

BUSINESS Franchise

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AUSTRALIA AND NEW ZEALAND

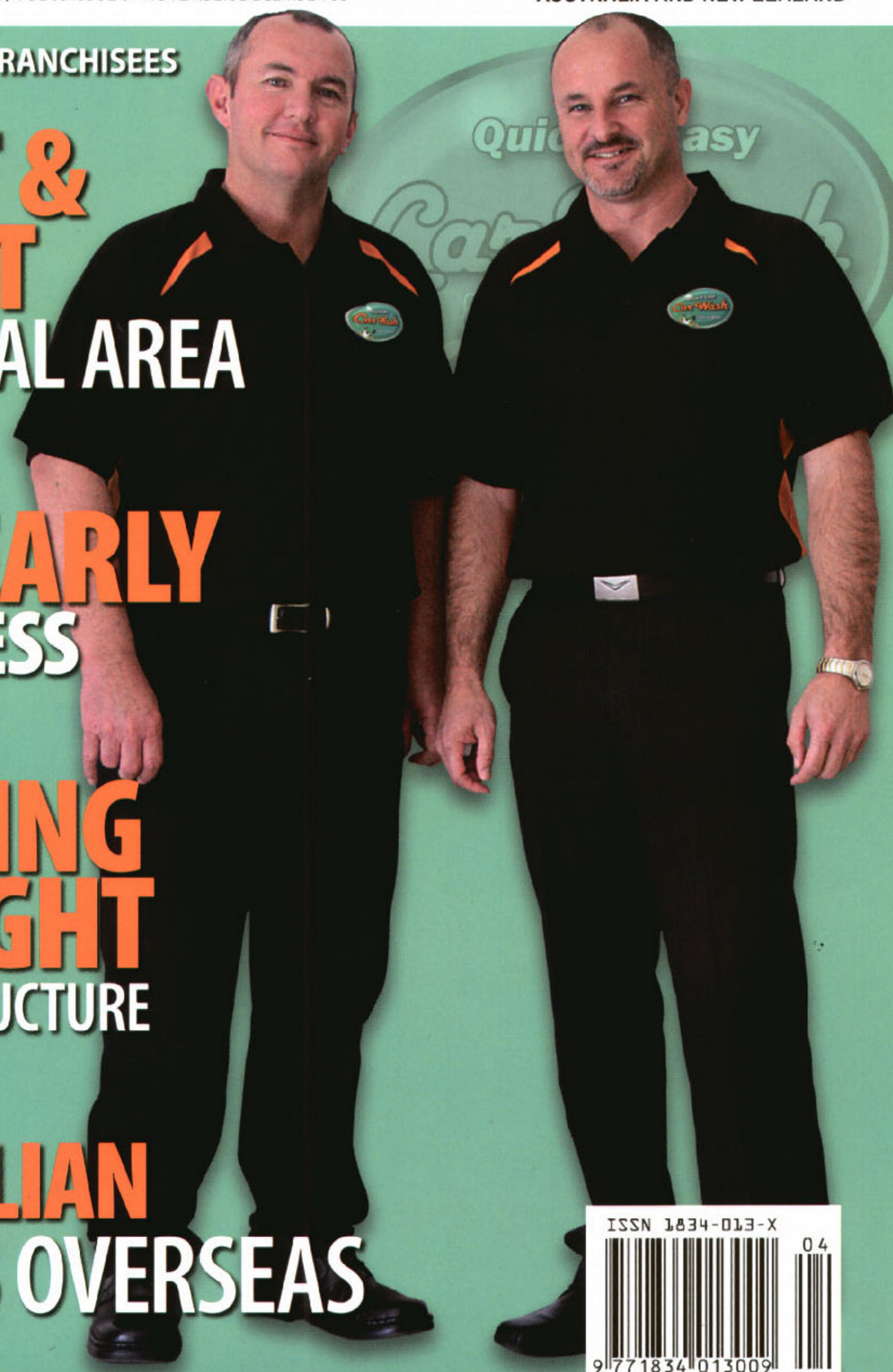
THE MAGAZINE FOR FRANCHISEES

TARGET & MARKET YOUR LOCAL AREA

PLAN EARLY FOR SUCCESS

CHOOSING THE RIGHT BUSINESS STRUCTURE

AUSTRALIAN BRANDS OVERSEAS



BUSINESS FRANCHISE PROFILE: PACK & SEND

PACK & SEND

THE MISSING LINK between online BUYERS & SELLERS in regional AUSTRALIA

Pack & Send's customers include corporations, small-medium businesses, eBay buyers and sellers, tourists, householders and university students. With a geographic reach of over 90 stores across Australia (and growing), Pack & Send has become the most accessible company for complete packaging and freight services.

There is a growing reliance amongst consumers for online trade and e-commerce, and over the past 15 years Australian franchise Pack & Send has experienced first hand the impact of this ever-growing marketplace, especially in regional and country areas.

In 1993, founder and CEO of Pack & Send Michael Paul didn't know what the internet was; now approximately 25% of Pack & Send's jobs originate from eBay alone.

There is an increasing necessity for a global logistics solution for online based consumers. In response to this demand, Pack & Send

has expanded offshore through two master franchisee agreements in the UK and NZ. As Australia's leading retail packaging, transport and logistics provider, it is predicted that Pack & Send will also achieve rapid growth in the UK and NZ, with up to 300 stores opening in those two countries alone. Pack & Send's goal to establish a global footprint has a beneficial impact on all individual franchisees, especially in regional and country areas.

Online exchanges such as eBay have fuelled the growth of small businesses and extended their market reach. Small businesses are generally considered to be the lifeblood of a

nation's economy and for many, an efficient and effective packaging and transport solution is essential to their success. In the new world of the 'online auction culture' Pack & Send has bridged the gap between buyer and seller, and played a valuable role in supporting the growth and prosperity of these small business enterprises.

Pack & Send Townsville franchisee, Roger Carey, has seen first-hand the impact of e-commerce and online trade on the freight and transport industry. In a global world that is increasingly driven by online trading and sales, it is hardly a surprise that many of Roger's jobs originate from online purchases, as consumers in Townsville now have the ability to enjoy the same goods and services that consumers in urban areas do, through advances in online sales.

A lot of businesses offer consumers the option to purchase goods online. "It's one thing being able to purchase goods from all over the globe; it's another finding the means of transporting them, both nationally and internationally", said Roger. Pack & Send's point of difference is their Store-Connect system, which enables franchisees to share information, exchange tips and subcontract parts of large jobs.

By the end of 2008, Pack & Send will have opened 14 regional stores that include Geelong, Rockhampton, Townsville, Bendigo, Mackay, Cairns, Bairnsdale, Erina, Maroochydore, Tweed Heads, Coffs Harbour, Toowoomba, Bunbury and Ballarat. Additionally, Pack & Send is actively looking for new franchisees in Launceston, Port Macquarie, Mildura, Tamworth, Dubbo, Albury and Wagga Wagga, plus a number of other regional centres nationwide. ❖

For further information on a PACK & SEND franchise visit www.packsend.com.au



Pack & Send Rockhampton franchisee - George Ferlazzo