

BUSINESS

Franchise

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BUSINESS FRANCHISE PROFILE: PACK & SEND

Packing up and sending themselves north-bound, this couple accidentally became franchisees of 3 pack & send stores!

PACK & SEND specialises in transporting goods for both businesses and individuals, often taking on the more difficult jobs other carriers won't attempt. With over 85 stores throughout Australia, PACK & SEND is a one-stop shop for household, personal and commercial logistical needs.

When Peter and Julee Hartmann left their fast paced Sydney lifestyle in 2000 for a seven month road trip, they never thought they'd end up in Queensland owning three of the most successful PACK & SEND franchises in Australia.

Peter Hartmann explains the PACK & SEND 'No Limits' policy: "PACK & SEND's motto is 'No Limits' which means that we will do absolutely everything to get an item to its destination safely and on time.

"This has had me involved with some pretty exciting adventures in the past, including me personally riding BMW motor bikes from

Cairns to Darwin."

Deservedly so, Peter and Julee are proud to have more than tripled their turnover for most of their stores. Their initial strategy was to purchase established PACK & SEND stores and improve their performance. Six years after purchasing their first PACK & SEND franchise in Spring Hill, turnover has increased by 700% per annum.

The Hartmann's acquired a second established store in Milton, improving sales performance by over 250% per annum and their most recently opened store in Toowong is following in the same direction. This is a

satisfying progression for a couple in their 50s with no prior experience in franchising.

The freight industry was the last industry Peter and Julee thought they'd become involved in, initially interested in a coffee franchise. Upon researching business opportunities, Peter and Julee saw an advert for a PACK & SEND franchise. Enquiring immediately, Peter and Julee were the new owners of PACK & SEND Spring Hill within 12 weeks.

Researching the market, Peter and Julee felt PACK & SEND filled a niche in the logistics sector. "We fill the gap between postal and courier companies, especially in transporting fragile, large, awkward and valuable goods," says Peter.

Choosing a PACK & SEND franchise over private business ownership was an easy decision for the Hartmanns. Peter explains: "A PACK & SEND franchise offers you the structure for a business that is easy to follow. Julee and I bring our marketing skills to a proven formula. With us focusing on customer service and sales, the results have come quickly."

Winners of the internal PACK & SEND Franchisee of the Year Award, Peter and Julee are also proud to be part of the network that won the prestigious PricewaterhouseCoopers Franchisor of the Year Award for 2007.

Peter and Julee's advice for potential franchisees is to just go for it - to be versatile and make sure that your hand fits the company's glove.

It's clear that Peter and Julee Hartmann have found their recipe for success in business. This philosophy will also lead them to opening additional Pack & Send stores in the next 12 months. ❖

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

