

PACK & SEND FRANCHISEES COME FROM ALL BACKGROUNDS

Sales growth for the company is strong and the retail network continues to grow as more and more qualified people join the team as proud franchise owners.

Starting your own business may appear to be a frightening concept, particularly during the current economic climate. However, award winning franchise Pack & Send is demonstrating the value of being associated with a high quality business system and brand.

Pack & Send franchisees are often from a wide range of backgrounds with expertise in a number of fields; from the navy to geology and accounting.

Darren and Aarjaun Johnston, owners of Pack & Send Sumner (QLD) previously enjoyed an extensive career in financial training. Darren was also a franchisee for Harvey Norman, owning two stores over a six year period. During this time, he gained valuable knowledge on how to run a successful franchise. Upon first hearing about Pack & Send, he was immediately drawn to the concept.

"At the moment, there are no other packing companies in the market," says Darren. "There are other businesses who sell boxes and a removalist will pack items when moving house, but no one else caters specifically for the fragile, large, awkward and valuable packing and sending that we do."

Since opening nearly six months ago, business has been booming. Darren recently acquired his second store and has plans to own four Pack & Send stores in five years.

Another Pack & Send franchisee with a varied career is Andrew Howard. Andrew is the owner of Pack & Send Ballarat (Vic), which opened in October 2008. Before owning a Pack & Send franchise, Andrew was a trade gardener and also owned a medical services consultancy. Andrew became interested in

Pack & Send after hearing about their 'No Limits' policy; they are prepared to send anything, anywhere.

"With access to specialist packing expertise, our capacity to source a wide range of freight solutions and with no requirement for an account, we are able to accept difficult jobs which other freight forwarders might decline," says Andrew.

Mike Smart and Lissa Becker from Pack & Send Pymont (NSW) and Edwin van der Graaf from Pack & Send Marion (SA) are relatively new to the Pack & Send network. They opened their stores in March this year and are already seeing outstanding results. Mike and Lissa from Pymont have both had extensive careers in franchising, Mike was General Manager at Fantastic Furniture and Lissa was Marketing Manager at Gloria Jean's.

Born in Holland, Edwin from Pack & Send Marion has lived in numerous countries working for large international brands. He settled in Adelaide in 2005 and wouldn't want to live anywhere else. "I have made SA my home and through purchasing a 10 year Pack & Send franchise in Marion, have made a commitment to stay here," says Edwin.

It was Pack & Send's award-winning reputation that won Mike over, "I know the success rate of franchised businesses over non-franchised, so it was only natural that my partner and I pursued a well-known and structured franchise operation. Pack & Send won the PricewaterhouseCoopers Franchisor of the Year award in 2007 and was runner-up at the FLA International Franchisor of the Year Award in 2008, so it narrowed down the field for us enormously."

For Edwin, it was Pack & Send's head office

support and growth rates that supported his decision to invest in a Pack & Send franchise.

"Pack & Send has seen steady growth both in store numbers and revenue since their conception in 1993. They truly believe in attaining a healthy work-life balance and were the only ones to interview my partner Alison. Pack & Send has fantastic infrastructure, provides excellent support and is an emerging business with future expansion plans across the globe," says Edwin. ❖

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