

BUSINESS

Franchise

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AUSTRALIA AND NEW ZEALAND

THE MAGAZINE FOR FRANCHISEES

PACK SEND



**EXAMINING
THE FRANCHISOR**

**HANDLING
CASH FLOW**

**LOCATION
UNDERSTANDING THE
RIGHT SITE SELECTION**

**FEATURED FAST FOOD/
TAKEAWAY FRANCHISE'S**

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TRIOS EXPANDS THEIR MENU SELECTION



Trios is rapidly expanding overseas and they have tailored their menu choices to suit, however their traditional Australian customers have not been left out of the process and new menu items and store designs are being introduced.

Two franchises have been established in the Middle East and another 10 to 15 are planned. Market research prior to the move resulted in an increase in the spice levels in some sauces for the Arabic market but the research has resulted in changes for Australia too.

"We have enhanced our signage, invested more money in product development, increased our menu range to include both toasted and grilled wraps, and improved the overall store layout," said managing director, David Elia.

"There are also plans to change the structure of the business by developing stand alone store formats that offer more opportunities to also target the breakfast and dinner market. We anticipate the changes to lift sales levels in the stores by 15-20 percent."

Master franchises for China and the US are expected to be announced soon.

PACK & SEND WINS FRANCHISOR OF THE YEAR 2007

Pack & Send was named Franchisor of the Year in the 2007 PricewaterhouseCoopers Excellence in Franchising Awards.

There were three category winners with Pack & Send winning the Retail Franchisor of the Year 2007 category before taking out the overall award. Quest Serviced Apartments was named Service Franchisor of the Year 2007 and Gloria Jean's Coffees was named Food Franchisor of the Year 2007.

Pack & Send offers convenient and personalised solutions when sending any item, anywhere. Founded by CEO Michael Paul in 1993, the franchised business services consumers, ebay buyers and sellers, tourists and backpackers, small businesses and major organisations including Qantas, Telstra and BHP.

Since its first day of business when their only sale was for a \$2.90 cardboard box, Pack & Send has become a national retail network with over 80 franchised retail outlets generating over \$24 million and with annual growth rates in excess of 20%.



SUCCESS HAS NO LIMITS AT PACK & SEND

Imagine: It's 10.00am and your boss tells you from your Sydney office that you have to arrange – at all costs – the delivery of a fragile ornament to a TV studio in Perth...by 5.00pm...today! You ring one courier company after the other, only to hear that the job is impossible.

You then come across your local Pack & Send store and the response is, "Of course, we can do that". What you don't know is that the Pack & Send manager is a franchisee, with a reputation for going the extra mile...and today this franchisee, Kym James from Sydney's Liverpool store, is prepared to go a few more than usual.

With the assistance of other Pack & Send stores, she collects the precious cargo, rushes to the airport and personally flies across Australia to Perth, finally hailing a taxi at the home stretch to get the goods there by 4.58pm!

To celebrate its recent win of the prestigious PriceWaterhouseCoopers Franchisor of the Year Award, Pack & Send published a book called No Limits – True stories about going the extra mile. The book showcases just a small

sample of the legendary customer service stories that occur at Pack & Send on an almost daily basis.

According to Michael Paul, "Pack & Send is unique because we provide a packaging service and handle freight through a network of retail stores. But what really gives us the edge is the team of people behind our brand: our franchisees – trained professional owner-operators who have enthusiastically embraced our 'no limits' culture with a commitment to 'going the extra mile' for their customers".

No Limits gives a fascinating insight into the company's success and how motivated people give real meaning to a brand. It highlights how individual Pack & Send franchisees work closely together as a team (a service known as Store Connect) and can turn a customers' seemingly

impossible job into a hassle-free customer service experience.

Turning a collection of individuals into a world-class team is the dream of every business, and this book demonstrates how Pack & Send has turned that dream into a reality. In the words of Michael Paul: "There are really 'No Limits' to the success that can be achieved when you have a motivated team totally focused on the customer".

No Limits is a fascinating read for anyone who wants to be inspired by how ordinary people committed to a common vision and teamwork can achieve extraordinary feats of customer service. ❖

Free copies are available by visiting www.packsend.com.au/nolimits

