



## Franchise Features and Benefits

### Why a franchise?

Some key features and benefits associated with franchising are:

#### Features

##### Industry Expertise

- Proven and successful business system
- Specialised training and induction
- Operational support

##### Group Marketing Activities

- State wide marketing
- Local Area Marketing
- Powerful Website
- PR Activity

##### Intellectual Property

- Name and logos
- Market recognition and goodwill
- Business format franchise system
- Advertising formats
- Business systems and market knowledge

##### Documentation

- Franchise Operations Manual
- Franchise Audit Programme

#### Franchisee Support

- Field visits
- Regular reviews
- Training and assessment
- Exclusive Quality Products &/or Services
- Referrals

#### Franchisee Benefits

- Reduced risk of failure
- Faster start up
- Customer and business growth
- Increased local awareness
- Stature in community
- Instant Brand Recognition
- Valuable business identity
- Consistency of standards
- Continual Improvement
- Documented systems
- High customer satisfaction
- A strong network
- Access to quality advice
- Franchisee and staff development
- Repeat Business

## Your Investment

The initial investment depends on the location or territory that interests you. The potential return will also depend on whether you can fund the business yourself or whether you will need finance.

A complete breakdown of costs will be made available as part of this Initial Enquiry Information.

The most important variable in the level of success you will achieve is in fact **you!** Franchisees are people and no two people are the same. We can provide you with our proven system, name and the business tools and support necessary but your reward is ultimately determined by your diligence, and your commitment to your business.

As part of the recruitment process you will be provided with a template for a Financial Model which you should complete in conjunction with your professional adviser/s. We will give you information about the performance of the existing business so that you have a guide for completing the Financial Model.

It is difficult to typecast a 'model' franchisee for our system; however there are some important characteristics that you must have or are prepared to commit to developing.

You must have a genuine desire to succeed by adhering to the Franchisor's system and be prepared to work long hours to get your business established.

The best system in the world will never optimise opportunities unless everyone recognises the 'commonality' that exists in objectives and contributes to the well being of each other and the system as a whole therefore everyone benefits when the system is followed.

Failure to conform to the proven system limits your chance of success and can potentially impact the brand.

Finally Self Motivation is an important characteristic for anyone in business. Setting realistic goals and then working to achieve them is critical.

## What to do next

If you believe you possess the above attributes and see yourself thriving in a supportive Franchise system then contact us to discuss this opportunity further. You will need to complete the Expression of Interest and Confidentiality Agreement.

For further information please do not hesitate to call.

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