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Michael Paul, Pack & Send's founder, and Mike Ryan, who is bringing the concept to the UK



Pack & Send **arrives in the UK**

BECOME PART OF A GLOBAL BRAND BY OWNING AND OPERATING A PACK & SEND STORE

The first Pack & Send store opened in Parramatta in 1993 and has grown to become the number one operator in the retail packaging and freight forwarding market and is well on its way to becoming a global brand in a truly global market. It is a fact that every moment of every day there is something that was packed and sent by a Pack & Send store owner being moved somewhere on the planet.

Pack & Send is being brought to the UK by ex-First Choice Holidays and Betterware chief Mike Ryan, who has 25 years of retailing and leisure experience. Ryan and his co-investors have put together a first-class team and spent over 12 months investigating the opportunity before signing the deal with Michael Paul, the company's founder, earlier this year.

"We completed extensive due diligence on Pack & Send and the market and were bowled over by the sheer professionalism of the business, the no-limits culture of the team and the scale of opportunity it presents," says Ryan. "We travelled

over 120,000 miles in our evaluation of it - that's five circumnavigations of the world - and couldn't find anything that comes anywhere close to offering what Pack & Send offers."

GROWING BUSINESS

The business has grown as a result of a number of global trends influencing the market.

The major freight carriers have built global operations geared to handling high volume (but low margin) business and have sophisticated and

time-sensitive processes to enable this. The flexibility, retail infrastructure and geographical reach of Pack & Send provide them with an operationally and economically efficient method of building lower volume, higher margin business within the SoHo, small business and household markets.

The small office, home office (SoHo) marketplace represents 90 per cent of businesses within the UK and is forecast to grow steadily over the next 20 years as a result of changing employment trends, increased access to technology and increased focus on work/life balance.

Pack & Send's UK general manager, Tony Fowles, who joined Pack & Send from Safestore plc, went on to explain: "The four million businesses that fall into this category are all potential Pack & Send customers as Pack & Send provides the flexibility, accessibility and high service levels that these customers require. Increasing cost pressure on small/medium-sized businesses is fuelling the trend for them





outsourcing their pack and despatch departments, providing a further revenue source that the flexibility of Pack & Send can handle."

The growth in online auction sites such as eBay represents another segment of the low-volume, low-frequency user of freight services that Pack & Send are perfectly positioned to service. "The statistics for eBay in the UK are staggering," enthuses Ryan. "It has just reached its 15millionth customer and has 10million items for sale on the site at any one time. It accounts for 10 per cent of all the time the UK population spend on the internet. With our specialist ability to handle fragile, large, awkward and valuable items we are the ideal solution for eBay sellers - particularly for art and antiques, models, car parts, electronics and furniture."

Increasing trends in cross-border labour movements means that 8.3 per cent of the UK population were born abroad. "These are all potential Pack & Send customers," Fowles says, "as Pack & Send offers these customers the ability to easily and cost-effectively send unneeded possessions, gifts or other items to relatives back home. And we shouldn't forget the 2.9million UK nationals who live abroad either."

THE PACK & SEND BUSINESS

Pack & Send offers a complete range of freight, courier, postal, part removal and comprehensive packaging services through a network of retail

outlets. Pack & Send stores specialise in sending items that are fragile (laptops, computer servers and glassware), large (trade show equipment and office relocations), awkward (architectural models, chandeliers and statues) and valuable (artworks, antiques and collectables).

For example, in 2007 Pack & Send packed and sent thousands of computer monitors, servers, and laptops and counts Fuji Xerox and Cisco Systems as valuable clients. Also that year Pack & Send professionally packed and delivered artwork and antiques valued at over \$20million worldwide. Pack & Send counts Sotheby's as one of its customers.

Last year Pack & Send packed, sent and returned to travellers over 2,000 mobile phones, laptop computers and documents that had been left on aircraft and counts Qantas as one of its customers. Famous stars of stage and screen from Bruce Willis to Rolf Harris have also used Pack & Send to pack and send items home.

"It's our no-limits culture that allows us to engage with customers such as Qantas or Sotheby's," Fowles says. "Nothing is too hard. We create raving fans by helping our customers achieve results well above their expectations, and these legendary levels of service create lasting relationships. There really are no limits to the range of solutions we are able to offer our customers."

There are examples of this no-limits culture everywhere you look within Pack & Send - like the store owner who flew to Singapore for two hours just to ensure that his customer's valuable and fragile consignment was properly packaged.

PACK & SEND SERVICES THREE MARKETS:

- Business (SoHo, SME, corporate) - who demand convenient, flexible solutions to increase their operational efficiencies and provide world-class service to their clients.
- Consumers (tourists, householders) - who demand more convenient and personalised services for sending personal effects, excess baggage and important messages.
- Freight industry - who leverage off Pack & Send's retail network to capture customers they otherwise would not be able to service.

With the UK's largest network of freight services at its disposal, nothing is too hard. Pack & Send's solutions include local, domestic and international courier; air, sea and road freight; sameday, overnight and point to point deliveries; unaccompanied/excess



We Send Anything, Anywhere!



baggage; furniture removals and hi-tech transport; and pet and vehicle transport.

"In effect we are a solutions business," explained Paul Jago, head of franchise development. "We provide flexible, high service solutions to our customers' freight and packaging requirements. We would be delighted to talk to individuals who share our passion and enthusiasm for Pack & Send and who are excited about being part of the development of a global brand and owning and operating a Pack & Send store. We are particularly interested in talking to people who have solid experience in customer service, retail or hospitality and leisure. You've got to be a people's person in this business."

"In terms of investment required," Jago explains, "it is unlikely that becoming a Pack & Send store owner is a possibility to anyone without access to a minimum of £100,000. Clearly some of that could be financed, but it will take that amount to get the store open and trade the business through its first year." **MM**

FOR MORE INFORMATION

- If you would like to learn more about becoming part of the Pack & Send story in the UK call Mike, Paul or Tony on **0118 952 6938** or email admin@packsend.co.uk

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