



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.

Bill Lockett
Franchise Systems Group
Consultants to Hire A Box Pty Ltd

Phone: 1300 658 311

Mobile: 0417 221 488

Fax: 02 9899 8099

email address: bill@franchisesystems.com.au

Postal address: Unit 19, 10 Gladstone Road, Castle Hill. NSW 2154

Website address: www.hireabox.com.au



The following fact sheet is designed to provide some answers to some of the more commonly asked initial questions. If you have any further questions please note them down and bring them to our next meeting.

Frequently Asked Questions

1. What is franchising?

Franchising is about being in business for yourself but not by yourself.

Franchising is where the Franchisor licences the Franchisee the right to distribute and market a product or service, and use their business name and / or trademarks for a fixed period, in return for a fee and a share in the income generated.

Under the Hire A Box franchise system, the Franchisee has the opportunity to conduct a business using the Hire A Box name, system and products.

2. What is a franchise?

According to the Franchising Code of Conduct, a business is deemed to be a franchise where:

There is a written, oral or implied agreement;

- One party (the Franchisee) is granted the right to carry on a business of offering, supplying or distributing goods or services under a system or marketing plan, which is substantially determined, controlled or suggested by the other party (the franchisor);
- The operation of the business will be substantially or materially associated with the franchisor's trademark, advertising or commercial symbol; and
- Before starting or continuing the business, the Franchisee must pay or agree to pay the franchisor an amount, whether an initial fee, ongoing royalty or other payment.

3. Why should I choose a franchise instead of starting my own business?

Starting a new business can be risky. By purchasing a franchise, you can reduce the risk to some extent as you are buying a business with an established, successful business system and brand.

In addition, you receive comprehensive initial training and ongoing support, advice and training.

4. How do I go about becoming a Hire A Box Franchisee?

You have already started the journey. The next thing you must do is complete the Expression of Interest Form and Confidentiality Agreement. This information will assist us in assessing your suitability as a Hire A Box Franchisee. Should we decide that you meet our initial criteria, we will provide you with a detailed outline of the steps to be completed in order for you to become a Franchisee.

5. Am I required to work in the business?

Yes. At Hire A Box, we believe that the most successful franchises are those which are run by the actual owner. We also believe that the best head-start you can give your business is to commit yourself to it so as you can fully understand every aspect of the operation. It is important that you want to pursue an active involvement in the franchise and do not want to obtain the franchise purely as an investment opportunity.

6. I would like to own a franchise with my business partner. Is this acceptable?

Hire A Box does not encourage partnerships. We believe the best company structures are those kept simple and made up of either single applicants, spouses or siblings. If you do decide that a partnership best suits you, we encourage and strongly recommend that you discuss the responsibilities that you would both undertake as franchise partners and devise a dispute resolution strategy.

7. What do I receive for my Initial Fee?

The Initial Franchise Fee is your payment for the grant by us of the right to use the valuable intellectual property, which includes the brand name, operational systems, existing business relationships and the Hire A Box business opportunity.

For the Hire A Box Franchisee, you will receive a comprehensive Training Program on all aspects of your Hire A Box business, customer service techniques including order processing, and hands-on training in the management of the business day to day.

Whilst this training is happening, you will also receive an Initial Marketing Program designed to assist you to establish you in a Hire A Box territory.

8. What happens at the end of the first franchise term?

Provided that you have complied with our policies and procedures during the initial term and notify us of your wish to renew within the required time, you will be able to renew your franchise for a further term. You should be aware there are a number of requirements set out in the Franchise Agreement that need to be met before your franchise can be renewed and you will have to pay the legal costs of arranging the renewal. You also have to sign a new Franchise Agreement which may contain new or altered conditions. If you have proven to be a successful Franchisee, it is in our interests to have you renew. Full details of how this works is included in the Disclosure Document.

9. What Locations are available?

We need to assess your suitability to the Hire A Box franchise network, just as you need to do your own assessment of our suitability to you and your lifestyle. When we are both comfortable to progress, you will be given the opportunity to lock in a particular area providing it is still available. The lock in procedure may be discussed in more detail in the interview stages.

10. When I open for business, will I be left on my own?

No. When you join Hire A Box we will guide you until you are comfortable with the way you operate your business. Whilst you are a part of the Hire A Box network support is just a phone call away.

11. Will I have an opportunity to contribute to the franchise network?

Yes. Our franchise system has been designed to provide all Franchisees with an opportunity to contribute.

12. Will I be able to sell my business in the future?

Yes, the franchise is yours to sell under certain conditions, to someone who meets our approval just as you did, and then continues on with the franchise. This is a very important issue which differentiates owning a franchised business from just holding down a job. The more profitable your business is the greater is its sale value. When you leave a job, the value you have created stays with the company, as a Franchisee, it stays with you.

13. How much will it cost?

The initial investment in your Hire A Box franchise depends on the type of vehicle and whether you lease or buy it. Full cost details will be provided in the Disclosure Document. Indicative start-up cost varies from \$45,000 to \$92,000.

14. Is there any ongoing Franchise Service Fees?

There is no ongoing Franchise Service Fee or Royalty.

15. What is the Marketing Contribution?

There is no ongoing Marketing Contribution.

16. Would a Hire A Box Franchise suit me and what qualifications do I need?

If you like meeting people, promoting your services and want flexible hours; you are most of the way there.

You do not need any formal qualifications to run the Hire A Box Franchise. Having enthusiasm, physical strength and energy to run a successful business are paramount.

17. Why should I become a Hire A Box Franchisee?

Hire A Box has been successfully operating for over ten years and continues to grow at a healthy rate. Hire A Box is an easy and efficient one stop shop that caters for the diverse range of storage boxes and containers required for either moving or storage. Hire A Box has simple and easy to follow method of operation with ongoing support from the Franchisor. The majority of leads are provided by Franchisor to assist the Franchisee to grow the business.

18. Will I have a set territory?

Yes. We provide you with a territory where your franchise will be based.



EXPRESSION OF INTEREST

AND

CONFIDENTIALITY AGREEMENT

for a

Hire A Box Franchise

Hire A Box Pty Ltd
Level 2, 22-24 Junction Street
Forest Lodge, NSW 2037
ABN 17 145 336 090

This Expression of Interest provides us with a brief overview of your personal history. It also contains a Confidentiality Agreement which is binding on you and on Hire A Box and its agents and advisors. **This is not an application for a Franchise**

On receipt of this signed form Hire A Box will send you further detailed information. Please answer all questions. If you require additional space use a separate sheet of paper and refer to the appropriate section.

1. What Location/Territory are you interested in?

2. Where or how did you hear about Hire A Box?

3. Background Information

Name in Full: _____

Home Address: _____

City: _____ State: _____ Post Code _____

Home Ph: () _____ Mobile: _____

E-mail Address: _____

Male () Female ()

Present State of Health: _____

Education level attained: _____

Please list any academic or professional qualifications: _____

What are your hobbies or interests outside of work? _____

4. Business History

Industry or Type of Business Experience: _____

Describe Responsibilities: _____

Did you supervise other team members? Yes No If yes, how many? _____

Have you had experience working in this industry? **Yes** **No**

If yes, please provide details : _____

5. Your future Business Plans

Do you intend to work full time in this business? **Yes** **No**

If no how much time do you intend to invest? _____

Why were you attracted to a Hire A Box franchise? _____

6. Anything else we should know that may be helpful?

This Confidentiality Agreement is between Hire A Box Pty Ltd and The Enquirer

(Insert your name/s _____

You wish to evaluate the Hire A Box business in order to decide whether to apply to become a franchisee. We agree to provide you with confidential information relating to the operation of a franchise.

We and You agree as follows:

1. You warrant that you will keep confidential all of the information provided to you by us and that you will not, without our prior written consent, disclose any of that information to any third party (your professional advisors excepted). You acknowledge that this warranty is also given on behalf of any entity or associate under your influence or control.
2. Without limiting the general nature and extent of this warranty, the information which you warrant to keep confidential and not disclose to others includes our technology, know-how, trade secrets, documents, files, records, reports, plans, trade marks (including trade marks), feasibility studies, business plans, franchise agreements, operating manuals, franchise disclosure documents and marketing plans.
3. You warrant that the sole purpose for which you are seeking access to the information is to decide whether to apply for a franchise. You warrant that you will not use the information for any other purpose or for your own benefit or to improve or create another business.
4. We agree to keep confidential information provided by you.
5. This agreement will continue in time but will not apply to any information which:
 - (a) is already known to the other party at the time of disclosure;
 - (b) is in the public domain at the time of disclosure;
 - (c) is disclosed to the receiving party by a third party; or
 - (d) enters the public domain after disclosure otherwise than through a breach of this agreement by one of the parties.
6. You acknowledge that the execution of this agreement does not oblige us to disclose any particular information to you and we retain absolute discretion as to which information we disclose to you.
7. You undertake that you will, upon our request, immediately return to us all information, documents and other materials we supply to you. You further undertake not to retain any copies of any such information, documents or material.
8. You agree that you will not rely upon information provided by us in deciding whether to apply for one of our franchises without first obtaining independent financial and legal advice.

Executed as a Deed

Date _____

Name (Please Print)

Signed on behalf of Hire A Box

Agreement, Acknowledgement and Declaration

By signing below you **agree** to be bound by the terms of the above Confidentiality Agreement;

You acknowledge that:

1. Hire A Box may rely upon this information when deciding to accept an application for a franchise.
2. Hire A Box may decline to accept any application without giving reasons for their decision.
3. In completing and returning this form, neither Hire A Box nor its agents are under any obligation to you except that they must treat the information you have supplied in confidence; and you declare that all the information supplied in this form is true and correct.

Date _____

Name (Please Print)

Signature

Date _____

Witness Name (Please Print)

Witness Signature

Send completed copy to:

Bill Lockett
Franchise Systems Group
Consultants to Hire A Box Pty Ltd

Phone: 1300 658 311

Mobile: 0417 221 488

Fax: 02 9899 8099

email address: bill@franchisesystems.com.au

Postal address: Unit 19, 10 Gladstone Road, Castle Hill. NSW 2154

Website address: www.hireabox.com.au



STAGES OF ENTRY

1. After your initial enquiry you will receive an Information Pack which includes:
 - **Expression of Interest and Confidentiality Agreement**
 - **Franchise Features and Benefits**
 - **This Stages of Entry Document**
 - **Franchise Estimated Start Up Costs**
 - **Corporate Information about Hire A Box**
 - **Frequently Asked Questions**
2. Fill in and sign the **Expression of Interest and Confidentiality Agreement**, then fax, email or post them back to the Franchisor.
3. Upon receipt of the completed Forms, the Franchisor will review your application and establish whether you meet the criteria necessary to qualify as a franchisee.
4. The Franchisor will arrange a first meeting to discuss your application and to provide you with an informal, yet comprehensive introduction into **Hire A Box** and the franchising opportunity. This meeting may be treated as a get to know you session where both parties to the meeting may form further opinions as to the overall suitability of the application.
5. If the discussions are positive, **Hire A Box** will provide you with the **Disclosure Document**, **draft Franchise Agreement**, **Prospective Franchisee Statement** and a **copy of the Franchising Code of Conduct** together with an **Acknowledgement of Receipt** for you to sign, date and return to the Franchisor. You will also at this stage be provided with a **Financial Model** so that you and your advisors can assess the commercial viability of the business.
6. The next stage is for you to make an informed decision. The Franchising Code of Conduct states that you cannot enter into a Franchise Agreement until at least fourteen (14) days have elapsed from receiving the documentation. This time will allow you to review the above documentation with your advisors, speak to existing franchisees, begin arranging finance and follow up any other questions you may have about the business.
7. The Franchisor will invite you to spend a day with them, so that you can gain a fuller understanding of the daily requirements

8. If you wish to proceed, the Franchisor will ask you to provide the necessary information to assess whether your application matches the profile of an ideal candidate. At this stage the Franchisor will also follow up any references.
9. A second meeting will be arranged to discuss the results of your due diligence, the results of your Financial Modelling and the information provided by the assessment profiling. Any issues arising from the documentation should be resolved by the end of this meeting.
10. If all is satisfactory and both parties agree to the items on the Schedule of the Franchise Agreement, the Franchisor will organise the drawing up and delivery of the **Final Franchise Agreement**.
11. The Franchisor will request from you a completed **Instructions for Lawyer** form containing the key details about you, necessary for the Franchise Agreement to be completed, and instruct the Franchisor's lawyer to prepare and send out the Franchise Agreement **in its final form** to you, together with a **Representations Certificate** for your completion and signing prior to jointly signing the completed Franchise Agreement. You will also need to provide to the Franchisor's solicitor a cheque payable for **\$1,000** which will cover the Franchisor's Lawyer fees.
12. Under the mandatory Franchise Code of Conduct, the completed **Franchise Agreement** cannot be ratified until fourteen (14) clear days after you have received it.
13. The final meeting will be the formal signing of the documentation by both parties, including the **Representations Certificate, Franchise Agreement** and any other items such as a **Licence to Occupy**.
14. At this point you will pay the **Initial Franchise Fee, Training Fee, Initial Marketing Fee** and the **Equipment Package** as described in the Disclosure Document and set out in the **Franchise Agreement**.
15. There is a mandatory seven (7) day cooling off period from the date of signing the Franchise Agreement. Any payments made to the Franchisor are fully refundable if you withdraw from the **Franchise Agreement** during this seven (7) day cooling off period, with the exception of the amount specified in the Franchise Agreement for reasonable costs incurred by the Franchisor.
16. Training and commencement dates will then be agreed upon. We will confirm and approve the location and finalise the opening timetable.
17. The next step is to commence your induction training.
18. Begin trading.

Please note it can take several weeks from your initial enquiry to get to the commencement stage. The time taken is critical to ensure that both parties are committed to the process.



FRANCHISE ESTIMATED START UP COST

The cost to establish a new franchise ranges from approximately \$45,000 to \$92,000 and is detailed in the relevant disclosure document. Costs cannot be accurately estimated until a location has been established therefore an estimated range has been utilised: Items may change depending on the location's needs and requirements: All prices are subject to change without notification and exclude GST.

Franchisee Investment		
	From	To
<u>Initial Investment</u>		
Franchise Fee	\$25,000	\$25,000
Training Fee	\$4,000	\$4,000
Initial Marketing fee	\$4,000	\$4,000
Total Initial Franchise Fees	\$33,000	\$33,000
<u>Establishment Costs</u>		
Motor Vehicle	Leased	\$20,000
Vehicle Signage	\$1,000	\$2,000
Initial Marketing Material	\$1,500	\$2,000
Office Equipment	\$2,000	\$2,500
Other inc Uniforms	\$500	\$500
Total Equipment Costs	\$5,000	\$27,000
<u>Other Franchisee Costs</u>		
Accounting Fees	\$1,000	\$1,500
Legal Fees Franchisee Costs	\$1,500	\$2,000
Legal Fees Franchisor Costs	\$1,500	\$2,000
Company formation	\$750	\$750
Total Other Costs	\$4,750	\$6,250
Working Capital	\$2,500	\$5,000
Total Initial Investment	\$45,250	\$91,250



Corporate Information

About Us

Hire A Box hire and sell boxes and packaging for people and businesses moving premises.

Hire A Box is a well-established national business operating for over five years. We rent or sell boxes of all shapes and sizes, along with all items needed to ensure that our clients have the most appropriate products to make their move easier. Our service is simple and efficient; our clients order the products they require online and we deliver our boxes and products to the clients direct.

Hire A Box would now like to share their success and knowledge with others through their franchising program in new and existing locations across Australia.

To run a Hire A Box franchise you do not need any formal qualifications, you will be trained in all aspects of the business. The ideal franchise for people who have energy, enthusiasm and like meeting people, serving customers. A Hire A Box franchise is best suited to an owner/operator.

Below are some of the benefits of becoming a Hire A Box Franchisee:

- Use of Hire A Box branding
- Access to the Hire A Box range of products and services
- Training in products and customer service
- Ongoing marketing and lead generation
- Ongoing advice and support

Hire A Box is looking for franchisees who would like to own their own business and work flexible hours. Does this sound like you? Would you like to become part of The Hire A Box franchise network? If so, please contact us.

Bill Lockett
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