

# Enterprise

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Ballarat Business Review

## The perfect package

A look inside Ballarat franchises

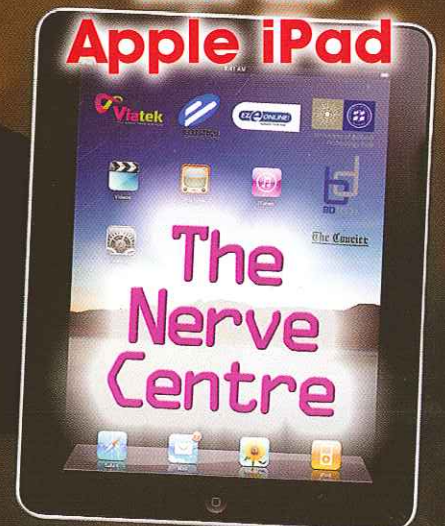


Inside:



Meet Ballarat's Magic Man

Win an Apple iPad

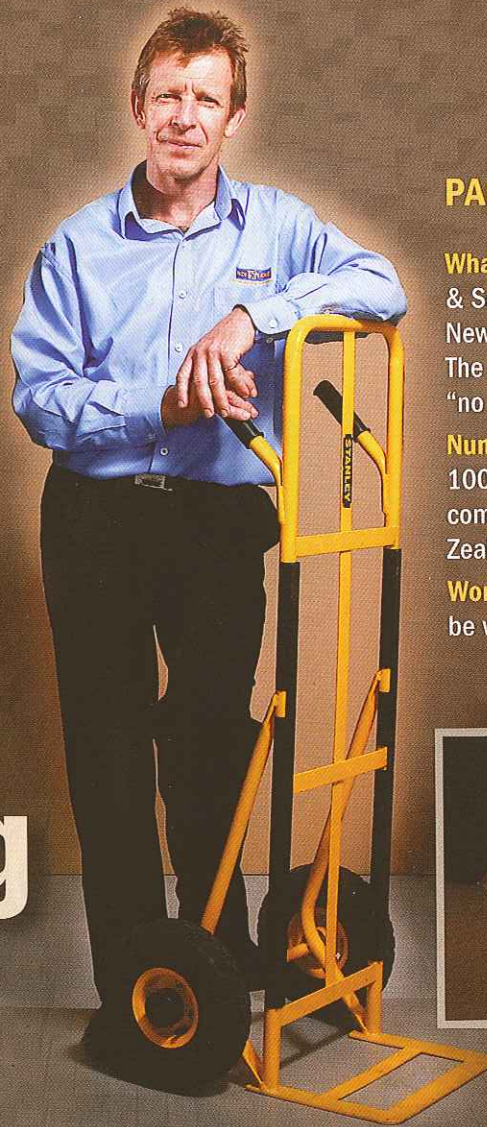


ACCORDING to the Franchise Council of Australia, franchising is one of the fastest growing sectors of the Australian economy. Enterprise spoke to six Ballarat franchisees to find out more about the art of franchising.

# Send them packing

*We Send Anything. Anywhere!*

REMOVALIST CARTON



## PACK & SEND

**What, where, when:** The first Pack & Send store opened in Parramatta, New South Wales, in August 1993. The company is based around the "no limits" philosophy.

**Number of franchises:** With over 100 franchises around Australia, this company has also expanded to New Zealand and the United Kingdom.

**Worth:** The company is estimated to be worth \$30 million to \$35 million.



**A**ndrew Howard's entire life is based on the philosophy that when it comes to helping others, there shouldn't be any limitations.

In 2005, Andrew rode his bike 260km in a bid to raise awareness for the Fred Hollows Foundation, his motivation sparked only by the will to serve.

To further attest to Andrew's selfless life, one needs only to look to his family-owned custom packaging business, Pack & Send.

"I don't think our product is sending freight so much as providing solutions for people with problems," he said.

Andrew's Ballarat franchise is one of more than 100 stores nationwide.

Just as with each of the others, his store does much more than simply pack and send.

"Sure we want to make a living out of this but for us, the ultimate success is being able to contribute to the local community as a local business," he said.

When Andrew and his wife Deb Watson were considering what type of business to start up, they went through a vigorous process. As they listed the options, they eliminated those that wouldn't allow them to provide the standard of service they were committed to.

Earlier on, they thought of starting up a bike

shop, with Andrew being the keen bike rider that he is. But time and time again, Pack & Send would make its way to the forefront of their list.

"We were really caught by the Pack & Send 'no limits' approach to customer service and some of the values the company stands for," he said.

"As we dug deeper, all of those things really stood out for us and really appealed to us."

In 2008, the husband and wife duo established the Ballarat franchise with the sole intention of providing high quality service to the people of the region. And so, the possibilities were unveiled.

Pack & Send Ballarat has couriered some of the most versatile, valuable, awkward and bizarre products both domestically and internationally. Many of the products would not be handled by other freight companies because of their size, value or fragility.

One of Pack & Send's ongoing projects includes sending containers of insulin to developing countries like Zimbabwe and Haiti, an act that proves how the business functions through contributing to humanity.

At one stage, the Ballarat franchise was asked to courier a vessel of ashes to Europe, an experience that Andrew described as

extremely nerve-wracking.

It took three days for the vessel to arrive, and that's when it was apt for Mr Howard to breathe a sigh of relief.

"It underlined the no limits philosophy of Pack & Send," Andrew said.

"At the same time, it was quite nerve-wracking and therefore very satisfying that we had a good outcome."

From sending a set of keys to South Africa to transporting a collection of Chinese cameras to China and even a trailer filled with tools to New Zealand, this local business will do all it can to make its customers happy.

Andrew said the Howitt St business owed much of its success to the valued contribution of its business co-ordinator Dolf Boin.

"For us, we're focused on local people running a local business and that's more important to us rather than the national profile," Andrew said.

"I think we get much more value out of providing a good service for people in that sense, rather than just a piece of freight moving from one place to another.

"We not only live it, we live in it." ●

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