

# Effective Office Solutions Franchise Opportunity

## Information Kit



**Effective  
Office Solutions**  
Automation & Technology

# Why Effective Office Solutions?

Effective Office Solutions (EOS) specialise in servicing, repairing, and maintaining Toshiba photocopiers and multi-function devices. Our nation-wide business offers top quality technical support for business equipment, and the service we provide allows small to medium businesses to operate in the most cost-effective manner and avoid restrictive, expensive lock-in contracts, typical of brand-name manufacturers.

The service we provide allows small to medium businesses to operate in the most cost-effective manner, which is essential to their survival. Rapidly expanding through word of mouth, Effective Office Solutions has grown across several states in Australia, and demand for our service technicians is currently very high.

To meet the needs of hundreds of thousands of Australian small businesses, we solve the problem for small to medium businesses of installing vital office equipment without spending top dollar to keep it functioning properly.

With this principle at the heart of our business, we ensure our clients' business survival and our own.

As highly experienced specialists in our field, we are able to focus on one brand – Toshiba – regarded as the most durable and user-friendly business equipment, as well as providing expertise, knowledge, and skills that are normally only found in multinational corporations.



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***Effective Office Solutions provides big-business results and capability for small-business affordability.***



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# Our Story

Co-Founders, William and Julie have had a long 28+ year career in the photocopier and printing sales and repair industry. Their skill set has evolved alongside the continual technology evolutions of the humble photocopier/printer and today is regarded as one of Australia's leading independent specialists in Toshiba photocopiers.

Julie is the driving force within the business and taking charge of the administrative and management. Julie brings over 20 years business experience to the company. Her vision around how EOS supports small business is what has led to the success and growth in the last 4 years.

Family owned and operated and combining over 50 years of business and technical expertise to support technicians, customers, and the wider business community, we pride ourselves on performance, professionalism, and people.

Throughout their careers, the co-founders have seen first-hand the affect that industry-typical leasing contracts and service agreements have had on smaller business. Generally speaking, most of the businesses catering to this industry are focused on large business, and have a price tag to match.

They knew there was a better way of doing things to keep costs down and to make things more flexible to suit different business requirements. And so Effective Office Solutions was born.

Effective Office Solutions began in a small garage in the southern suburbs of Brisbane. Expanding shortly thereafter into a commercial premise, we supported business customers from Noosa (Qld) to Nunderi (NSW) and out west to Toowoomba. Within two years we opened our Victoria-based operations and began expanding across the Greater Melbourne Region. Currently we also have customer requests for expansion to South Australia and Sydney. This expansion is planned for 2018.

Our mission is to support office automation with multi-function printing and photocopying devices for young, growing business, by providing cost effective alternatives to equipment purchase. It's all about making workplaces easier, more efficient and less stressful.

It sounds cliché but Effective Office Solutions have built a strong reputation on old-fashioned customer service– honesty, trust and reliability are the hallmarks of all client relationships. Our technicians are known to go above and beyond to make sure our clients have minimal down-time with their devices, and can get back to running their business without the added burden of excessive, inflexible equipment overheads.

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## Some of the businesses we help:

Effective Office Solutions typically provide services to Business to Business (B2B) and Business to Customer (B2C) customers. Our primary markets are as follows:

Asset Management

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Builders and Trades

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Child Care Centers

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Civil Construction Businesses

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General Office Administration

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Home Based Businesses

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Industrial and Manufacturing Offices

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Law Offices

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Managed or Serviced Offices

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Professional Services

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Real Estate Agents

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Small Offices

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### 30-50%

The business has grown consistently at 30-50% increase year on year for the last 4 years

### Expanding market

Refurbished machines market is expanding where the larger manufacturers of multinational brands are struggling to meet sales targets and have contracting budgets.

# The Problem

In Australia, the businesses are demanding lower prices, flexible service support, and cost effective business equipment that allows small businesses to remain in business for many years to come.

Our founder, Julie, has experienced the industry-typical leasing contracts and service agreements that are sold to smaller business, locking them into equipment for long terms and holding them to ransom with expensive plans and inflexible service and maintenance overheads. Generally speaking, most of the businesses catering to this industry are focussed on large business, and have a price tag to match.

As such, solutions offered by large corporations are draining the profits for many businesses—profits that could be put to better use or secure growth in many businesses. In some cases, it could have saved the life of many viable companies going through hard times!

There is a significant gap in the market for businesses such as Effective Office Solutions, to meet this need. We quickly grew our reputation by helping small to medium businesses cut costs, be more efficient, reduce overheads and bring reliability, productivity and exceptional customer service back into the conversation.

We are passionate about other people's success – most importantly our technicians' success. We want our technicians to see value in their skills, earn a fabulous income, have the flexibility they desire to ensure a balanced lifestyle, and have more opportunities to go further in their career. Our business model has been designed specifically to enable this to happen.

Our potential client base is so large that we have barely scratched the surface, and yet we are currently over-capacity with jobs – with new customers joining us daily across the country.

**No competitor provides ONLY Toshiba servicing, and specialised Toshiba trained service technicians.** This presents a big opportunity for us to further establish our strong reputation as industry-leading experts in this brand.

For Effective Office Solutions to grow, we will need to provide enough localised technicians to service hundreds of thousands of businesses. We are excited and optimistic about the scalability of our company and the possibilities are endless for those joining our growing workforce at this stage of our growth.

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## The Opportunity

Effective Office Solutions (EOS) offers in house Service Agreements for peace of mind and cost effectiveness. Whether businesses need to buy refurbished machines, repair and maintain existing machines or get advice on how to get the best from their photocopier, we can help.

We are seeking Franchisees to help grow the business through Territory allocation of Small Business Units (SBU's) into the QLD and VIC markets.

Technical Tradespeople with business equipment repair experience are ideally sought to locate and service customers within their localised geographical regions with consistent and cohesive EOS business practices.

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***Effective Office Solutions is opening up territories for purchase around the nation. Currently Small Business Units (SBUs) are available in both Queensland and Victoria.***

# Ideal Licensee Candidates

- A technician or technically-minded person with high diagnosis and analytical skills who wants to grow their opportunities and expand beyond the 9-5 “job” mentality, marketable, confident, entrepreneurial, desire to succeed and with some business acumen.
- Displays good common sense and analytical thinking skills
- Possesses a thirst for knowledge and who seeks to take ownership of the roles and responsibilities that customer service plays in the ongoing B2B relationship between service technician and customer.
- Displays excellent people and communication skills, accepting of diversity and displays a high degree of common sense.
- Proud sense of achievement within themselves, self-motivated, committed and takes pride in their work. Willing to accept instruction, able to receive and retain information, offers contribution for the benefit of the brand, group and other colleagues.
- Ability to work independently but also part of a team – punctual and reliable.
- Acute awareness of the importance of customer relations to themselves and the company / brand they represent.
- Able to work under pressure, think on your feet, demonstrate good problem solving skills and initiative.
- Hold a current Driver’s licence (P-Platers welcome)
- Physically fit and able to assist with lifting, moving and relocating heavy machines



***“A lucrative lifestyle career allowing you to focus on the technical work, with full support in the backend business processes”***

—Jay Schrodter, Schrodter Imaging

***“We’ve experienced a 50% growth in the last year”***

—Julie, owner

***“This really is a rare opportunity to work your own hours, from home, and still generate a substantial income to ensure the security of my family and ideal lifestyle. I couldn’t be happier with the decision to join Effective Office Solutions.”***

—Will, Territory Owner (Qld)

***“A really forward-thinking and resourceful company”***

—Jordan, Technical Assistant



# Areas Available\*

Opportunities are available now. We are offering territories across Queensland and Victorian regional hubs. Currently we also have customer requests for expansion to South Australia and Sydney, and this expansion is scheduled for 2018.

## Queensland Territories

**Brisbane North** (Albion – Sandgate)

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**Brisbane Inner City North** (Brisbane CBD – Albion / Ashgrove)

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**Brisbane East** (West End – Wynnum)

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**Brisbane South** (Tarragindi – Beenleigh)

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**Brisbane West** (Indooroopilly – Ipswich)

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**Gold Coast** (Upper Coomera – Ballina)

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**Sunshine Coast** (North Lakes – Noosa)

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\*Territories are an indication only and may vary depending on capacity and serviceability.

## Victoria Territories

**Inner Melbourne** (South Melbourne – North Melbourne)

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**Far Northern Suburbs** (Thomastown – Preston)

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**North East Melbourne** (Templestowe)

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**North West Melbourne** (St Albans)

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**East Melbourne** (Hawthorne – Deepdene)

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**South East Melbourne** (Mt Waverly – Moorabin)

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**Regional Melbourne East** (Rowville – Narre Warren)

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**Peninsular Melbourne** (Frankston – Mornington Peninsular)

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**West Melbourne** (Werribee – Hoppers Crossing and Geelong)

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# Examples

## Ratios

Areas that provide current income are established such that:

- A. 1 technician for every 200–300 customers (based upon previous figures where 1 technician serviced North and South Brisbane).
- B. Ability for 300 - 350 customer base enables the SBU to provide income of estimated \$3,000 per week in sales.\*

## Financial Estimates

From income derived in each area, the technician is entitled to 70% of GP (after cost of parts wholesale). 30% of the total sales is for administration, invoicing, job scheduling, training, tech support, marketing and promotions as well as other related sundries.

### PAYG Role Within Toshiba or Other Large Company

- 38 hour week for technician in normal employee role = \$55,000 per annum or \$1,057.70 per week gross or \$855.00 per week NETT
- Plus vehicle + Plus Superannuation

### SBU Labour^

- 5 days per week @ 4 jobs per day = 20 jobs per week averaging 1 hour – 1.5 hours each
- 30 hours per week labor @ \$130 per hour chargeable rate = \$3,900 per week
- \$3,900 @ 70% to the technician = \$2,730.00 (labor only) per week
- That is a whopping \$141,000.00\* per year income

### SBU Parts^

- Parts are extra ways to make profit for the technician's time and expertise
- Sale price – cost for replacements = Gross Profit \* 70% = Nett Profit to the technician

### Example^

Process Unit sold at \$440.00 to the customer (NOTE - GST \$40 included)

- Full Colour copiers use 4 process units in each machine
- Consumables \$110 for drum and blade
- Gross Profit = \$330.00
- Calculate = 70% for the technicians NETT PROFIT

That equals \$231.00 in the hand per process unit \*^

^Figures are based on estimations only and are not guaranteed as income for the licensee.  
 \*Based on estimations of expected income based around 38 hour week and 4 independent jobs per day completed successfully



# Our Customer

The EOS Typical Customer is a small to medium business that has printing requirements, but is not willing to outlay extensive amounts on brand new machines or sign a 5 year contract with a print count costs involving minimum maintenance costs.

- Budget conscious
- Needing full colour A3 and A4 double sided printing and scanning with network capabilities for the office
- Typically work on a break/fix type of service support and are happy with an occasional service call or toner purchase
- See the equipment as necessary purchase to operate
- Not willing to pay ongoing fees under service agreement
- Low print outputs or mainly scanning required
- Few office staff 1 – 8 people
- Hard working, not showy, normally down to earth people with good ethical principles
- Appreciate support and assistance with their business equipment
- Generally not highly tech savvy
- Generally don't have specified IT company on standby
- Generally generating between \$200K – \$2 million turnover
- Time poor that require durable printers that are easy to use.

## Target Market

- A. Our ideal customer is a **business owner that is already established** for a couple of years, that can afford to invest \$2,000 to \$3,000 on a refurbished machine, happy to pay for ongoing support and servicing, generally busy with 2–6 staff. Comfortable with second hand machines that come with warranty.
- B. **Small / Medium Business owners** that have tried to get by with the small desktop ink jets and realise the costs of consumables, having compared with the commercial machines – therefore they recognise the value and cost savings with EOS.
- C. Businesses that have been **established for 5 - 10 years**, having been under contract with the larger OEM's Original Equipment Manufacturers and understand the expense that is incurred, and are seeking more cost effective alternatives to Service Agreements and Cost per Copy outlays.
- D. **Needs for general office printing machines** that can network for all users, understanding that good print quality is important.

# Solutions We Offer

Our technicians provide all the same services as the large corporations.

## Our Services

Repairs, breakdowns and routine maintenance call-outs

On and off-site technical advice

Internal cleaning

First service call free for new customers

Computer network printing / scanning setup

Remote login assistance

Toner sales

Refurbished printer and photocopier sales and leasing

New and used parts and components

Office machine requirements assessment

Trade consultancy

Emergency call-outs

Telephone and email support

Print drivers and operator manuals

User training and video instruction guides

## We Specialise in Toshiba

We specialise in one brand (Toshiba) — primarily because they have the easiest and most cost effective Service System compared with most other photocopier brands. We pick only the best of the best when it comes to office multifunction devices and printers.

Combining a keen focus on providing excellent customer service and employing and training skillful technicians, we offer prompt and efficient on-site repairs, opportunities for sales, and, most importantly, peace of mind to all our customers. Our products and services are all backed by our excellent warranty.



***Effective Office Solutions has grown to become a national brand, simply by word of mouth. The demand for our service is so high that even without advertising we have expanded across several states already and customers are banging down the door to have our help in their office.***

# Training & Support Provided

If you have the desire to own your own business – but have always been ‘just a tech’ – then we would love the opportunity to share our success with you. Our comprehensive support services will allow you to keep doing what you love and enjoy the perks of running your own business, but leave the majority of the time-consuming and tedious administration to us!

## Full Training Provided

Full training is required for licensees who have NOT had five years minimum in Toshiba Technical Training on MFPs Multi-Function Printers or MFD's = Multi-Function Devices as specialists. Includes four months combined business training / workshop and on-the-job, post-training support, and full business training.



We find that the most productive time for the technician on-site is when he or she is focused on diagnosis, trouble-shooting, fixing, and repairing the machine.

Our job management system, GeoOp, allows for greater efficiency and communication between the field technician and the office coordinator – so you will always be connected to support when you need it.



## Support Services Provided

Effective Office Solutions provides all of the back-of-house support that will enable the technician to maximise efficiency and productiveness while still earning the majority of the profit. We want to share with you the secret to business success.

- Office administration support and paperwork
- Incoming service calls enquiries
- Job scheduling and management
- Invoicing and payment processing
- Payment plan management and direct debit facility
- Customer service follow-ups
- General basic technical enquiries and support to relieve unnecessary burdens from the technician in the field.

# Marketing Strategies

## Marketing Support

A percentage of the Administration costs payable by the Franchisee will be allocated to building awareness, brand image and customer relationships, as well as lead generation. Following are some of the ways we support our Franchisees by building the brand awareness, generating leads and promoting business in each territory.

- Ongoing public relations
- Digital marketing strategies
- Implementation of indirect and direct forms of advertising
- Corporate sponsored signage
- Mobile advertising
- Sponsorships
- Expos and trade relations
- Other forms of marketing that comprise of enterprising business relations.

## Local Area Marketing

Each Franchisee is encouraged, and have the opportunity, to engage in their own marketing and promotional efforts to grow their business within their own territory. Following are some of the ways you may choose to add-value to your business through promotion:

- **Relationships** – Relationship building within the territory / area that you have been allocated.
- **Networking** – Attending networking functions which connect you to your target customers.
- **Referral Marketing** – Word of mouth referrals for building customer base will be the responsibility of the licensee and with the discretion of the Licensor will remain as ongoing clients of Effective Office Solutions.
- **Targeted Prospecting** – Connecting with potential customers you believe would be a good fit for Effective Office Solutions services.
- **Local Area Marketing** – Direct mail letterbox drops and promotions distributed to the commercial precinct of your territory.

Please note: A licensee may not actively market themselves within another licensee's territory. All costs associated with local area marketing are the responsibility of the Licensee.

Effective Office Solutions has traditionally offered a **Free First Service Call** (Labour only) to all new customers as a way to generate leads and build the relationships between technician and customer. Parts are rechargeable, however the first hour of labour is regarded as Free.

Licensees will be expected to support this marketing strategy as part of the ongoing support to customer relations.

Current advertising channels have included Gumtree and eBay (photocopier sales) and Free First Service Call promotions.

# Marketing Strategies (cont.)

## Branding and Awareness

Our reputation is everything and we are proud of who we are and how we can help so many small and medium businesses. As a result, we also take pride in our team and when we approve a Technician to become a Licensee, we choose the right attitude to proudly wear the Effective Office Solutions Uniform.

We encourage all Technicians to take full responsibility and uphold the EOS brand image at all times in relation to professional presentation in all actions, behaviors and conduct becoming to the brand in alignment with our Company Charter.



## Strategic Alliances

We regularly receive leads through their channels for Toshiba clients, and EOS has been chosen specifically due to our highly skilled Technicians. We encourage our Licensees to value and respect the strong strategic alliance relationships that we form with other suppliers.

Our reputation is paramount in being trustworthy and approachable for a collaborative effort. We ensure that our alliances' customer relationships are protected, by respecting the boundaries to not convert, dissuade or engage in conversation other than to represent our suppliers brand image to the best of our ability. This ensures ongoing relations with our suppliers and a confident stream of work that flows as a result so are motivated to ensure a sustainable partnership with these companies for the long-term.



# The Skills You Need

We recognise our network is only as strong and successful as our technicians, so selecting the right people is an important part of our business.

Our technicians need to have a sense of achievement within themselves and take pride in their work. They should be willing to accept instruction but still have initiative, able to receive and retain information, and offer contribution for the benefit of the brand, group, and other colleagues.

They must be acutely aware of the importance of customer relations to themselves and the brand they represent.

**If you think you have what we're looking for, we would love to hear from you!**

## Experience Required

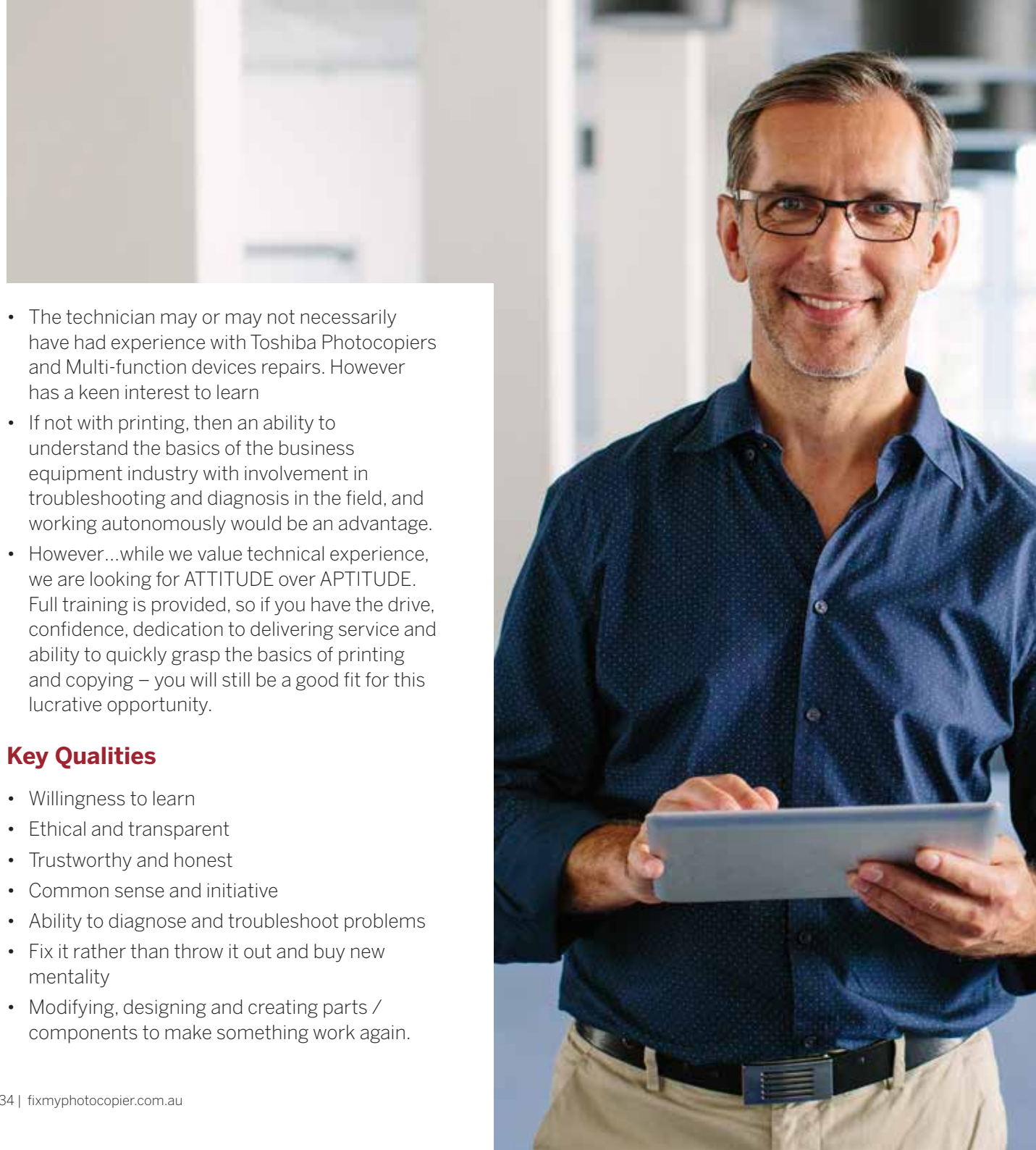
We are looking for technically minded people with a history of equipment repair or field service work, or working within a mechanical or electronics field.

We can provide full training for the right person, someone who can think on their feet and has a thirst for interesting and challenging technical components of the printing industry.

- The technician may or may not necessarily have had experience with Toshiba Photocopiers and Multi-function devices repairs. However has a keen interest to learn
- If not with printing, then an ability to understand the basics of the business equipment industry with involvement in troubleshooting and diagnosis in the field, and working autonomously would be an advantage.
- However...while we value technical experience, we are looking for ATTITUDE over APTITUDE. Full training is provided, so if you have the drive, confidence, dedication to delivering service and ability to quickly grasp the basics of printing and copying – you will still be a good fit for this lucrative opportunity.

## Key Qualities

- Willingness to learn
- Ethical and transparent
- Trustworthy and honest
- Common sense and initiative
- Ability to diagnose and troubleshoot problems
- Fix it rather than throw it out and buy new mentality
- Modifying, designing and creating parts / components to make something work again.





# The Skills You Need (cont.)

## Capabilities and Skills

We are looking for a particular kind of technician. One who doesn't want to be limited any more by the career progression in a corporate company; one who wants to take ownership of their future.

- Mechanically minded, technical aptitude, common sense, ability to listen
- Ability to work with fiddly and detailed components
- Maneuverability within small spaces
- Physically fit, flexible and strong
- An ability to fix something that is broken, using imagination and initiative
- Process of elimination to determine root cause of error
- Problem solver and a logical thinker with an ability to retain information
- Deep understanding of how things work at a fundamental level.

## Your Role Includes

The technician should be able to understand Toshiba photocopiers and multi-function device repairs, maintenance, diagnosis, fault-finding, problem solving, and servicing. Experience with Toshiba photocopiers is not required, but an ability to understand the basics of the printing and copying industry is required.

- Meeting the customer and explaining the process
- Building good customer relationships
- Working together with a team
- Working autonomously in the field
- Technical up-skilling, research and on-the-job learning
- Diagnosis and trouble shooting
- Working on multi-function devices
- Completing job sheets
- Learning and installing print drivers / networking basic function
- User training about machines
- Moving / relocating machines
- Preparation of components and parts for machines
- Workshop and field service work.



# Investment

		Investment
<b>Territory**</b>	Licensee Areas come with an existing start-up database of customers and are valid for up to 10 years, with options to renew <sup>^</sup>	\$35,000
<b>Training</b>	<p>Training for induction and Toshiba Specialisation allocation for 4 months training – delivered as both workshop and in the field support.</p> <p>Training includes four months on the job, workshop training, post-training support, and full business training.</p> <ul style="list-style-type: none"> <li>• LITE: \$11,000 (basic training package)</li> <li>• FULL: \$25,000 (technicians new to Toshiba)</li> </ul>	\$25,000
<b>Vehicle</b>	<p>Vehicle purchase allocation purchase outright for business (or lease on licensee's terms). Options available for suitable transport. Signage, fuel economy, space, maneuverability, functionality.</p> <ul style="list-style-type: none"> <li>• Holden Cruze Wagon (example) <span style="float: right;">\$30,000</span></li> <li>• Toyota Prius Hybrid Wagon (example) <span style="float: right;">\$40,000</span></li> </ul>	
<b>Other</b>	<ul style="list-style-type: none"> <li>• Stock on hand spare parts (\$5,000)</li> <li>• Marketing collateral to commence LAM, including business cards (\$500)</li> <li>• Legals (\$2,500)</li> </ul>	\$8,000
<b>TOTAL Investment for Licensee area</b>		<b>\$98,000</b>

## Financing Options Available

To make the transition smooth, easy, and affordable, we may consider vendor finance options to the right person/s.

Licensor may Finance the Approved Licensee into the area on a repayment plan option given the following:

- **Training Deposit payable 50%**
- **Vehicle Funding leased under Licensee Guarantorship**
- **License Area Funded up to 80%\* given secured asset at minimal interest rate of 10%**

\* Percentage of finance allocated is based on criteria

\*\*Prices will vary dependent on the size of the established customer base the technician will inherit in any given purchased license area.

<sup>^</sup>License areas are subject to ongoing performance criteria to remain active.

# What's Next?

So, this sounds great, I hear you say... But, what's in it for me?

- Money!
- Job satisfaction
- Support in business
- Technical training
- Business training and support
- An established customer base
- Regular organic business growth
- Ongoing leads and jobs in your area
- Opportunity to grow your area through sales and service
- Opportunity to build your territory into a scalable and saleable asset
- Access to parts and machines
- Access to supplier parts and necessary consumables.

As an SBU owner, all you need to do is bring your skill in fixing things and your interest in copiers and printers. We'll provide you with all the other skills, systems and processes that will help make your business successful.

## For More Information

Please complete the expression of interest form and call us to arrange a time to meet.

[www.fixmyphotocopier.com.au/expression-of-interest-form](http://www.fixmyphotocopier.com.au/expression-of-interest-form)

**Direct (Julie):** 0409 527 647

**Office:** 1300 349 334

**Website:** [www.fixmyphotocopier.com.au](http://www.fixmyphotocopier.com.au)

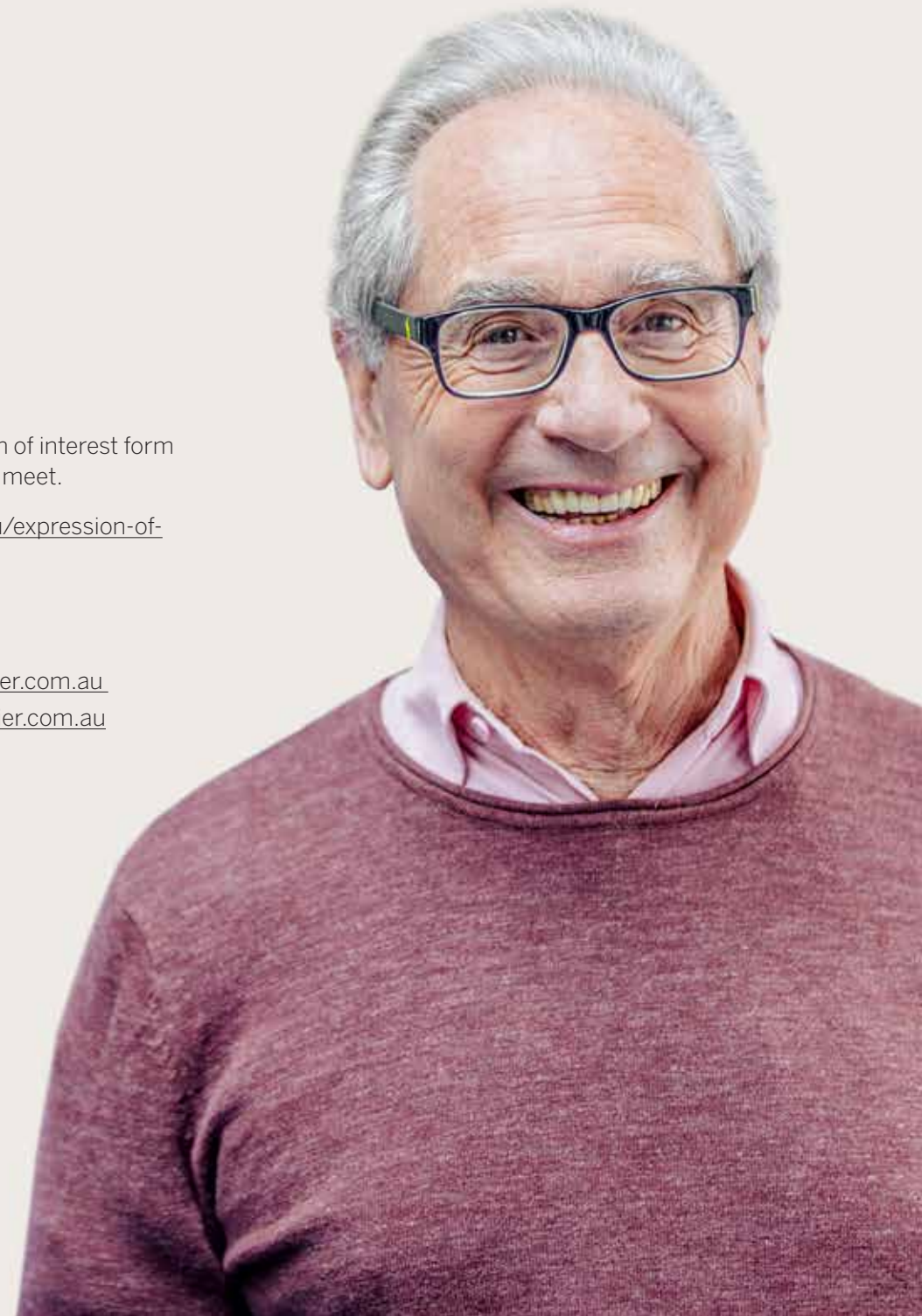
**Email:** [admin@fixmyphotocopier.com.au](mailto:admin@fixmyphotocopier.com.au)

## Queensland Head Office

Unit 16/33-43 Meakin Road  
Meadowbrook Qld 4131

## Victorian Office

Unit 16/23 Heyington Avenue  
Thomastown Vic 3074



# FAQs

## **I want to provide my own vehicle, is this possible?**

Yes, this is possible. We highly recommend that the vehicle be a wagon or SUV to allow plenty of room for parts and components as well as easy access to stock at all times.

## **How are the territories defined and allocated?**

When applying for a Territory, we recommend somewhere close to where you currently live to make access and travelling easy between yourself and your customers. Having a local technician also builds rapport and confidence in the client that should they ever need someone to fix their photocopier, the technician is close at hand. Having a localised territory also greatly reduces travelling times between jobs and this will maximise the profit by spending more time onsite and less downtime in the car.

## **How are inbound leads distributed? (ie. Customer enquiries that come directly to me for my territory)**

Any jobs that come within your Territory boundary is automatically sent to you via GeoOp Job Management System. You will receive a text message with the job details, location and problem that the machine is having. You may also receive jobs directly to you, in which case will need to be allocated through the job management system in order to be covered by warranty. Liaise with the Administration Team to keep jobs flowing through

## **Can I enter into a partnership with someone within my territory?**

Yes, provided that the partnership undergoes the training with you as the Licensee. Your partner may assist with some, part or all of the job functions within your Territory and can add great value to handling many service jobs at any given time. Discounts on multiple trainings shall be negotiated at the time of application.

## **Can I bring on an assistant, or staff, to help me manage my territory as it grows?**

Yes, however any Technical support person or active staff member must undertake authorised training through the Effective Office Solutions training system.

Most of the time consuming paperwork is already supported for you and this helps to reduce the burden of staff costs for back end business work. We manage the incoming calls, and all the follow ups, paperwork, invoicing and payment processing for you.

## **Are there monthly fees associated with running the franchise? Are there any other hidden costs?**

There are no ongoing Franchise Fees.

Once the initial investment has been made, the only requirement is the standard administration cost of 30% of the Gross Profit being sent for running the office / administration side of the business.

Administration Fees cover the wages of the office support staff to your business. Our Office Team handles all incoming calls, job scheduling, receiving and allocating technical support, phone and email support to customers, receiving job sheets, creating and sending invoices, following up on payments, monthly and quarterly reporting, Advanced Training, ongoing Tech Support, Licensee support, events and activities, and all Management functions that oversee Effective Office Solutions

## **What if I no longer want to continue as an EOS Franchisee?**

If you find that you wish to sell your License Territory, you are able to transfer the License Agreement to another person. Transfer will be approved, provided they have successfully completed the Licensee Application process, and passed the Effective Office Solutions Authorised Training Program

# FAQs (cont.)

## **Do I report to anyone day to day?**

Your business is your own and your customers are the ones that you are accountable to. The Licensee has autonomy to work within the framework of their own small business. However, our Administration Team are here to make your life easier.

Jobs will be allocated in your queue any time during the day. It is your responsibility to make contact and ensure that everyone is aware if you are unavailable, running late or nearby. Keeping the Administration Team informed helps them to keep your customers updated as to your progress. This builds trust and confidence in your customers view of your business.

## **Can EOS cancel my licence and close my franchise?**

Not generally. There would have to be very extreme cases whereby any License Agreement is nullified. Consideration would be on a case by case basis, however there may be penalties in cases where the License Agreement has been considered in Breach and negotiations will take place regarding mediation and resolution prior to any action being taken. Please seek legal advice on your rights as a Franchisee / Licensee and review the License Agreement.

## **Are there restrictions on me selling my franchise in the future? What is the process for that?**

Reselling your License Territory is definitely possible. Any Technician or potential Licensee seeking to purchase your Territory will be required to undergo the standard Licensee Application process and successfully complete the Effective Office Solutions Authorised Training Program.

There is plenty of support from the Management Team to assist in the transition and we encourage the outgoing Licensee to ensure the smooth transition of customer relations to the incoming Licensee in the weeks following the hand over. Many customers build strong relationships with their Technician and changing can require special consideration during the transition time.

## **Do I have to honour the First Free Service Call offer within my territory?**

Yes. This seems difficult, however it has been the backbone of the reasons why Effective Office Solutions is so successful. The First Free Service Call allows the customer to meet you and gives you an opportunity to help your customer out. Generally we like to encourage the First Free Service as an opportunity to check the machine, give it a general clean, set up and check the network printing options and undertake user training.

Parts are charged as extra and should the machine require extensive works then the opportunity is there for the Technician / Licensee to advise or prepare a 'quote for works' that will enable a return visit for fitting of parts and labour. Due to our specialised skills, there is an extremely high probability that the customer will choose us to continue servicing their machine moving forward.

We also use the Free First Service Call to engage and set our sticker upon the machine, set up service notifications and change the Call For Service phone number inside the machine, ensuring the customer will call us back next time there is a problem.

# FAQs (cont.)

## **What sales support do we get from EOS HQ?**

Effective Office Solutions has a comprehensive training platform that supports in education and developing Business Skills as well as Sales and Customer Relationship skills.

Ongoing marketing, branding and PR work is undertaken with a combined digital, print and interactive strategy using multiple platforms and combined advertising mediums.

## **Who controls marketing and advertising?**

Brand building, Digital Marketing, Social Media Management and Public Relations is undertaken by the Management Team.

Local Area Marketing is undertaken by the Licensee and relevant to their local territory. This can include Face 2 Face marketing, flyers and business cards, networking, local print media and word of mouth referrals.

A Suite of Marketing materials is available through the Administration Team and any LAM marketing materials must be approved by the Management Team within Effective Office Solutions Pty Ltd.

## **Will I get paid during the training?**

There are options to allow for a debit credit retainer, that may be considered as an option for the technician during the initial training period of 3 or 4 months. This we understand, helps with maintaining a flow of income during the early stages of the Technicians learning and application of skills into the Territory. For more information on this option, please discuss with the Licensor when you meet during your initial enquiry phase.

## **\*Please Note**

Website and other Social Media platforms by individual Licensees are not permitted due to unrestricted monitoring and difficulty in managing multiple site postings

Platforms will be made available in the future for encompassing individual Licensee promotions within their Territories.





**Effective  
Office Solutions**

Automation & Technology

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