

PACK & SEND

fostering multi-unit franchisees

Becoming a multiple-unit franchisee can both challenge and enhance a franchisee's skills, whilst also increasing their rewards from the franchise business. Pack & Send International is supporting the growing trend in Australia, with 25 per cent of its retail network under multi-store ownership.

There are a number of key qualities Pack & Send International believes franchise owners must possess in order to become a successful multi-unit franchisee.

These include:

- Strong leadership qualities and listening skills
- A well-trained and reliable team behind them
- Effective talent recruitment and development
- Confidence in delegating
- Established success with a single unit franchise
- Commitment to regularly visit and be involved with each of their outlets

One Pack & Send franchise outlet that has demonstrated these skills to great success is Pack & Send Marion, South Australia.

Ambition and customer service

In March 2009, Edwin van der Graaf and

Alison Brown opened their first Pack & Send retail store in Marion, South Australia. By October of the same year, the pair achieved a Rising Star Award at the Pack & Send National Conference. The award was presented in recognition of the standard of excellence that Edwin and Alison had established in their business over the short eight months.

The couple's latest endeavour is to open a second retail store by June 2010 in Lonsdale, also in South Australia. Edwin and Alison attribute much of their success to good customer service and their previous experience in retail and marketing, which has enabled them to establish key relationships with small to large businesses. They think about their customers' point of view and tailor solutions for them specifically.

Having a clear goal and ambition to become multi-unit operators from the outset is extremely valuable, and in the case of Edwin and Alison, was paramount in ensuring they were successful. "We entered the Pack & Send franchise system with a view to be multi-site

owners. Our five year business plan states that we will operate a minimum of three stores, but we would love to operate at least eight stores by 2020," said Edwin.

Preparation and management

The step towards going from one to two retail stores involves advanced preparation and good management skills.

"We recruited two employees in early 2010, with the original view of opening in May. Both those employees have now completed their three month training program and are able to work autonomously, having done so in our Marion store whilst Alison and I have been working on the plans and procedures for running multiple sites. We envisage employing a third person around July in preparation for our next retail store," Edwin explained.

First-hand advice

Edwin and Alison believe the key to successfully transitioning to a multi-unit franchise owner involves having the basics ready. "Make sure you have all your procedures in place, including a detailed succession plan. Ensure you recruit talented people and spend lots of time thoroughly training them. Finally, be sure to look after your employees. Pay them well and offer additional benefits," said Edwin.

Where to next?

As you look into franchise options for 2010, ensure you think about your long-term business goals.

Is acquiring more outlets within your chosen franchise network how you envisage growing your business? If so, Pack & Send International and its support and experience with developing franchisees from single-unit to multi-unit operators, may just be the right franchise option for you. ❖

To find out more, visit www.packsend.com.au or call (02) 9822 5622.

