

# Business Franchise Group

NEW ZEALAND'S PREMIER B2B FRANCHISE BRANDS



## BUSINESS FRANCHISE GROUP

There's a lot of satisfaction that comes from running a business that helps other businesses grow their sales. That's what our brands are all about... offering complete branding solutions that include everything from signs, displays, uniforms, custom embroidery, screen printing and promotional products.

Business Franchise Group operates two brands, Speedy Signs and EmbroidMe.

We began with our pilot Speedy Signs store in Penrose, Auckland in 1998 and started franchising 2 years later. Since then Speedy Signs has expanded to a further 27 locations across 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 a 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



**Speedy Signs**  
grow your business faster

**EmbroidMe**  
Uniforms & Promotional Products



## WHY IS A FRANCHISE RIGHT FOR YOU?

- 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 group 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 more profitable than going alone.



## 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, Leader and Business Visionary.

Once you put the right people, programmes 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.



## 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.





# Speedy Signs

grow your business faster

For more than 25 years, Speedy Signs, New Zealand's largest sign franchise, have been servicing the business community with quality products and great customer service. Even though we have grown to become the national leader, we still work hard to maintain the local connection 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 corporate signs, one car or an entire fleet - we are committed to providing an exceptional experience for every customer each and every time.



"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 - Hastings



"The Speedy Signs brand is pretty cool - it's a family, it's a real network. I feel like I can ring

anyone for advice. There are owners that have been doing it for 20 years and they've got a wealth of knowledge to back us up, you're really not on your own."

Carl & Renee Southee - Palm. North



"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."

Craig Simmons - Penrose

# THE BRANDED APPAREL AND PROMOTIONAL PRODUCTS INDUSTRIES

A brand is an important asset which must be replicated accurately. This builds strong brand awareness and pride for those who represent that brand.

Uniforms with high quality branding are a form of marketing, and employees wearing them effectively become walking billboards. A branded uniform will also help boost a business's image, improve customer perceptions, and make employees feel more like part of a team.

Promotional products not only allow businesses to show gratitude to the people who have made an impact on their business, they are also excellent tools to foster strong working relationships and encourage repeat business. Those who receive promotional products are very likely to pass them along to others who will use them, and they will also receive your advertising message.

With advanced technology and equipment alongside a showroom full of samples, EmbroidMe provides a complete solution to promoting a customer's business through the supply and branding of apparel and promotional products, truly making EmbroidMe a one-stop-shop for all our customer's branding needs.

Everyone is an EmbroidMe customer!





EmbroidMe are the leader in branded clothing and promotional products.

We have more than 15 years' experience sourcing and supplying uniforms and promotional products, and we support New Zealand based distributors who hold stock, so we don't need to.

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.

So whether it's outfitting a sports team or a corporate with dozens of shirts, caps and pens, EmbroidMe can fulfil the order in a timely and professional manner.

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



"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 - Wellington CBD



"EmbroidMe's group buying power is providing my business with a real competitive advantage in our local market."

Wayne Strong - East Tamaki



"I enjoy the business because it's a growth industry.

Essentially, every business in our area is a customer or a potential customer, so it opens up a whole lot of doors."

Mark Kennedy - Ashburton

## TRAINING AND SUPPORT TO GET UP AND RUNNING

Our initial training programme covers all aspects for operating a successful Speedy Signs or 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.



The mentor programme pairs you - a new franchise owner - with an experienced owner. You can learn from someone who has been in your exact position before, getting helpful tips and benefiting from their experience to help your business thrive.



## ONGOING SUPPORT



In-store Training



Online Training



Ongoing Support



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, recruiting resources)
- Assistance with obtaining finance
- Assistance with selection of location & negotiation of lease
- Manage the store fitout including building work, painting, electrical etc.
- Comprehensive initial training programme
- Direct marketing programmes and sales support
- Group advertising programmes and internet marketing
- Mass purchasing power
- Private intranet
- Mentor programme
- Continued research and development in industry
- Regular newsletters and updates
- National conference
- Ongoing guidance from Auckland based support office

## AN AWARD WINNING SYSTEM

We offer franchisees a well recognised, respected and award winning franchise system.

Utilising our framework, systems and support, franchisees are enjoying huge success which has been recognised on a national scale.

**Westpac New Zealand  
Franchise Awards 2018**  
Supreme Franchisee of the Year



Kevin & Sheryl Jones - New Plymouth

## FRANCHISE SATISFACTION

Every three years our franchise owners participate in an independent satisfaction survey conducted by Franchise Relationships Institute.

The survey uses several measures of satisfaction important to franchise owners.

- Our Franchise Owners
- Other Franchise Owners (Aus/NZ)

*\*Results from Speedy Signs' franchisee satisfaction survey (2020).*



## ARE YOU READY TO DISCOVER BUSINESS & LIFESTYLE SUCCESS?

If you'd like to find out whether this could be the right opportunity for you, let's meet for a no obligation coffee and chat.

I'd be happy to take you on a tour of a store so you can get a feel for what the business is like, see the machines running, interact with staff and customers, and chat to the owner. This will give you a good idea whether this is something you could be passionate about and would like to investigate further. If it's not for you, what you learn from our meeting will give you a point of comparison for any other business you look into.

So, what have you got to lose? Phone me today! Sarah Archibald. P: 021 479 123



## OUR BRAND VALUES

Our reputation has been built over many years from everyone's hard work and commitment to a series of values.

### HONESTY

We operate legally, honestly and fairly.

### GROWTH MINDSET

We embrace innovation and a growth mindset.

### SERVICE

We do what it takes to keep our customers happy.

### DECISIVENESS

We make good decisions quickly.

### COLLABORATION

We collaborate and treat each other's success as our own.

### COMMUNICATION

We use two-way conversation to promote trust and clarity.



## NATIONWIDE NETWORK



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