

# ***BUSINESS FRANCHISE GROUP***

BUILDING NEW ZEALAND'S PREMIER FRANCHISE BRANDS



## BUSINESS FRANCHISE GROUP

There's a lot of satisfaction that comes from running a business that helps promote other businesses. That's what Business Franchise Group is all about... offering complete branding solutions that include everything from signs, displays, uniforms, custom embroidery, screen printing and promotional products. We do them all personally, professionally and punctually.

Business Franchise Group is the New

- Zealand master licence holder for the global Speedy Signs and EmbroidMe brands. We began in New Zealand with our pilot Speedy Signs store in Penrose, Auckland in 1998 and started franchising 2 years later. Since then we have opened 25 Speedy Signs locations throughout the country.

- In 2006, with the explosion in the branded apparel industry, we did the same thing with EmbroidMe and

- there are currently 14 locations in New Zealand. We are a locally owned company and we plan on staying that way. Our success has been contributed to by the collective effort of great business owners plus the local support team that devotes themselves to superior service and excellence. I invite you to take a look at our brands and see it for yourselves.

- *Grant Archibald, Managing Director*



GRANT & SARAH ARCHIBALD



*Ray Titus CEO*  
UNITED FRANCHISE GROUP  
USA

"1997 was the first time I sold the master licence rights to the Signarama brand outside the US. New Zealand was the perfect choice and has consistently posted the highest average store sales out of all 40 global licences operating."

## HISTORY

Speedy Signs (known in the USA as Signarama) was founded in 1986 with a single store in Farmingdale, New York. In 1987 the first franchise was offered and since then there has been tremendous growth within the franchise. It is now the predominate force in the sign industry globally, building a reputation for exemplary service and high quality products for business.

Founder, Ray Titus, then saw an opportunity in the growing embroidery industry. In April 2000 he opened the first EmbroidMe store in West Palm Beach, Florida, featuring a showroom that combines a wide variety of apparel and promotional items. The business grew continuously over its first year and EmbroidMe now has a strong presence in USA, Canada, Australia and New Zealand.

EmbroidMe has become a brand name people trust for quality branded uniforms and promotional products.

## WHY A FRANCHISE?

- 1) **Higher Success Rate** - When you buy a franchise, you are buying an established concept that has been successful. Statistics show that franchise businesses stand a much better chance of success than starting as an independent business.
- 2) **Help with Start Up and Beyond** - You get a lot of help starting and running your business. Our franchises are, in fact, turnkey operations. When you buy a franchise, you get all the equipment, supplies and instruction or training needed to start the business. You also get ongoing training, and help with management and marketing. Your franchise will also reap the benefit of the parent company's national marketing campaigns.
- 3) **Buying Power** - A franchise will benefit you with the collective buying power of the franchise as the franchisor can negotiate group deals for the benefit of the individual franchises. Inventory and supplies will cost less than if you were running as an independent company.
- 4) **Star Power** - Many well-known franchises have national brand-name recognition. Buying a franchise business can be like buying a business with built-in customers.
- 5) **Profitability** - A franchise business can be very profitable.

## WORK ON YOUR BUSINESS NOT IN IT!

The ultimate goal for a business owner is to transition from "doing" to "leading" the business. For business owners this means stepping back from day-to-day operations and slipping into the role of Manager and business visionary.

Once you put the right people, programs and processes into place your business should be able to function as well as possible without you. In other words, it's an investment... and in the future you will own something that is valuable to someone else and you have the option to sell it. If all you own is a job, don't expect people to line up at your door to buy it.





## ABOUT THE SIGN INDUSTRY

Who hasn't driven down the street, stopped at a store and made a purchase, merely because they saw the sign? Signs are the most integral part of a business's marketing strategy to compete in today's competitive marketplace.

Signs are a sophisticated, powerful marketing tool. They can work for our customers 24 hours a day, 7 days a week, 365 days a year, creating the first impression of their business, telling people who they are, where they are and what they offer.

We don't realise their effect on us, which is one reason why they're so effective. In our highly competitive and media-rich world, an investment in professional sign design is essential. That's why Speedy Signs business owners employ trained designers and sign makers that understand how to get the consumer's attention.

This is one of the reasons why Speedy Signs has the highest rate of client retention and repeat business within the industry.





"In my previous business I worked weekends and didn't get to see much of the family. Since investing in Speedy Signs I've got my family life back, and seen much greater returns too."

**Alex Smith**



"Tracey and I thoroughly enjoyed the conference and have come back all pumped up and ready to go again!"

**Chris & Tracey Cooke**



"When I made the decision to go out on my own, Speedy Signs was an easy choice as I

knew they were professional, had a great reputation, and were the biggest signage group in the country. Purchasing an existing store allowed us to hit the ground running through leveraging existing relationships. From day one we have cash flow and a revenue stream."

**Craig Simmons**

# Speedy Signs

Speedy Signs, New Zealand's largest sign franchise, is part of a successful system of business-to-business franchises under a master licence from United Franchise Group. The award-winning network of sign centres includes 750 locations worldwide – truly making us "where the world goes for signs."

For more than 20 years we have been servicing the business community in New Zealand with quality products and great customer service. Now that we have grown to become the national leader in signage, we still work hard to maintain the localised support and individual attention that made us who we are today.

- Our commitment to quality is unmatched in the industry. We know the importance of brand awareness and the affect it can have on the bottom line. Signage plays an integral part in the recognition of a brand and therefore quality is imperative.

- At Speedy Signs, we believe in going the extra mile to produce more than just quick, standard signage. Each and every Speedy Signs centre offers a complete sign service that you simply cannot get anywhere else. Whether one sign or hundreds, temporary banners or permanent illuminated signs, we are committed to providing an exceptional experience for every customer each and every time.





## THE BRANDED APPAREL AND THE PROMOTIONAL PRODUCTS INDUSTRIES

Thanks to the corporate casual revolution, more and more companies and organisations today favour casual wear over suits and ties. The best way to promote corporate identity is to embellish this casual apparel with a company logo, the most up market form of which is the embroidered logo.

Having its' advanced technology and equipment alongside a showroom full of samples, allows EmbroidMe to stand out in this thriving market. EmbroidMe also provides a complete solution to promoting our customers business through the supply and branding of promotional products, truly making EmbroidMe a one-stop-shop for all our customer's branding needs.

### EVERYBODY IS AN EMBROIDME CUSTOMER!





"EmbroidMe suited us as we are essentially creating an asset, not a

job. When I saw EmbroidMe I liked the size of the company, the success the business has had and the business model EmbroidMe operates."

**Roy & Andrea Callard**



"EmbroidMe's group buying power is providing my business with a real

competitive advantage in our local market."

**Wayne Strong**



"I was very clear that at this stage in my life I wanted to buy a

business, not just a job. I'm sure I've made the right choice too, as everyone at Business Franchise Group has been more than helpful. I can't fault them."

**Philip Whiting**

# EmbroidMe

EmbroidMe is the world's largest branded apparel franchise with close to 300 outlets in 10 countries. Since beginning to franchise in 2001, EmbroidMe have become the world leader in branded clothing and promotional products.

EmbroidMe showrooms feature a large selection of apparel of various sizes, colours and styles from leading apparel manufacturers.

So whether it's outfitting a sports team or a corporate sale for dozens of shirts,

caps and pens, EmbroidMe can fulfil the order in a timely and professional manner.

We sell polo shirts, t-shirts, hi-viz, work wear, hats, caps, sweatshirts, sportswear, uniforms, fleece, jackets, bags, totes, aprons, towels, umbrellas, giftware, and brand them through a variety of methods.

As an EmbroidMe business owner, you will enjoy the savings from mass purchasing power and strong brand awareness.





## TRAINING AND SUPPORT

Our initial training program covers all aspects for operating a successful Speedy Signs & EmbroidMe franchise, from business management to marketing strategies, merchandising systems and technical applications.

There is no prior experience necessary to become a business owner, and you don't need any technical skills. We will help you understand every aspect of your business, from hiring an employee to operating the equipment to marketing and promoting your services to the local business market.

And your training doesn't end there as our support team, our highly esteemed mentors and the wider network of owners are there to help you grow and develop your business.



Mentors



Product Knowledge



Sales & Marketing Training



Operations Training



Ongoing Support





## ONGOING SUPPORT



In-store Training



Regional Meetings



National Conference



## WHAT YOU GET

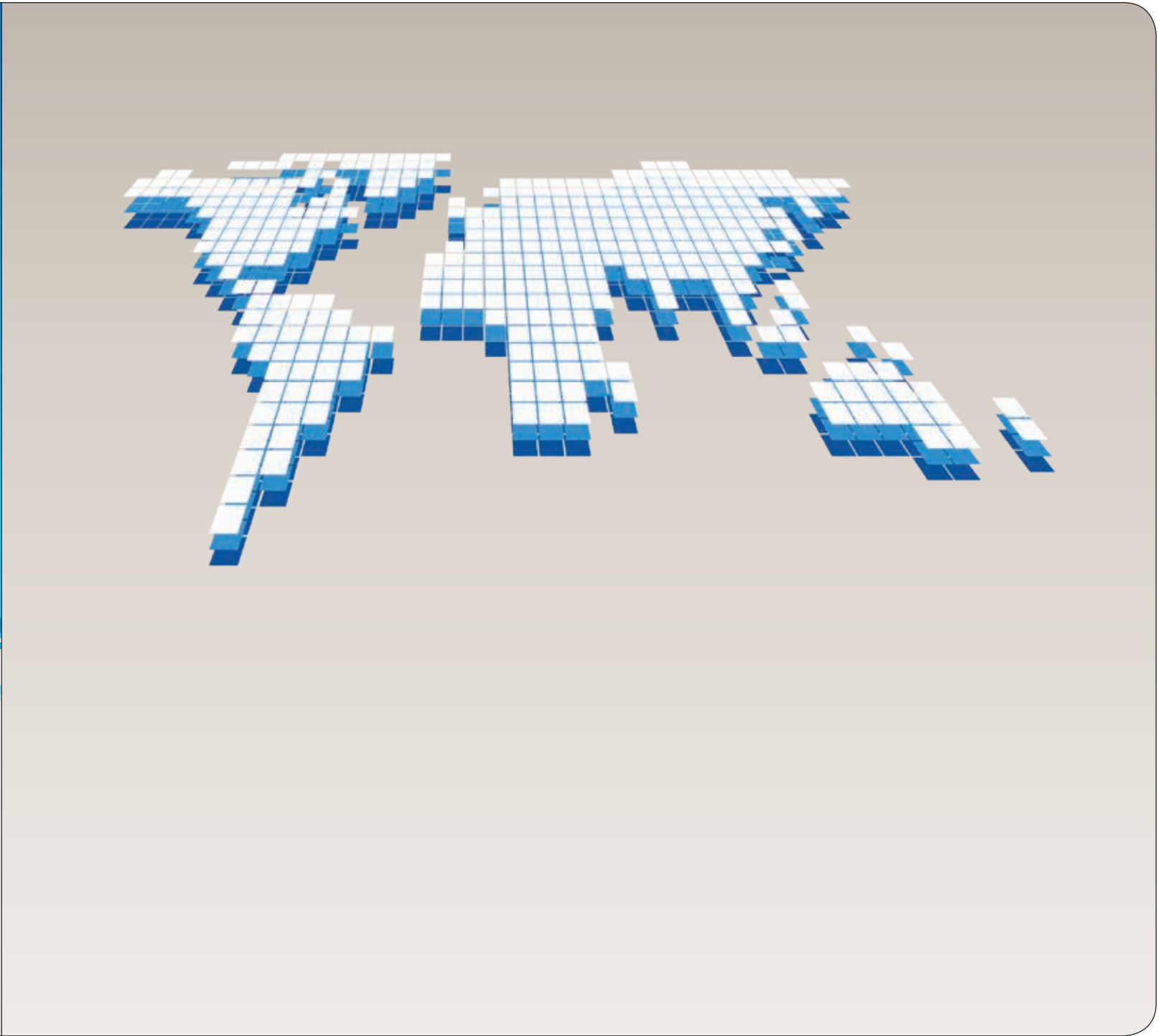
- The right to use the franchise's trademark, logo and system
- An official manual of operations (covering policies, procedures, instruction)
- Assistance with obtaining finance
- Area demographics & assistance with selection of location & negotiation of lease
- Complete store fitout including building work, carpet, painting, electrical etc
- Comprehensive initial training program
- Direct marketing programs and sales support
- Group advertising programs and internet marketing
- Mass purchasing power
- Private intranet
- Mentor program
- Continued research and development in industry
- Regular newsletters and updates
- National conference
- Ongoing guidance from NZ based support office



## YOUR NEXT STEP

We encourage you to book an appointment with our Franchise Development Manager, Sarah Archibald, and at this meeting you will have an opportunity to visit an established Speedy Signs and/or EmbroidMe location. Seeing the business in action and talking to some existing owners is the best way to understand how our franchise model works and very importantly, to find out whether this business is a good fit for you.







## OUR NATIONWIDE NETWORK



### Speedy Signs *EmbroidMe*

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Westpac New Zealand  
Franchise Awards 2018  
Supreme Franchisee of the Year

