



Corporate Design
& Print Solutions

FRANCHISE FACT SHEET GREENFIELD

Our Vision Statement

To maximise the value of the Kwik Kopy brand by creating sustainable profits and building the recognition and integrity of the Kwik Kopy name.

Our Mission Statement

We are a customer service company which focuses on building relationships that allow us to deliver impressive design, print and communications solutions.

Franchisor Services Fee (License) & Deposits (Includes GST)	\$60,000
First years direct marketing materials	\$10,000

Construction (this is an estimate only, as fit out costs can vary dramatically with the site selected. The allowance detailed below may in some circumstances be overstated, while, if the site selected needs extensive work to bring it to Kwik Kopy Australia's standards; the allowance may well be insufficient.)

Construction, leasehold Improvements, painting, carpet, electrical etc. (estimate)	\$42,000
Fit – Out Furniture, benches, counter, etc	\$31,000
Inventory Supplies	\$5,000
Computer Hardware & Software	\$30,000
Equipment (Based on the minimum equipment package as defined by Kwik Kopy)	\$36,000
Operating Expenses Pre-Start-up	
Insurances, legal and accounting fees, utility deposits, lease, bond,	\$13,000
Travel & Accommodation**	\$7,000
Total:	\$234,000
Estimated initial working capital to fund start-up	\$46,000

Additional working capital will also be required to cover personal and living expenses for at least 18 months.

Note: Estimated costs are Australian dollars (GST inclusive). Please see current Disclosure Document for other variables and full details.

** Travel & accommodation cost are estimated for return travel to Sydney and 20 days accommodation whilst training.

In addition, leased or rented digital production equipment will be required. This is normally funded through the working capital and cash flow of the business.

*This Franchise Fact Sheet is intended as a guide only for prospective franchisees. This Franchise Fact Sheet does not form part of Kwik Kopy Australia's Disclosure Documentation. You should not solely rely on the information outlined in this Franchise Fact Sheet, please refer to the current Kwik Kopy Australia Disclosure Document for variations and full details.

Something for everyone.



Kwik Kopy Australia Pty Ltd
Level 9, 50 Berry Street NORTH SYDNEY NSW 2060
All mail to PO BOX 1138 NORTH SYDNEY NSW 2060
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OTHER COSTS

Bi Annual Convention Deposit	\$100 per month x months to the next Convention (max \$2,400), then \$100/ month
Zenith Hub web to Print	\$200 per month from month 7 onwards
Print Speak	\$300 per month

ROYALTY INFORMATION

Royalty:	7% of sales (excluding GST)
Marketing/ Advertising Fee:	1.5% of sales (excluding GST)
Local Marketing / Advertising Fee:	1% of sales (excluding GST)

TRAINING PROVIDED

No specific experience is needed. Kwik Kopy provides extensive training on every aspect of store operation during a comprehensive training program which covers pre-press, production, marketing, advertising, public relations, inside and outside sales, accounting, employee relations, and business management. Initial training consists of 20 days in Sydney and at least one week on site prior to opening.

All store systems and procedures are fully documented in a set of proprietary manuals. Additional training for owners and employees is provided during bi-annual conventions, regular regional meetings, and via specifically produced audio, video, and print materials.

SERVICES PROVIDED

Included within the Franchisor Services Fee and ongoing Royalty Fees are the following services and systems:

- * Up to four weeks 'New Owner' training in Sydney
- * Real estate selection & lease negotiation assistance
- * Kwik Kopy design package and construction guidelines
- * Equipment selection guidelines
- * Hiring and employee management guides
- * On-site 'grand opening' assistance
- * Complete operations and cash management systems
- * Online sales and marketing dashboards
- * National advertising
- * Continuing support in all aspects of operation via phone, visits and intranet
- * Area Sales Manager support
- * Strategy development
- * Business management advice
- * Access to IT telephone support desk
- * Ongoing research and product development
- * Group purchasing discounts
- * Informative operations bulletins
- * Monthly "All Owners" newsletter for Kwik Kopy Owners
- * Bi-annual conference for Kwik Kopy Owners
- * Annual sales and marketing campaign launches

FOR FURTHER INFORMATION:

Phone: (02) 9967 5500 Fax: (02) 9967 5511

Email: franchise@kwikkopy.com.au

www.kwikkopy.com.au/franchise

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