

the franchise review

ISSUE 56 EDITION 4 2018

Regional Growth

Using franchising
as an accelerator

Mateship & Leadership

The Core of one
franchise success

Business Culture

Make sure it's
what you want

OFFICIAL JOURNAL OF THE FRANCHISE COUNCIL OF AUSTRALIA

FCA



FRANCHISE COUNCIL OF AUSTRALIA

One is a building a real estate empire staffed solely by women, one is energising a nation of “yummy mummies” in a sisterhood tsunami of shaping up, and the third dares to tread the decking boards of the male-dominant tradie tract.

They are three women set to inspire success in franchising and they are not afraid to do it their way, for their reasons, with their people.

“These women are entrepreneurial risk takers and they are willing to lead the way and doing so by taking on traditional male-dominated industries,” Principal at Franchise Right, Sue Campbell, said

“They are energetic women willing to back themselves, wanting to share their knowledge and provide pathways for other aspiring business owners.”

This trio of transcendence represents a wave of emerging franchisees, ready to take on the world armed with a litany of wisdom, enlightenment and vision at their literal and virtual fingertips.

Margaret Galang has built Yummy Mummy Fitness - a health and fitness community just for mums. “We want to empower mums to become the best version of themselves”.



Emerging with their own brand of success

Danielle Burgess runs Deckseal - a business specialising in the restoration and preservation of timber decks and structures. She not only started the business but has grown it exponentially from original assumptions because she couldn't keep up with demand.

Together they show how ideas are merely limited to what our mind allows us to dream - but they are three determined females breaking the mould in an Australian working landscape still heavily imbalanced on the gender divide.

The last Census found that more than a third of Australia's business operators are women (34 per cent), and the numbers have been rising, but in line with other OECD countries, Australian women remain "substantially under-represented as entrepreneurs".

That's where our trio have taken the stats and the rule book and tossed it politely out the window.

Margaret's fitness model was perfectly suited to franchising and it's happened in the blink of an eye.

"In September, 2017, I took action to start the journey into franchising. I've had a lot of people say to me that they wished they had a Yummy Mummy Fitness where they lived so I knew that mums from all over would benefit from having a community like this."

In 2014, Miriam's frustration at the picture of women in real estate ate away at her until three years later she was moved into Property Mavens action.

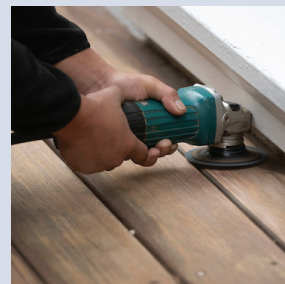
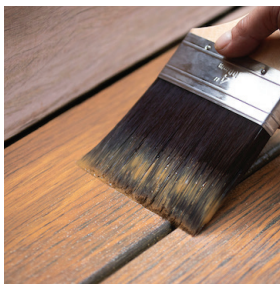
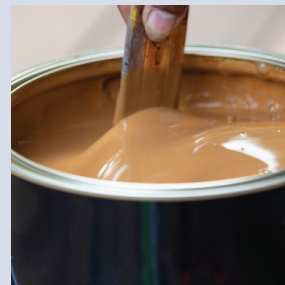
"I was fed up with how some operators in the industry mistreated female estate agents. Time and time again I heard stories and had personal experience, of women being underpaid, disrespected, bullied or not being invited to become a business partner, while somewhat less experienced male agents were. It was a boy's club, it wasn't fair, and it was not likely to change any time soon. I decided that women didn't have to play that game and I was determined to create a new game. I have literally created the change I wanted to see in the world."

"Property Mavens Franchising is an affordable business model designed by women, for women, that provides them with the ability to earn more money while having the freedom, support and sisterhood that is missing in the industry, especially in the sales and buying side."

In a similar pattern, Danielle saw an opportunity to grow the business as Deckseal was already established as the largest deck restoration company in Victoria - but they didn't have enough, hands, reach or energy to keep up.

"Franchise Right were our mentors in the whole franchise process and system from start to finish. We began with

workshops for our vision, mission and values, decided on our target market, went over all marketing and advertising strategies and they put together the most amazing, informative and professionals operational and technical manuals," she said.



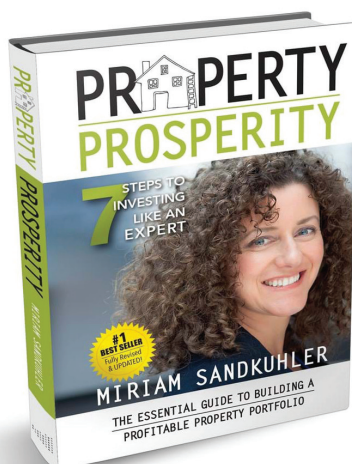
"Sue also referred us to TradiePad for our software needs. Sue's knowledge and wisdom in all facets of franchising is phenomenal. She was so helpful and genuinely cares about our franchise and our success. We could not have franchised without our amazing network of professionals."

Sue at Franchise Right is in awe of what these women have been able to achieve.

"They wanted to ensure that they had a balanced, viable, scalable and sustainable franchise model that provides a return on investment to both parties - franchisee and franchisor," Sue said.

"They needed to develop system resources and support mechanisms for their franchise partners. They required education about franchising their business from an operational and compliance perspective. And now, they're sailing a steady path to success"

"Franchise Right were our mentors in the whole franchise process and system from start to finish. We began with workshops for our vision, mission and values, decided on our target market, went over all marketing and advertising strategies and they put together the most amazing, informative and professionals operational and technical manuals,"





Aiming for the stars with a clearly marked roadmap

It was Zig Ziglar that said: You were born to win. But to be a winner you must plan to win, prepare to win and expect to win.

Principal of Franchise Right, Sue Campbell, said you must do your homework on a franchise model in order to optimise the long-term success of your business and the resulting model.

"A balanced, profitable and proven franchise model can result in soaring to success for franchisees and franchisors. Failure to do so could result in one or both business partners failing," Sue said.

"Franchises must have strong operating systems, processes and adequate training programs to ensure the viability of franchisees in the long-term.

"Franchisors must understand the uniqueness of this business partnership and identify all of the elements required to set up for success.

"The industry is regulated by the Franchising Code of Conduct and franchisors must understand their obligations. There are huge ramifications for the entire franchise system if regulatory requirements are not adhered to."

Our three emerging franchisors - Margaret Galang (Yummy Mummy

Fitness), Miriam Sandkuhler (Property Mavens) and Danielle Burgess (Deckseal) - well, if they haven't ticked every box yet, get the pen ready to mark off any remaining challenges.

Miriam said: "Franchise Right did everything for me from determining the viability of my business concept, to facilitating introductions to industry professionals for legal documents, franchise IT systems and marketing, right through to setting up company training and franchising systems and manuals for me to adapt to my business. It has been a seamless experience."

"We just knew we were in the right hands," Danielle said.

With four franchisees in four months and enquiries coming from all over Australia, our goal is to have 50-60 franchises Australia wide.

"We have a proven system, a niche business in a booming growth segment and franchise professionals to mentor us when we need it, so we have exciting times ahead."

And the Yummy Mummies are heading right to the top.

"I have always wanted Yummy Mummy Fitness to be the leading health and fitness network for mums



in Australia. I envision franchises to be set up all around Australia and when people think about 'fitness for mums' they automatically think Yummy Mummy Fitness. I want it to be a household name for anyone who is a mum or is going to become a mum," Margaret said.

And Miriam is aiming even higher.

"My vision is to inspire and support hundreds of female real estate agents to succeed in their Property Mavens business, so they can powerfully create the income and lifestyle they desire.

I envisage onboarding 1000 Mavens over the next three years, on a national basis," Miriam said.