERSHIP

Pool, spa & outdoor home recreation
– at the right price – delivering value
and fostering loyalty through content
and expertise.



DIGITAL-FIRST MINDSET

Leverage digital tools to optimize the
E2E customer experience and drive
ongoing increases in customer
satisfaction and revenue.



FULFILLMENT AS A DIFFERENTIATOR

Integrated approach to system-wide
inventory availability across all
locations leveraging core supplier
relationships.

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