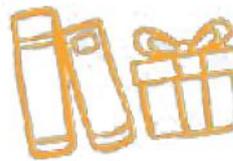


# What is Books & Gifts Direct?



## OUR HISTORY

Books & Gifts Direct celebrated its 20<sup>th</sup> anniversary in 2010. In early 2014, we changed our name from Lifetime Distributors to Books & Gifts Direct, to more accurately reflect what we do.

## OUR CULTURE

### MISSION

Our mission is to connect our customers to the world by delivering a selection of books and gifts that inspire, delight and educate, for the best possible value direct to their workplaces.

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

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## *What is the key to our success?*

We attribute our success to 5 key ingredients:

1. First and foremost, we sell a great range of books and gifts. We know the book and gift market inside out, and we handpick all our products. We know what's out there already, and what's on its way. We know what's good and what's bad. Just as importantly, it's our passion. The only thing we love more than uncovering new gems, is sharing them with like-minded people.
2. 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.
3. Our customers can touch, feel and even smell our products, before ordering. All without the hassle of finding a park at the shops!
4. We deliver customer orders to their workplace for free every two weeks.
5. All our products come with a money-back guarantee. If someone decides they don't like what they bought after all, all they have to do is tell us and we'll give their money back, no questions asked.

## *What skills do I need to become a franchise owner?*

You should be motivated, hardworking, driven and customer focused! A positive attitude, self-belief and determination to succeed are more important than experience or qualifications and previous sales experience is not necessary.



## *How do I qualify to become a franchise owner?*

Our franchisees are people who want to make a change, be their own boss, and sell books and gifts that people truly want. We have a fantastic group of franchisees and subcontractors across Australia. Of course, we believe the success and sheer scale of our network also says a lot about us. Our proven business model, what we're like to work with, and the commendations we receive from our customers on how great our book and gift selections are.

We are on the look-out for people that:

- Are friendly and trustworthy, because our customers expect it.
- Are motivated, organised and ready for a challenge, so you can grow your business and maximise your earnings potential.
- Have access to a light commercial van.
- Are reasonably fit.
- Have a good sense of humour, because it's important to enjoy your work.
- Are prepared to work hard and learn the business so no previous sales experience is necessary.

## *What are the start-up costs?*

Franchise costs vary depending on the size and customer base of the territory. There is usually a low start-up franchise fee, a van and a storage area are also required.

For more information, please contact your state's Master Franchisee or fill out an Expression of Interest (EOI) form. You can also have a look at our web site for franchise territories that are available now!

## *How can I own a franchise? What about a multi-unit franchise?*

Check out what territories are available on our website!

## *What is a typical day?*

As a franchise owner, it's your job to get our sample boxes into as many workplaces as possible. Then, each fortnight, deliver orders from the last two weeks, and put a new box on display.

This means you'll be required to regularly visit a number of workplaces in an exclusive geographical area. You'll leave a sample box in an agreed spot (e.g. the reception desk or lunch-room), and fill the box with sample products and relevant order forms.

Two weeks later, you'll return and fill any orders, collect payment, and replenish the sample box with a new selection of products.

You must have your own vehicle, and a safe dry area to keep stock of our books and related products.



## *What business support will I receive?*

- Marketing Support
- Training - You will take part in the initial training program, where you'll learn all about working with your current workplaces, winning new clients, managing clients, product drops, stock control and territory reports.
- Ongoing Support and Development - Our master franchisees are always here to help you improve the performance of your business.



Our experienced Master Franchise team will mentor you with training and ongoing support, and with your hard work and the established systems in place you can maximise your earning potential.

We are always investing in the latest technology to make your life easier. Some of our state-of-the-art technology, which makes up the Business Intelligence Systems, includes a Central Management System and franchisees get access to our point of sale Field Unit Device that operates from your Android mobile device which guides you to process sales, process on-line orders from our website and manage stock.

At Books & Gifts Direct we continue to invest in tools that guide and assist our franchisees improve the performance of their business and why we are committed to seek ways to improve franchisee business performance and management. Being a part of the network also means you'll get to attend our International Conference. This is an opportunity to network with your fellow franchisees, hear from head office, attend workshops and share your success stories.

## *Additional income, our website!*

Our new website is fully integrated to support the franchise network. The public can now browse our entire range of available products, place their orders online and still have their order personally delivered by their local Franchisee. Alternatively, our network can earn passive income via our new Fast Trak option.

For a small courier fee, we can send orders directly to the customer making the franchisee money without the product even touching their hands.

The website will also allow our franchisees to develop a database of virtual customers who do not have a regular display box but are marketed to via email and only need to be visited when they order online.

## *How do I obtain customers for my territory?*

As a franchise owner, all you have to do is get our sample boxes into as many workplaces as possible. Then, each fortnight, deliver orders from the last two weeks, and put a new box on display. It's a simple process that rewards you for effort.

## *What events are put on for franchisees?*

- Support from your Master Franchise
- Local meetings conducted by your Master Franchisee with representatives from Head Office attending



At Books & Gifts Direct head office you will collaborate with a group of dependable, friendly, approachable, professional and supportive people who are all passionate about the Books & Gifts Direct brand.

Our mission is to be the biggest and best display marketer in Australia and always strive to put more books and gifts into customers' hands. Everyone has a voice and we are open to new ways of thinking, especially those that contribute to the overall success of our business. We believe we are the best in the world at what we do.

## *Testimonials*

We started out thinking this was a job where we get to supply products to people, and make money doing so. Technically that may be correct. But hidden in all of that is an assortment of relationships, of dependability and trust, of not having a customer instead a personal involvement, of feeling and offering of respect. If it were just a job, the growth we have experienced in customers and sales wouldn't hold as much personal pride to us as it does.

Success can be measured in different ways, to us it's having people excited to see us and letting us be involved with them. We grew this from a small business into a happy lifestyle.

### KIM AND WENDY – FRANCHISEES, WESTERN AUSTRALIA

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.

### GREG AND SALLY – FRANCHISEES, NEW SOUTH WALES

I run a successful franchise and still have the freedom to be with my friends and family on the weekend without the worry of a seven-day trading society we now live in.

### JAMES – FRANCHISEE, TASMANIA

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.

### KERRI – FRANCHISEE, QUEENSLAND

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.

