

**BOOKS &**

**GIFTS DIRECT**

WWW.BOOKSGIFTSDIRECT.COM

**Australia's**

**Biggest Direct**

*seller of books and gifts*

**Join the Books and Gifts  
Direct franchise family!**

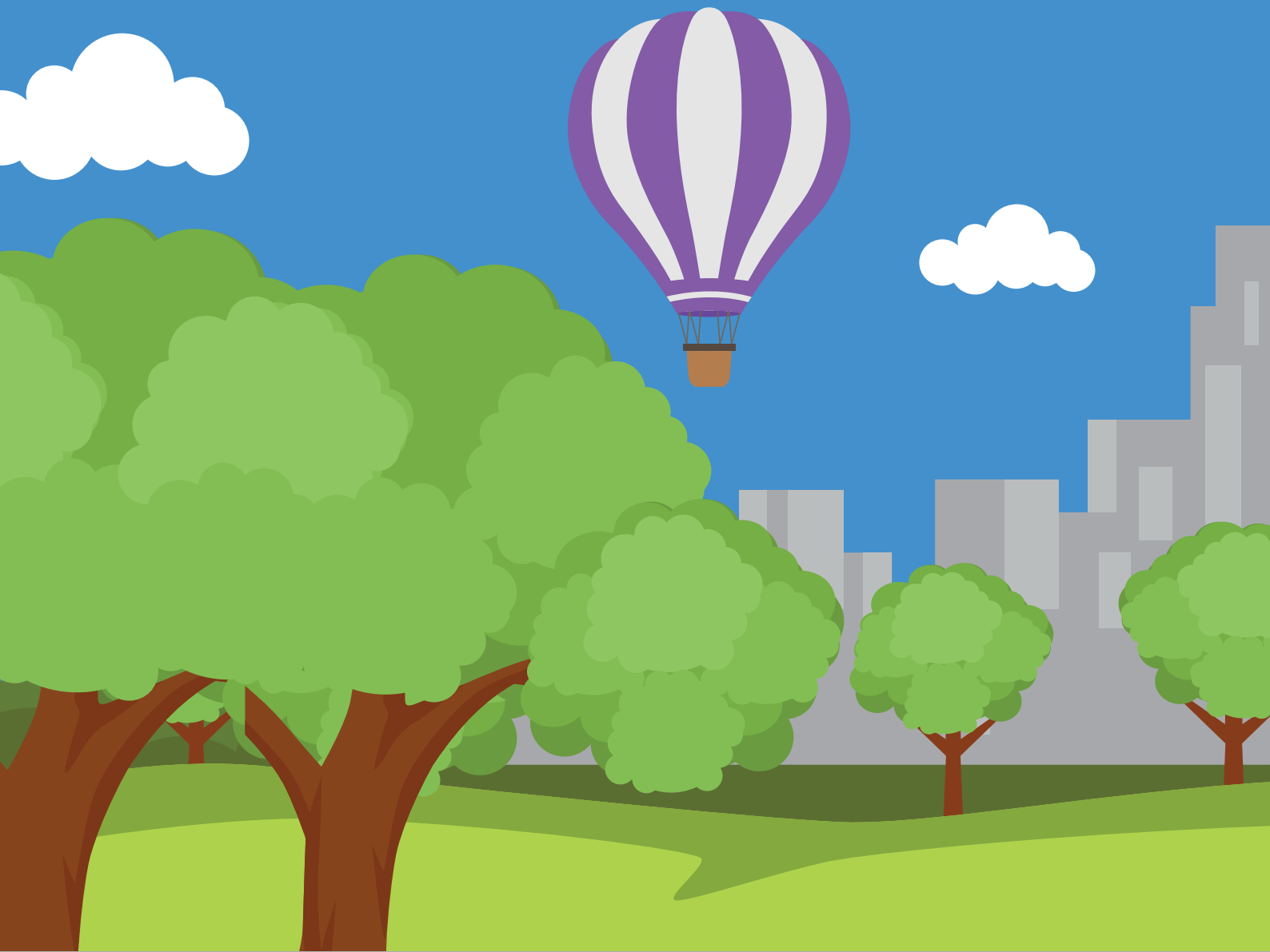
[www.booksgiftsdirect.com](http://www.booksgiftsdirect.com)



About

# Books and Gifts Direct

Books and Gifts Direct is an Australian owned and operated national franchise that provides people with the opportunity to shop directly from their workplace or online.



**As the leading direct seller of books and gifts across Australia, we have strong buying power and, without the overheads of a shop front we can afford to pass on significant savings to our customers. As a result, our books and gifts sell for up to 70% off recommended retail prices, representing a value proposition to all our customers.**

Unlike traditional retail businesses, Books and Gifts Direct franchisees operate an exclusive territory which enables them to service a wide range of workplaces and customers within that area from the convenience of their branded van. The more customers a franchisee services and interacts with, the more opportunities for profitable growth and business development. Our franchise offering is exciting with franchisee out and about everyday meeting and interacting with new and existing customers – no two days are ever the same!

With more than 25 years of experience, our proven business model has stood the test of time.

We know what it takes to be a successful mobile business operating in Australia and we remain relentless in our investment in the development of our business systems and our culture of accountability and franchisee support.

Our franchisees are the key to our success. They are empowered to make the business their own and become an active part of their local communities. Today, we have more than 80 franchisees across Australia and we are proud to give back to the community, through various charities that we have aligned with, by giving back 5 cents from every product sold.



# How Books and Gifts Direct Compares

## Owning a Books & Gifts Direct Business

- ✓ Low entry costs
- ✓ No ongoing franchise fees
- ✓ No weekend work
- ✓ Operate during typical business hours
- ✓ Able to manage own time
- ✓ Exceptional earnings potential
- ✓ Large exclusive territory
- ✓ Franchise term 7 years, option for two further terms of 7 years each
- ✓ No franchise renewal fee
- ✓ Established and proven business model, continually improved for over 30 Years
- ✓ Over 80 franchisees across Australia
- ✓ Comprehensive 12-week training program
- ✓ Initial uniforms provided at no cost
- ✓ Invest heavily in automatic business systems.

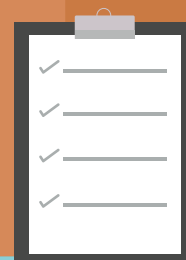
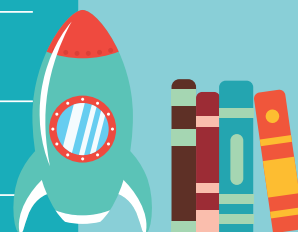
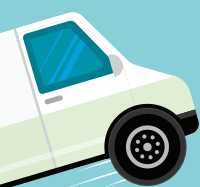
*Simple and easy*

to follow business model with supporting manuals & ongoing training.



## Owning another Mobile Business

- X High entry cost with some mobile businesses costing over \$100,000
- X Typically, a percentage of sales or a flat weekly / monthly fee
- X Requires up to a 7 day per week commitment
- X Early morning starts on road and late finishes
- X Required to work set times
- X Earnings may be restricted to competition density and limited market opportunities
- X Territory can be confined & non-exclusive, limiting earnings potential
- X Typically, a 5-year term with a 5 year renewal
- X Usually requires a fee, can be up to \$10,000 per term
- X Less than 10 years of establishment
- X Typically, less than 20 franchisees and generally located in 1 or 2 states
- X It could be less than 2 weeks
- X You pay for uniforms
- X Nil or minimal investment in business systems.



## Our values

Providing top-notch service and value to our customers is core to our brand.

We believe that we are curators of quality product, knowing our customers will discover something new each time they visit our display box.

We support our franchisees with great systems and training; and we support our customers with a trustworthy and reliable way of buying books and gifts.



# Our guiding principles

## Operational Excellence

- 1 We will seek ways to improve franchisee profitability.
- 2 We will commit quality time to listen to franchisee concerns and ideas.
- 3 We will communicate regularly with franchisees and provide guidance and assistance.
- 4 We will do what we say, or we will find a solution to a problem with our 'can do' attitude.

## Our Culture

- 1 We will have a culture of training, learning, continuous improvement, personal accountability, ownership and integrity.
- 2 We will do the right thing.
- 3 We will do the best we can.
- 4 We will show others we care about them.
- 5 We will serve our customers with a sense of urgency.
- 6 We will always strive for excellence.

## Our Commitment

- 1 We will demonstrate strong leadership and be clear in our communication to mitigate any misunderstandings.
- 2 We will work hard to understand our franchisees aspirations and guide and assist with useful information.
- 3 We will communicate regularly.
- 4 We will stick to our commitments and be fair in our dealings.

# Customer first



## Our obsession with our customers drives our success.

- 1** First and foremost, all our products come with a money-back guarantee. If someone decides they don't like what they bought, all they have to do is tell us and we'll give them their money back, no questions asked.
- 2** We sell a great range of books and gifts that our customers want. We spend a lot of time and effort working with our global alliance partners, publishers and suppliers to find products our customers want and we hand pick those that represent best value to our customers.
- 3** Our books and gifts sell at up to 70% off recommended retail price. As the leading direct seller of books and gifts across Australia, we have strong buying power. And without the overheads of a shop front we can afford to pass on significant savings.
- 4** We make the shopping experience for our customers exciting, where our workplace customers can touch, feel and even smell our products, before ordering. All without the hassle of finding a park at the shops! And we deliver free of charge every 2 weeks!
- 5** We provide our customers with the choice to shop at any time. Our Customer App can be downloaded on their smartphone or they can shop online from our web site, 24 hours / 7 days a week.





# What we've been up to

**In recent years, we've been working hard to strengthen our franchise network and deliver more opportunities for growth while also increasing profitability for franchisees.**

## Our Heritage

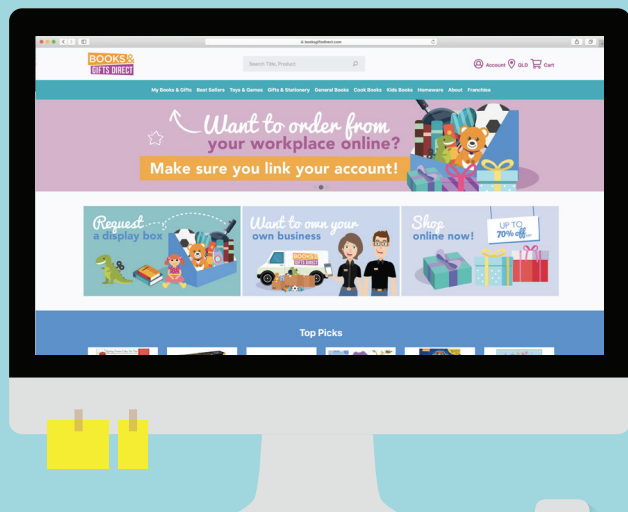
Books and Gifts Direct was established in 1990 and since then we have grown to become Australia's largest direct seller of books and gifts. We sell our products from lunchrooms and reception desks in more than 25,000 workplaces around Australia. Workplaces include schools, childcare centres, businesses, hospitals, community centres and other corporate entities.

In 2014 we changed our name from Lifetime Distributors to Books and Gifts Direct, to more accurately reflect what we do.

Today, we're proud to have more than 80 franchises and distributors throughout Australia. Our annual revenues exceed \$30 million and we sell more than 3 million books and gifts per year including products from leading global publishers such as; Harper Collins, Murdoch Books, Bloomsbury, Penguin, , Hachette Australia, , and Australian Women's Weekly, along with licenced gifts from Disney, Wiggles, Hasbro, PJ Masks and Décor, to name a few.

## Recent Years

We recently launched a new website which included an improved online shopping experience, making it easier for our customers to access a larger range of our products. For our workplace customers, we have also developed and launched a dedicated Books & Gifts Direct app to make ordering from the workplace display box simpler and more secure. For franchisees both of these initiatives provide an additional revenue stream, with sales from their territory going directly to them. Customers can choose to have their purchase delivered free to their workplace via their local Books and Gifts Direct Franchisee or for a small fee have it delivered via Fast Trak.



# Why become a Books and Gifts Direct Business Owner?

**If you're looking to start your own business, be your own boss, find financial freedom and have the flexibility to manage your own time, it's time to consider joining the Books and Gifts Direct franchise family.**

## **We are a trusted, recognisable brand...**

We visit over 25,000 customers and we are trusted advocates of our customers. We are humbled and grateful to all the workplaces that welcome our presence and the strong friendships formed with many of our customers.

## **Full training and ongoing support**

You don't need prior business experience to be a successful Books and Gifts Direct franchisee. Each business owner is provided initial training followed by ongoing training and support. We understand people like to learn in different ways, so we have created a blend of formal and informal training programs, to adapt to the needs of our people. For those who prefer to learn from our documented manuals we have those available too. Training is based on a competency platform and fully supported by a Master Franchise office and their team in each state.

Our experienced Master Franchise team mentors franchisees with ongoing guidance and assistance whenever required, to support a franchisee's hard work and efforts to maximise their earning potential.

## **Franchisee flexibility**

From Fremantle in Perth to Cairns in Queensland and to Hobart in Tasmania our franchisees are a familiar face in their communities and we know our franchisees are at the heart of our success.

Unlike a typical nine to five job, a Books and Gifts Direct franchise allows for flexible work hours.

With no night or week-end work, a franchisee can enjoy a healthy work-life balance while having control of their income.

## **Low entry cost and no ongoing fees**

While many franchise businesses have a high entry cost and incur ongoing franchise royalties, Books and Gifts Direct provides an opportunity for people to own their own business with a small investment. At Books and Gifts Direct our start-up costs are low – in fact they're one of the lowest in Australia. In addition, all stock is on consignment which means franchisees only pay for the product when they sell it, while returning any unsold stock back to the Master Franchise warehouse.



## Systems that set you up for success

We've been in the business for over 25 years and have developed a strong business model and systems that we know work. This provides franchisees with the knowledge and comfort that they have the tools they need to hit the ground running from day one.

Franchisees keep track of how their business is running with BGD's specialised Field Unit Device (FUD) on Android, which gives end-to-end management tools. The FUD provides specialised reporting, sales data and the ability to communicate directly with customers.

## National Sales and Promotional Brand Marketing

One of the benefits of owning a franchise business is the opportunity to tap into national marketing initiatives and promotions. At Books and Gifts Direct we have an external award winning marketing agency, that is responsible for the initiation and execution of a comprehensive marketing plan to our large customer database. To help promote the brand and enhance sales activities our agency coordinates the following activities: social media, digital advertising, direct to consumer campaigns, national marketing programs and the supply of printed collateral for various campaigns. With all national promotional and sales campaigns, costs and expenses are covered by the Franchisor and Master Franchisees, meaning there are no marketing or advertising levies imposed on Franchisees.



# Is a books & gifts business for you?

## We need business owners who:

- Have goals and ambitions that motivate them to build a profitable business
- Are prepared to express their concerns by focusing on their specific business needs and solutions
- Are committed and accountable for the performance of their business
- Support the brand and maintain high levels of service and standards
- Share ideas with other franchisees and commit to listening to ideas
- Enthuse others with a 'can-do' approach.

In addition to the above, some business tools that franchisees need to have, include a light commercial van and an android smartphone to operate BGD's proprietary software application.

It is also necessary that to have access to a safe and dry place, such as a home garage, to store stock.



# Systematic process

Investing in a business is a big step and it is very important to BGD and a franchisee's success that the appropriate research and study is conducted to ensure the business suits a candidate.

Below is a road map guiding a candidate through the process of discovering more about BGD and a candidate's suitability to owning a Books and Gifts Direct business.

Our team is here to guide you through the process and ensure our relationship gets off to a great start.



# Day in the life of a Franchisee



**A franchise business owner's job is to get display boxes into as many workplaces as possible.**

**This requires regular visits to workplaces in an exclusive geographical area.**

A full display box is left in an agreed spot (e.g. at the reception desk or lunch-room) with relevant order forms. Two weeks later, a franchisee returns to fill any orders, collect payment, and replenish the display box with a new selection of products. A franchisee must have their own vehicle and a safe dry area to house stock.



**Don't just take our word for it.  
Here's what our franchisees have to say!**

Books & Gifts Direct is a company that is based on Honesty and Integrity. We have great people within the business at all levels, while the freedom and scope we enjoy, as a Franchisee is the best. We interact with so many lovely people on a daily basis and our customers love to see us walk in the door. It is very heart warming.

**Kim and Wendy Devereux**  
Franchisees, Western Australia

I enjoy the flexibility to manage my own time and run my own business. No more working late nights or weekends, I work Monday to Friday and have weekends to myself to catch up with friends.

**Dean French**  
Franchisees, New South Wales

What I love most about my business is that I don't pay for my stock until I sell it and this allows me to grow my business without having to outlay large amounts of capital to expand stock levels.

**James Wolfe**  
Franchisee, Tasmania

We were attracted to the business because of the opportunity to be able to work together and for ourselves, the ability the ability to be able to earn more income, and a change of lifestyle so that we could both work the same times and then stop being ships passing in the night.

**Kerri Reynolds**  
Franchisee, Queensland



**We would love to tell you more!**

**Get in touch and chat to our team about becoming a Books & Gifts Direct franchisee. We're always keen to answer questions, chat about what we do and show you how we can work together.**

**Contact us!**

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