

Franchise Package

The total investment is \$48,500.00 (incl. GST):

Our franchise fee is only \$18,000 (plus GST) out of the package fee. The rest of the package fee is spent on goods and services for your business. You can also claim back the GST component of your Franchise Package Fee.

We provide you with everything that you will need to start, operate and manage your business so you are ready to go from day one.

Fully outfitted Nowet vehicle

Sign-written Suzuki APV white manual van with air conditioning, shelving and GPS, on road costs including 12 months registration.

Complete start-up package

Including an extensive range of equipment and car cleaning tools, a complete range of NoWet products, marketing material and branded clothing.

Detailed list and costs of all inventories will be presented to you at the first meeting with the Master Franchise.

Promotional start-up package

To promote your new business within your territory.

The following is an example of a promotional package that we provide to launch your business.

- Create media release and post on our website.
- Targeted letter box drop.
- Editorial and advertising in local newspaper and other local publications.
- Marketing material for distribution.

Insurance:

12 months compulsory public liability insurance.

Exclusive territory and 12 month option on an alternative territory

This means that you are the only person who can provide our services and products to private and commercial customers within your territory.

Full training

Our training program involves theory and practical training as well as on-site start up assistance. This gives you the skills necessary to run your business and to provide a professional service to your customers.

Initial training will take approximately 5 days and includes:

- Introduction to the company and operations.
- Introduction to NoWet and other products.
- Training in all aspects of car detailing.
- Training in business and sales.
- Franchise operations training.

Start-up assistance will take approximately 5 days and will be held in your territory and includes:

- Nomination and examination of all places in your territory for possible NoWet exposure.
- With Master Franchisee promoting and introducing yourself to the public and to businesses within your territory.

Although we anticipate that most of our franchisees will be independent within three months, our training and support does not end there.

Ongoing backup and support

From a master franchisee and from head office is provided to supplement your daily activities and to help your business grow.

- Master Franchisee assists you in creating and managing key accounts, providing training, advice and support and maintaining regular contact with you.
- The NoWet website is focused on the customer's need and is a source of information as well as directing them towards enquiries and bookings.
- We maintain a centralised, state-based phone number to pass on enquiries and bookings to you.
- By promoting our products and services on a state and national basis we aim to create awareness of our operations and to generate business for you.
- Head office and Master Franchisees work together to continually improve our franchise operation and your business. This includes researching new products and cleaning techniques, producing new marketing and promotional material and developing our systems and procedures.

Full support documentation

Personalised business stationary, files on computer disk.

To assist you in getting customers and keeping them, we stock a full complement of marketing materials for you to use, including a range of brochures, presentations, business/quote cards, gift vouchers and loyalty cards. These are professionally designed, customised, ordered and printed for you as you need them. We also stock promotional material for you to use at local shows and events including flags, banners, posters and other equipment

Personalised company email address

Created and maintained for you to use.

Comprehensive Operations Manual

Can be used as a reference at any time.

Easy Flat Rate royalty structure

A flat weekly royalty \$135.00 and \$25.00 marketing fee means the more you make the more you keep. This fees are payable after 16 weeks of commencing operation to give you more time to build customer base