

## Michael Paul

For Michael Paul, the idea for a company which now turns over \$37 million a year came from a personal problem.

"I was trying to get a computer sent from Sydney to Melbourne. It was a two-day exercise to find someone to package it and send it," he says.

Realising there had to be a better way, he set out building the Pack & Send franchise. Twenty years later the chain has more than 100 service centres across Australia.

"We saw franchising as a way to replicate the success of our first

outlet, quickly," he says.

Paul believes building a successful franchise starts at the source. "You need to continually invest in making your business system stronger and more robust; that's what you bring to the table for others."

The franchise model also means his role as "boss" is interpreted in different ways by different people.

"As the founder and CEO we have a number of corporate stores, but we're also providing advice and guidance to another 100 managing directors."

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## CURRICULUM VITAE

**Name:** Michael Paul.

**Current position:** CEO and founder, Pack & Send.

**Responsibilities:** Strategic planning and implementation including systems, logistics, franchising, brand management and more.

**Education:** For work:

Leading Edge Logistics course - run through

University of New South Wales. For play:

Charles Sturt University - Graduate Diploma in Ornithology.

**Additional training/courses:** None.

**Professional associations:** Director of the Franchise Council of Australia since 2009.

Chairman (since 2012).

**Honourable mentions:** Pack & Send former Australian Franchisor of the Year, awarded by PricewaterhouseCoopers and the Franchise Council of Australia (2007); Pack & Send former second-place winner in the International Franchisor of the Year award (2008).

**Strength:** "Seeing market opportunities and implementing strategies to exploit them."

**Weakness:** "I get caught up in the detail sometimes."

**Management style and tips:** Leading by example.

**Work motto:** "Slow is smooth and smooth is fast; we like to pace ourselves. We see ourselves as a long distance runner - we pace ourselves and finish strongly."

