



**Franchisee Investment
Information Guide**

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FRANCHISING TODAY	1
THE BACKGROUND	2
FRANCHISEE COMMENTS	3
RANGER BUSINESS CONCEPT	4
The Business	
Product Range	
Pricing	
Retail Sites	
Summary	
SYSTEM FEATURES	6
SYSTEM BENEFITS	7
Market Recognition/Stature	
Proven System	
Buying Power	
Industry Expertise	
Sales Package	
Training/Support	
MARKETING	11
Radio	
Catalogue	
Newspapers	
Word of Mouth	
Internet/ E Mail	
Summary	
THE OPPORTUNITY	12
THE INVESTMENT	13
THE REWARDS	14
THE PEOPLE WE SEEK	15
THE CHALLENGE	17
HOW TO FIND OUT MORE	18
FREQUENTLY ASKED QUESTIONS	19

Franchising is a method of doing business whereby a franchise store owner or 'franchisee' is granted the right to offer, sell or distribute goods or services under a business system laid down by a franchisor.

The originator of the system, the franchisor, provides expert advice, guidance and assistance on an ongoing basis for which they receive an ongoing fee for services.

Over the past 20 years franchising has changed substantially and grown into a multi-billion dollar sector of small business and in fact much bigger than most would understand.

Australian franchise businesses employ over 700,000 people and have sales of over \$128 billion a year*. Franchising generates more in revenue than the Transport industry, the Mining industry and the Farming sector combined. This makes franchising a significant contributor to the nation's economy. Growth of franchising in recent years has averaged around 17% per annum and this has in part been a reflection of the higher success rates of franchised businesses.

The advantages of franchising are evident in the enhanced buying power of franchised groups and they are also conveyed via the added 'brand power' generated by their advertising. Franchisees also enjoy benefits in the form of site negotiations and a range of business services; as a consequence more and more business people are converting to or buying franchise businesses.

It has been well proven that owner operators generally provide a higher level of service to customers and maintain a better control over operating expenses. In fact the head of franchising for one of the major banking groups once stated that they had seen an average of a 20% increase in turnover from company owned outlets compared to franchised owner operator structures.

*Source- Franchise Council of Australia Ltd

Ranger is the longest serving speciality camping and outdoor retail network operating in Western Australia and is proud of that fact.

The company commenced business in 1985 as a partnership business between Paul Youngman and Ashley Forde. The two founding directors worked hard to make a success of the first store and as their knowledge and experience grew so did the group and its success. Paul has since retired.

What was initially started as family run business has now been expanded to attract many talented people whose skills complement the experience of its executive team.

The systems and procedures developed over many years allow Ranger to compete more effectively in the market place. With the implementation of store to support office computer technology, software, Internet and e-mail the company is able to communicate and control vital customer and business information with continually increasing efficiencies.

Millions of dollars have been spent over the years in establishing the Ranger brand and business systems and through franchising you are able to take advantage of this and share in the companies continuing success.

At present there are eleven metropolitan stores and two regional country stores, with further stores to be added in 2008 and beyond taking the group tally to around 17 stores across WA.

"Buying a Ranger Franchise was the best business decision we have ever made."

Shane Ramsey & Carrole Cicchini
Ranger, Balcatta.

"We were an independent retailer in the outdoor sector, operating from the same location we're in now, but we joined Ranger to take advantage of their buying power and the growing strength of their brand – it has proven to be a wise move."

Joe Pullella
Ranger, Osborne Park

"Becoming a Ranger Outdoors Franchisee has allowed my husband and I to live our dream of owning a business that is in a field that we enjoy every day. Being able to be close to our family and friends and sell products that allow the customers to enjoy life is an added bonus".

Elizabeth & Trevor Harding
Ranger, Kelmscott

THE BUSINESS

Ranger is a long established Western Australian based company successfully operating within the camping, fishing, boating, caravan and general outdoor leisure market. The company is proud of its reputation for offering a wide selection of quality products and clothing, with a level of customer service unmatched in the industry.

STORE IMAGE

Over the years we have spent considerable time and money in refining our store image, layout and colour scheme and as a result our stores are easily recognised and completely user friendly. As retail trends change then we too will need to change. We continually look for ways to keep our image up to the expectations of the consumer.

PRODUCT RANGE

Ranger's selection of products extends across all areas including; tents, clothing, camping furniture, cooking appliances, back packs, fridges, fishing tackle, canoes, kayaks, caravan spares and leisure accessories.

The importance of product knowledge is essential, but nobody obviously has that knowledge on day one. Consequently we together with the support of our suppliers provide a base overview as part of our training programme and from there you begin to acquire a bank of information in line with your growing experience.

Some of our products are high volume low margin items, but thanks to our bulk buying power the majority of the items we sell attract strong gross profit margins for you.

PRICING

Pricing is one of our major strengths. Through our bulk purchasing abilities and excellent buying relationships we are able to offer an extensive variety of products at competitive prices. We provide real value to the public yet we retain a healthy profit in the process. This is clearly a win-win situation for both our franchisees and our customers.

RETAIL SITES

With our 20 years plus of specialised retail experience we have a tremendous pool of knowledge to draw from when assessing sites to locate our stores. Our current stores are located in some of the best possible sites in the State and we are constantly watching for new sites for future franchisees or relocation opportunities.

SUMMARY

Ranger has built an excellent reputation and over more than 20 years. Our success is a direct result of our commitment to servicing the needs of our customers. Through franchising we now have a way of passing on our expertise, knowledge and business system to people who share similar business values.

Naturally enough the business is constantly changing too so as you read this we too are changing things to improve and meet consumer expectations. We cannot afford to stand still and when you own one of our stores you too will need to constantly be reviewing its performance and fine tuning it with input and guidance from our team at support office.

Should this sound like the opportunity that you are looking for then we welcome your enquiry and look forward to meeting you?

- Proven System of being successful in Business

= **Lower Risk!**

- Immediate Market recognition & Goodwill,

= **Stature in your local area!**

- Intellectual Property
- Name "Ranger Outdoors (local store)"
- Logo
- Business Format Franchise System
- Advertising formats
- Leasing knowledge
- Site Selection knowledge
- Site build-up knowledge
- Product knowledge

= **Valuable Business Knowledge & Identity**

- System Manuals
- Franchisee Operations & Procedures Manual
- Site Selection Manual
- Site fit out Manual
- Business Development Review

= **Consistency of Standards**

- Support & advice
- Field visits
- Business Reviews
- Accounting/Reporting system
- Initial Training
- Ongoing Training
- Ongoing updates

- Group Advertising Power

= **Market Awareness**

- Group Buying Power

= **Extra trading Profit**

- And more.....

Ranger offers potential franchisees a unique selling point with products that have strong profit margins in a market that continues to grow.

Some of the benefits our system can immediately supply you with are:

MARKET RECOGNITION

Range has been a successful operation for over 20 years. The Company's name and logo are widely recognised and synonymous with high quality products and services.

PROVEN SYSTEM

Our proven formula for success can be evidenced by the success of the chain since we started.

Years have been spent developing long term beneficial business relationships with the best supplier's products.

As discussed there are specific complexities in purchasing for our specialised market and our ability to offer our own exclusive branded products is a significant advantage.

BUYING POWER

The buying power achieved through franchising has already been mentioned briefly. However some of the specific advantages that Ranger achieves are:

i) Product Purchasing

We are able to purchase a greater range of products than the independent operators at much better prices; Thereby allowing franchisees to achieve better gross profit margins as the group grows and prospers.

ii) Site Selection/Negotiation

Correct site selection for retail business is very complex, requiring consideration of all aspects of modern consumers buying habits and expectations.

Skilful negotiation of a lease will provide the best possible conditions early in the lease and allow for future expansion and extension of the lease.

Our past experience will give you very valuable assistance when you select your site.

BUYING POWER

iii) Advertising

Most small businesses do not have sufficient budget to advertise enough to enable their business to grow as quickly as they would like.

Not only that, but many independent businesses are still discovering the 'who', 'what', 'when' and 'how' questions that are critical to the success of any advertising campaign. We have a proven history of success in this critical area.

Ranger has a history of evaluating what their target market is, where to advertise, and what products to offer and how to present them.

Taking the risk out of advertising and sharing the investment in the mass media across the network is a major contribution to the success of our business.

iv) Insurance, Telecommunications, Computer Service, etc.

Virtually any service which we as a group can buy in bulk we will progressively seek to receive a price discount from suppliers again helping franchisees to achieve an even better bottom line profit for their businesses.

INDUSTRY EXPERTISE

Ranger has developed a comprehensive array of skills and knowledge on this unique market segment. Product selection, quality of product, pricing, advertising methods, merchandising, etc, etc, mostly second nature to us is on tap for you.

The correct product mix, in the correct sizes, colours, fashion and quantity are all essential ingredients to gaining an understanding of and then exploiting this growing market.

Given this, we have much to do, to continually improve our services to our franchisees and we are committed to that culture and journey.

SALES PACKAGE

All the information to make prudent purchasing and sales decisions is at your fingertips.

The Ranger software package enables the most important sales information to be provided to franchisees to ensure you are in control of your business affairs at all times.

Easy to interpret, meaningful reports are provided by the system to make the franchisee's life that little bit easier.

Whether you are assessing your best sellers for the week, to your best salesperson, the package can enable franchisees to make informed decisions based on logical and straightforward information.

Training will be provided in interpreting these reports and predicting trends based on sales information.

Not only will the franchisee have access to this powerful tool, but also the buying methods employed by Ranger Camping and Outdoors.

Our needs going forward are changing quickly, consequently at present we are assessing those expanded needs to access the best solutions for our growing business as well as yours.

TRAINING / SUPPORT

What to buy? What to say? How to display stock?

All of these are critical elements of running a successful business and are already in place as policies, carefully designed to make it easier for you to reduce your risk.

Access to training, backup and support, are the keys to the success of the Ranger group.

Our support team's trouble shooting ability allows you to get on with the more important business of making sales.

These are only a few of the many benefits of becoming a Ranger franchisee.

As you can see we will do our very best to provide as much value to our franchisees as is possible.

The reason we do this is simple - for Ranger to be successful as franchisor, we must first ensure the success of our franchisees.

This means that we will do all we can to help you achieve your goals and maximise your profitability. However, never forget the old saying "The only place that 'success' can be found before 'work' is in your dictionary!

Retail is a tough segment so make no mistake, you will find it challenging but when done well very rewarding. In particular the first year is difficult because you will be learning a new business with new people and new products whilst at the same time serving customers and trying to manage many issues.

All we ask of you (apart from your commitment), is that you look, listen and learn, apply your training and follow the system. To do otherwise would be foolish. We will enthusiastically welcome any suggested improvements that you may have for group consideration, prior to implementation.

This combination of your hard work and application to our proven system can only enhance your prospects for success in business.

The name Ranger has become synonymous with anyone that is interested in the camping and outdoor sector throughout Western Australia.

Our identity leaves no doubt as to the business we are in and our stores cater for both new and some minor second-hand goods.

Our logo has been used now for a long time and it is instantly recognised as the preferred retail brand within its category. A considerable amount of money has been spent on advertising to develop the Ranger leadership position in the market place and some of the marketing avenues utilised by Ranger currently are:

- I. Television
- II. Radio
- III. Catalogues
- IV. Newspapers
- V. Direct Mail
- VI. Trade & Valued Customer cards
- VII. Word of Mouth
- VIII. Web site www.rangeroutdoors.com.au

SUMMARY

Ranger has spent millions of dollars developing and promoting the business over the years in a wide variety of marketing and advertising mediums. Franchisees will of course share in this market awareness and the results of all future Ranger marketing campaigns.

As with all business, there are many variables that must blend efficiently to ensure success.

We have a system that works, and makes money. We have competitors and they will always be there. All that we can expect is our share of the market.

Prospective franchisees should be certain that they have what it takes to become self-employed and to deal with the rigours of being a retailer which at times can be challenging.

The franchise structure for Ranger has been carefully designed to provide franchisees with the following:

- * LEADERSHIP
- * GUIDANCE AND SUPPORT
- * PROVEN BUSINESS SYSTEM
- * MARKET ACCEPTANCE
- * GROUP BUYING POWER
- * GROUP MARKETING POWER
- * EXCLUSIVE MARKETING ZONE

So, if you are comparing our opportunity with others in retail, be sure to examine all aspects and you will find that our structure really is difficult to beat.

In summary terms your investment is broken down into distinct components, as listed below and excluding GST:-

Franchise Establishment Fee	\$ 75,000
Plant & Equipment/ Store fit-out	\$180,000 - \$300,000 approximately
Stock*	\$450,000 - \$750,000 approximately
Opening Promotion costs	\$ 20,000
Group Marketing Fund	\$ 5,000
Other (legals/advisors etc)	\$ 30,000 approximately

*The level of initial funds that you will need for stock at the outset is entirely dependent firstly upon the floor size of your store, the time of year that you may open, as well as the level of credit facility that the suppliers grant to you. A complete breakdown of these and all other costs are detailed in our Disclosure Document.

Funding your acquisition: Our relationships with certain banks may allow you to borrow up to 50% of the cost of Stock and the store Fit Out using the business as security. This is of course entirely up to the banks discretion and your particular circumstances.

NOTE:

Don't forget, you will also require an amount of working capital, which will vary from store to store. There will also be additional up-front costs in establishing your business, in the following areas at least:-

- * Accounting Advice
- * Legal Advice
- * Property Leasing Costs
- * Bonds & Sundry up-front payments

Should you decide to take your Ranger enquiry further we suggest that, at the appropriate time, you discuss these areas with our representatives and your financial advisors.

For a new store with a new franchisee, individual performances are impossible to plot, however there are some factors in this industry, which can provide comfort for hard working and committed individuals and we will provide you with key Performance Indicators in our Disclosure Document to allow you to see what others might be achieving.

There will always be different performance levels between stores. These levels vary for many reasons such as:-

- Different locations with variation in traffic flow and local market demands.
- Store size will impact on results particularly in respect to showing a comprehensive stock range.
- Your attitude to the management of discounting your prices will have a significant effect on your success and only you can control that.
- Controlling your expenses all of the time can again make a big difference.
- *The most important variable in the level of success you will achieve is YOU.*

Franchisees are people and no two people are the same. We can provide you with our proven system, name and all the tools and support necessary but the size of your reward in most cases is ultimately determined by you, your diligence, and your commitment to your business. Those that have underestimated the amount of hard work in being a success as a retailer have learned the hard way in the end. There are no short cuts to success it is hard work but very satisfying when the results come.

As already stated you are one of the key ingredients to the success of a Ranger franchise. It is difficult to typecast a 'model' franchisee for our system; however there are some important characteristics that you absolutely must have or be prepared to develop.

WORK ETHIC

Nothing is achieved without hard work. Be sure that you are prepared for it. Being in your own business is in no way similar to having a job. You must have a genuine desire to work for yourself and be able to run your own business with our help. Often it will mean working extra hours and missing out on the occasional social activity - however don't lose sight of your long-term objectives.

GIVE AND TAKE

This is the ingredient that lies at the heart of every successful franchising philosophy. Everyone must be prepared to 'give to get'. The best system in the world will never optimise market opportunities unless everyone recognises the 'commonality' that exists in objectives and contributes to the well being of each other and the whole.

ABILITY TO LISTEN, LEARN & DO

Our system works. It is being continually developed, but in the early stages it is of paramount importance that you have the ability and willingness to be trained and then apply your training. There is no need to reinvent the wheel. One thing is certain if you don't apply the system; your chance of failure will increase dramatically and quickly. No-one wants that to happen.

ENJOY YOURSELF - HAVE SOME FUN!

This is a people business and people are great. You cannot afford to be shy and timid; you will need to be bright and cheerful all of the time. Equally you cannot run this business from the back-office hiding from the customers. You need to learn to enjoy the customer relationships that are at the core of your business. Some of your customers will become 'special' to you and your family.

INTERPERSONAL SKILLS/CUSTOMER RELATIONS

We do not look for 'sales' people but it is vital to understand that we are a service/sales business. Our customers deserve the best in Customer Care and this will involve your understanding of some sales and public relations techniques.

AMBITION

This is an important characteristic for anyone in business for himself or herself. Set yourself some realistic goals and then work with us to achieve them. Being complacent or too easily satisfied in business can be detrimental to your business and your income. Our system needs high- achievers. So be certain that you are capable of going the extra mile all of the time.

The difference in business between ordinary performers and those who are EXTRAORDINARY is in the word EXTRA. Without that little bit 'extra' your business will not reach the level of success that it should, so be sure you are **extra**ordinary in your commitment.

Being self-employed is hard work, retail is hard work too, make no mistake, but the rewards are there for the taking.

We have a business system that has been proven over many years and believe we have a lot to offer now and into the future.

Our business is not overly complex or demanding for franchisees. However, like all businesses it requires one key ingredient from you to make it succeed and that is a commitment to your business; through the good times for sure but more importantly in the tough times when pressure is on you to perform and sometimes against the odds and for a sustained period.

The first year for any new business can be difficult and stressful but it is in this year that the foundation stones for success are laid. Done well it will pay dividends; done poorly it will most certainly delay success, if not impede it.

If you like what you see and hear, take some more time to look closer and seek more information. We have no doubts that if you are suited to our business and have the necessary financial strength, you will ultimately make the decision to join us and commit to the challenge of your own business in a disciplined manner.

Retailing is challenging but exciting and rewarding at the same time.

This information guide is just that, a guide. It is not intended to answer all of the detailed questions you have, that will come later in a more formal format.

In the journey ahead there are formal channels of enquiry that are available to you to satisfy other more detailed questions which you or your advisors may have.

As a requirement under the Franchising Code of Conduct we have prepared a detailed Disclosure Document, which is a more in-depth study of our franchise opportunity and what it might mean for you.

Should you wish to enquire further into our exciting opportunity, you will need to complete our Application & Disclosure Forms and sign a simple 'Confidentiality Deed' and forward those to us by mail. Once we have digested that information you may be invited to meet with us to review your application. Following that process is when the formalities start and we can explain that to you at the first meeting with us.

We do hope to hear from you.

Thank you for your enquiry to this point; for further information please contact our General Manager John Brown on 08 6250 3501 or by email on john.brown@rangeroutdoors.com.au

Thank you too, for taking the time to look at us.

This fact sheet is designed to provide answers to some of the more commonly asked initial questions. If you have further questions please note them down and bring them to your next meeting with us for discussion.

WHAT IS FRANCHISING?

Franchising is really about being in business 'for yourself', but not 'by yourself'. Generally, franchising is where one party, the franchisor, licences another party, the franchisee, to distribute and market a product or service and use the business name and/or trademarks for a fixed period in return for a fee.

Under the Ranger franchising system, a franchisee has the opportunity to conduct a business using the Ranger name, system and products.

WHAT IS A FRANCHISE?

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

1. There is a written, oral or implied agreement;
2. 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;
3. The system or marketing plan is substantially determined, controlled or suggested by the other party (the franchisor);
4. The operation of the business will be substantially or materially associated with the franchisor's trademark, advertising or commercial symbol; and
5. 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.

WHY SHOULD I CHOOSE A FRANCHISE INSTEAD OF STARTING MY OWN BUSINESS?

Starting a new business can be very risky. By purchasing a franchise you can reduce the risk to some extent as you are buying a business with an established, successful business concept. In addition, you receive ongoing support, advice and training from your franchisor.

WHY SHOULD I CHOOSE TO BECOME A RANGER FRANCHISEE?

Ranger has been successfully operating since 1985. The company is highly experienced and recognised as an industry leader. We are offering to share our success and knowledge through our franchising program.

HOW DO I GO ABOUT BECOMING A RANGER FRANCHISEE?

You have already started this journey. The first thing you must do is complete a Ranger Franchise Application and Disclosure Form. This information assists us in assessing your suitability as a Ranger franchisee. Should we decide after this that you satisfy our initial criteria, then, subject to you providing certain confidentiality undertakings, we will provide you with a detailed outline of the further steps necessary to become a Ranger franchisee.

HOW MUCH WILL IT COST?

The fee payable for the grant of a franchise is \$75,000 + GST. Other expenditures necessary for commencing operations include the costs of securing and fitting out a site, plant and equipment, initial inventory, opening promotions and legal costs. You will also be required to make payments for group management (known as the Franchise Service Fee) and group marketing (known as the Marketing Levy). You would be given full disclosure in relation to these expenses before being required to enter into any agreement with us.

WHAT DO I RECEIVE FOR MY INITIAL FEE?

The Franchise Establishment Fee represents your consideration for the 'grant' by us of the right to use the valuable intellectual property, which comprises the Ranger System. However, you get a lot more than that for your Franchise Establishment Fee. We will assist in securing the location of your Ranger store. We will also assist you to arrange the fit-out of the store utilising our experienced team. In addition, you will be provided with initial product and operational training. The aim of the training is to teach you how to operate a Ranger franchise. For your first week of trading, a Ranger Stores co-ordinator will assist you and your staff in settling into your new business.

WHAT IS THE FRANCHISE SERVICE FEE?

The purpose of the Franchise Service Fee is to remunerate us, (the Franchisor), for the on-going services we provide to you, such as;

- Ongoing training and monitoring;
- Concept and product development;
- Franchisor and Store Manual updates;
- Access to products from the Ranger contacts;
- Store reviews aimed to assist you in making your business more effective;
- The benefit of group purchasing power;
- Ongoing advice and support;
- Management of the Group; and Other miscellaneous services

The Group Management Service Fee is 3.5% of gross revenue payable weekly. We will direct debit this amount from your nominated bank account.

WHAT IS THE MARKETING LEVY?

The Marketing Levy is paid into a central Marketing Fund, which we administer. The purpose of the Marketing Fund is to pool the marketing contributions of all franchisees in addition to equivalent contributions that are made on behalf of any company-owned Ranger Stores.

Promotional activities may include television advertising, media advertising, promotional offers and the costs of producing Ranger promotional material. Each year we prepare and make available to all Franchisees a Financial Statement for the Marketing Fund detailing how the money for the previous year has been spent.

HOW MUCH IS THE MARKETING LEVY?

The Marketing Levy is 5% of gross revenue payable weekly. We will direct debit this amount from your nominated bank account.

WHAT HAPPENS AT THE END OF THE FIRST FRANCHISE TERM?

Provided that you have not breached your Franchise Agreement with us during the initial term, are also able to secure a lease of the site for the renewal term, and that you notify us of your wish to renew at the required time, you will be able to renew your franchise for a further term. You should be aware that a number of requirements set out in the Franchise Agreement would need to be met before your franchise can be renewed. In particular, you will have to pay the legal costs of renewal. You may also have to sign a new Franchise Agreement.

At the end of your full fifteen year term your legal relationship with us will have come to an end. At that time we may seek to grant a new franchise to you and on different terms altogether, however that cannot be relied upon by you or by ourselves as fifteen years is a long time in business and markets and businesses change and it may be that our corporate vision will have also changed at that time.

WILL I HAVE EXCLUSIVE TERRITORY?

Your exclusive rights are limited to your site only, however you will have a Marketing Zone that is allocated to your store and this may be subject to change just as the area surrounding your store might change. This will ensure that you have every opportunity to develop the goodwill surrounding your store.

WHEN SHOULD I START TO LOOK FOR PREMISES?

Please talk to us before you start talking to Agents or property developers. In reality it is never too early to look for a suitable store although you must talk to us before you start ringing Real Estate Agents. We have developed a Guide to Site Selection that you can use and this will be made available to you once you have signed our Offer to Franchise.

CAN I WORK IN A STORE BEFORE I FINALLY DECIDE TO GO AHEAD?

Yes you can, in our process we have provided an opportunity for you to spend up to a week in one of our stores before you finally decide to settle the purchase of your franchise. This occurs when you have signed the Conditional Purchase Agreement. This work experience is unpaid and designed to give you a real insight into running a business such as ours.

HOW LONG IS THE TRAINING AND WHEN DOES IT OCCUR?

Initial training is immediately after the settlement and it runs full-time for two to four weeks in one of our stores. *This is compulsory prior to the opening of your store.* Naturally there is training on an on-going basis, which would be provided by us or sometimes by our suppliers.

WHEN I OPEN MY STORE WILL I BE LEFT ON MY OWN?

No, we will provide a qualified person to work in your store at least for the first week to be sure that you are familiar with all the things that make your shop efficient. The real value of your initial training will be made evident during this first week.

HOW MANY STAFF DO I NEED?

Naturally all stores are different and staffing levels vary with turnover and other issues. This will be assessed and discussed with you during the process of locating a site and looking at its market potential. Beyond that the level will grow in-line with sales. You will need to find your own staff, however some guidance as to what type of people are required will be available for you.

HOW LONG DOES IT TAKE TO BUILD MY BUSINESS UP?

The simple answer is that it normally takes a **minimum of three years** to establish a business of this type and a full five years to reach maturity in the area. This is not a short term investment and you will need to be patient with your plans.

In reality of course it depends on many external factors as well as your own ability to learn quickly and work hard. The most common reason why any business is slower than it should be to establish itself is normally attributable to the practices of the owners and not any external forces. We will help where we can however the tasks are yours to undertake and your results will undoubtedly reflect your efforts.

WILL I HAVE AN OPPORTUNITY TO CONTRIBUTE TO THE MARKETING PLANS?

Yes, our franchise system has been designed to provide Franchisees the opportunity to contribute on any matter affecting the business and really become a part of the total business activities. We have a representative body of Franchisees called a Focus Group, who work more closely with the Franchisor than most can, so that your views are captured and then dealt with in the appropriate way. In time it might be possible for you too to become a member of one of our Focus Groups.

WILL I BE ABLE TO SELL THE BUSINESS IN THE FUTURE?

Yes, the franchise is yours to sell under certain guidelines and conditions to someone who meets our approval and then continues on with the franchise. In your planning however you should not consider selling your store until it is fully developed and that might be three to five years away, so patience is required. It has been proven time and time again that if you decide to sell before the end of a full three year period you will expose yourself to two things:

- ◆ The risk of not optimising your profit line
- ◆ The risk of not achieving full value from your investment

WHAT SPECIAL LICENSES WILL I NEED?

You will need to apply for a Seven Day Trading license and we can help you to organize that. You may also need a Second Hand Dealers License if you decide to take trade-in's etc. Also we sell Camper Trailers, so if your store is approved and licensed as suitable premises then you will need to apply to become a licensed Yard Manager and hold the necessary permits to sell registered trailers. Again we can point you in the right direction. Additionally you will require a Motor Vehicle Dealers Licence to transact the sale of camper Trailers.

No doubt you will have many more questions for us so please write them down and then when we meet we will address them all as best we can.