

## franchising

# Celebrating 20 years of continuous growth

PACK & SEND – THE PROVEN BUSINESS OPPORTUNITY WITH EARLY ADOPTER BENEFITS

**A**s PACK & SEND are still fairly new to the UK, investors looking for business opportunities in this country may be surprised by the history and pedigree of their well proven trading model.

2013 actually marks the 20th anniversary of the launch of PACK & SEND in Sydney, Australia and the milestones hit since 1993 reflect the success of a business that is in a very interesting market place:

- Almost 130 stores trading in three countries
- 20 years of continuous growth
- The creation of a new trading brand with increasing global recognition
- No direct competitors
- No store failures.... ever
- Over \$100 million of goods shipped across the world

PACK & SEND in the UK is sharing in this success too and stores in this country have seen:

- like for like sales double
- average gross margins of 73% .... and still growing
- transaction values that are ten-fold the average for the logistics industry
- 1/3rd of UK customers using their services on a repeat basis
- growing demand for their services being driven by increasing globalisation eg growing international internet trading and foreign travel for business and pleasure

### NO BETTER TIME TO JOIN PACK & SEND

With their long-standing trading history, commercial track record and growing market momentum, PACK & SEND combines the early adopter benefits of a start-up opportunity with the confidence of a proven business model.

The availability of attractive territory opportunities across the UK and a drive to grow the store network means that the business already demands the attention of serious investors and entrepreneurs; and now there has never been a better time to join the PACK & SEND team with the launch of an innovative Bursary Scheme providing up to £20,000 of financial assistance for high quality candidates who are ready to commit to the business quickly. See separate panel on the next page for more details.

### GREAT BUSINESS – GREAT FUN

PACK & SEND are a packing and shipping solutions provider, and whilst they are a retail-based business, their customers can be individuals, traders, or small and large businesses – indeed, they have worked for many blue-chip brands including Qantas, Microsoft, Cable & Wireless, Coca Cola and even the United Nations.

Owners say that running a PACK & SEND store means that there is no such thing as a typical day! As every store promises that 'We Send Anything,



PACK & SEND's packing expertise is unequalled

Anywhere!, it is no surprise that their customers are continually testing them with ever stranger items to ship, or odd locations to reach; but they are proud to say that they have yet to fail to meet a challenge set.

### HIGH QUALITY SERVICE - CUSTOMER DELIGHT

The PACK & SEND proposition is designed to deal with exactly these kinds of jobs. The wide variety of high quality packing solutions that their stores are trained to use – from reinforced cardboard to injection moulded foam and wooden crates – means that they really can ‘send anything, anywhere’ and know that it will arrive safely.

### THE PACK & SEND BUSINESS

PACK & SEND is a unique business proposition and has genuine USPs to underpin their franchise model:

- Specialists in packing items for safe shipment – regardless of how large or fragile they are
- The widest range of shipping options to ensure that they can offer a choice of cost-effective solutions that meet virtually any deadline or budget
- Comprehensive loss and damage cover that protects a customer’s shipment – no matter what the value

PACK & SEND customer enquiries come from store walk-ins and phone calls, local marketing activity, website requests routed to store inboxes and direct contact with local businesses. There is also regular repeat work from existing customers and referrals from their freight and shipping partners.

Every PACK & SEND store prides itself on delivering the highest levels of customer service and their end-to-end ownership of collection, packing and final delivery, anywhere in the world, makes them uniquely easy to do business with.

### WE SEND ANYTHING, ANYWHERE

At PACK & SEND, their stores can ship anything, however they specialise in handling items that are:

- Fragile – Laptops, electronic equipment and glassware and china
- Large – Trade show equipment, car parts and musical instruments
- Awkward – Architectural models, chandeliers and statues
- Valuable – Artwork, antiques, timepieces and collectables

‘If you have a fragile, large, awkward or valuable item for shipping’, explains Mike Ryan, UK CEO, ‘then there are very few options available other than investing time and money in personally accompanying the item from door to door – and this is rarely practical or cost-effective. PACK & SEND can resolve the issue at a fraction of the cost, and with the care and attention that you would give the goods if you were transporting them yourself.’

‘Our customers treasure the items that we send for them and want to know that they receive the highest levels of care. PACK & SEND’s packing expertise, combined with our unequalled Gold Cover unlimited value loss or damage protection, gives the unique peace of mind for individuals or businesses of all sizes.’

PACK & SEND addresses many niche markets and creates a totally new market at the same time. ‘At its simplest, we offer an easy-to-use postal service with a friendly face,’ says Ryan, ‘but if you have just bought a hard top for your sports car on eBay that needs collecting, securely packing and shipping to the US – as one of our customers recently did – then we are unique. Who else is there for you to call?’



PACK & SEND Bristol Central

With car parts being listed for sale on eBay every 10 seconds, that’s a big niche.’

The PACK & SEND proposition is also perfect for businesses:

- Distribute fragile, electrically sensitive or time critical IT equipment between sites or to remote users.
- Facilitate exhibitions, conferences or demonstration events.
- Safely deliver essential parts, samples, proofs or prototypes anywhere.
- Manage high-end office moves.
- Deliver personal items to fulfill probate obligations for lawyers and solicitors handling clients’ wills.

### WHY CHOOSE A PACK & SEND FRANCHISE?

PACK & SEND Franchisees benefit from:

- High gross profit margins
- Rapidly cash generative business model
- Proven business results – our first UK store showed net profits in Year 1!
- Distinctive identity that stands out on the High St and is increasingly being established as a global brand.
- High value franchisee support services - initial training is intensive; including at least four weeks hands-on work before launch and comprehensive in-store support after it. We will



Life-size steel sculpture of baby elephant being prepared for shipping to Cyprus

even work in your store with you for the first weeks of trading to help you build a rewarding and successful business!

- Regular customer web leads directly into your email inbox
- Low staffing levels and B2B trading hours
- Low levels of non-perishable stock
- BFA membership
- Franchisees that actually ENJOY what they do

PACK & SEND requires a target investment of around £100-120K which is estimated to get your store to break even and hence self-financing from then on. They have relationships with several High Street banks and can provide detailed advice on market assessments and business planning. **MM**

### PACK & SEND FRANCHISE BURSARY SCHEME

As PACK & SEND has grown in the UK the board and shareholders have been looking at ways in which they can provide a level of financial assistance to high calibre individuals who have the desire and skills to own and operate a PACK & SEND store and are ready to move quickly, but perhaps don’t quite have the required liquid capital. The result of this is the PACK & SEND bursary scheme.

The scheme is in place to provide a minimum of £10,000 and up to £20,000 of interest free financial assistance towards the setup of their store. This assistance is in addition to the 50% of funding that our banking partners will typically provide and, therefore, can reduce the liquid capital requirement of opening a PACK & SEND store to as little as £30,000. There are a number of qualifying criteria and the level of assistance is decided on a case by case basis.

### FOR MORE INFORMATION

- Call Mike Ryan, Graeme Rhodes or Tony Fowles on **0118 958 4628** to discuss how PACK & SEND could be the opportunity you are looking for, or email [franchises@packsend.co.uk](mailto:franchises@packsend.co.uk) with your contact details. More information is available at [www.packsend.co.uk](http://www.packsend.co.uk).

More Info - [www.makingmoney.co.uk/r/4632](http://www.makingmoney.co.uk/r/4632)