

Taste test

Gosford franchisee Peter Clarke gets copying

1. How did you come to be a Kwik Kopy franchisee?

Initially I found an independent print shop for sale, it was pretty average but it got me interested in the printing industry. Then I investigated the competition in printing, and was amazed by the number of printing businesses here – there are 40 plus.

This gave me confidence so I kept my eye out for printing businesses and franchising interested me. I enquired with all the head offices and received the promotional packs. Kwik Kopy followed through.

2. What are you hoping to achieve in business, and personally, with this franchise?

Success of course! For me that equates to a business that is relatively self sufficient and one that has systems in place that allow it to be profitable without too

much reliance on one person.

And, of course, while I enjoy working I like to have some freedom to do other things and Kwik Kopy provides this opportunity.

3. Sell the brand to us

Kwik Kopy is not just a client in print, we are their brand partner. We can print and create. Once the brief is finalised we can design logos and flyers professionally, ensuring that all the elements of good print design are used, and the message stands out from the crowd. We can then print flyers and advise on the best stocks to use, all delivered to the door.

4. What has been the biggest challenge in the set-up process?

Managing production versus staff levels: making sure that we have people at the right times to manage the workflow as it



Peter Clarke runs a digital print store

gradually increases. And then changing the way we do things as each person comes on board so we take advantage of the skills and efficiencies a new person can bring.

Staffing is the biggest variable you have in this business and is a key to being able to deliver on our promises.

5. How much investment have you put into the business so far?

Our investment, including asset purchases and cash flow to run the business to a breakeven point, which we have now achieved, is about \$300,000 in cash and we have about \$150,000 in leasing commitments.

Being a digital store only kept our capital and staffing requirements to a manageable level.

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