

AUSTRALIAN RECRUITING OFFICE NETWORK (ARON)

FRANCHISE OPPORTUNITY



www.australianrecruiting.com

see what's humanly possible



FREE CALL: 1300 123 450
Head Office (T) 07 3394 8218 (F) 07 3394 8210
QLD | NSW | ACT | VIC | WA | SA | NZ



ARON Franchise

Thank you for your interest in the Australian Recruiting Office Network (ARON). As a national franchisor, ARON offers opportunities in full recruitment services including, temporary, permanent hire, executive and HR capabilities. These services are applied across a broad spectrum of industry sectors.

Currently listing over 10 offices in Australia and New Zealand, we fully committed in providing a complete recruitment franchise system. Our franchisees enjoy comprehensive, continued support in their sales and operations efforts, thereby maximising their potential for success.

The initial franchise fees for an ARON franchise are \$40,000. The total investment for a start-up is approximately \$180,000 (depending on size, location etc), which includes franchise fees, start-up costs and working capital.

The decision to invest your time and money in a franchising opportunity can be a sound one, particularly in the recruitment industry. Statistics project continued high-level growth throughout the decade and beyond. The recruitment industry has a track record of thriving in every type of economic environment. An independent report is available on request.

We have a 9 step process to help evaluate whether an ARON franchise is a good fit for both parties. The first step is to register your interest or contact me on toll free: 1300 123 450. We can then discuss in greater detail. I would also encourage you to visit our website at: www.australianrecruiting.com.

We look forward to hearing from you soon and continuing a mutual evaluation of our franchise opportunity.

Sincerely

Kevin Humphries

National Manager, Independent Business Partners

Why Buy A Franchise?

According to the Franchise Council of Australia (FCA), franchising in Australia is amongst the most dynamic and progressive business sectors in the economy. It is recognised as an organised form of business and has proven to be vastly more successful than traditional business formats.

Franchising in Australia has been regulated by the ACCC since 1998 and has one of the strongest franchise codes of conduct in the world.

Statistical surveys conducted by the FCA over the past 7 years, indicate a growth in business format franchise systems from 693 (1998) to 850 (2004). Furthermore, the number of franchised company-owned outlets increased from 38,500 (1998) to 50,600 (2004).



There is an annual turnover of \$81.4 billion, or approximately 4% of GDP (Gross Domestic Product), and has maintained an average growth rate of 16/3% since 1994.

Economic forecaster and IBIS Business Solutions executive chairman Mr Phil Ruthven has publicly stated that franchising is expected to grow to represent 60% of Australia's GDP in the 21st century.

It has been argued that one of the real strengths of franchising is the support systems and networking that is made available to the individual business under the protective umbrella of the franchisor. A franchise is simply a license granted to a franchisee to operate a business using standard systems and procedures established by the franchisor.

A study of businesses in Australia by Professor Alan Williams from the University of Newcastle has shown that of 100 stand-alone small businesses that open in any given year, more than 80% close due to mismanagement, bankruptcy, or for some other reason after eight years. The same study indicated that of 100 franchises opened in any given year, more than 80% will still be operating in eight years time and most of those will still be owned and operated by the same people.

There are no guarantees in business today; however franchising has proven that it can provide a vastly improved chance of success for people who want to take control of their lives by owning and operating their own business.

Australian Recruiting Introduction

Australian Recruiting Pty Ltd is a national leader in the provision of recruitment and human resource consulting services.

Australian Recruiting Pty Ltd is a wholly Queensland owned and operated business which is staffed with leading industry consultants. Australian Recruiting Pty Ltd has a national focus with our head office in Brisbane.

Our impressive range of blue chip clients, across all industry sectors allows us to specialise in:

Support and Secretarial
Office Finance and Accounting
Information Technology
Health and Medical
Legal
Executive
Sales and Marketing
Engineering
Government
Industrial
Event Management



We partner with our clients to search for, attract, screen and appoint exceptional people more effectively.

Our corporate recruiting practice is committed to supporting our clients as Employers of Choice resulting in them attracting and securing top talent faster, more economically and with a better return on investment.

Now more than ever, staying ahead in today's competitive environment means organisations cannot afford the luxury of making a poor hiring decision or having employees misaligned to objectives. Modern business demands we have the right people doing the right things, the right way, at the right time.

Most importantly, we have never lost sight of the importance of our clients, our candidates and our staff!!!



The Recruitment Industry In Australia

- Be a part of a \$10 billion Australian industry
- Recruitment has been one of the fastest growth industries of the last three decades
- There is almost unlimited potential
- Businesses constantly have a need for staff, either on a temporary or permanent basis and are increasing.
- Recruitment consultants become managers of peoples' careers

A fully independent report is available on request.

What We Are Seeking:

People with a commercial sales/recruitment and management background; who want to be part of a progressive recruitment enterprise.

Ideally you will have:

- A natural affinity with people
- Sales skills
- A high level of motivation
- An ability to recognise qualities in people
- Leadership, vision and commercial awareness
- A desire to build a business, earn a substantial six figure income and yet retain a balance and flexibility in their lifestyle.



The Australian Recruiting Difference

So what makes Australian Recruiting different from the myriad of employment agencies and recruitment consultancies?

Although AUSTRALIAN RECRUITING has offices dedicated to recruitment we do not see ourselves as just recruiters. In fact we are passionate about all our offices being able to work together so as to complement the AUSTRALIAN RECRUITING team and satisfy our customers' needs.

Our corporate logo is "See what's humanly possible"....we see people as the most valuable resource a business can have. Internally we run our business totally focussed on our people. Without great people, we just wouldn't have a business. We are constantly surprised by other employers who don't share our philosophy!!

Wherever possible we package our products and services to address a greater need from our client base.

With our central head office in Brisbane, we are building a national network of regional offices across Australasia ranging from fully staffed recruitment teams through to sole operators who want to work from a remote location. Our powerful I.T. systems allows everyone in the company to share our databases, company resources, communications and systems.

By structuring our company this way we can ensure any offices we set up in an area become powerful allies, rather than competitors, thereby giving our clients dedicated professional teams that are coordinated and able to help them with specialist advice in these important staffing areas.

Furthermore we:

- Are Australian owned and operated (profits returning back into the business)
- Managed by an executive team, who have been in the recruitment industry collectively for 30 years
- Have sound financial management practices
- Have a proven recruitment business model
- A dedicated IT support
- A dedicated payroll and finance arrangements

ARON Franchise



Key Facts

Franchise Fee:	\$40,000
Financial Requirements:	Working capital of \$100,000 - \$150,000
Business Operation:	The ARON franchise provides for a sales-focussed opportunity to operate your own full-service recruitment business. As the franchisor, Australian Recruiting provides for payroll processing of staff, temporary workers, client invoicing and risk management/worker compensation administration.
Training:	Australian Recruiting offers continuous training to all franchisors and staff. Training is comprised of business development, operations and the recruitment process.
Core Staff:	3-4 people, including the franchise owner in one of these core positions. The core staff is comprised of Recruitment Consultants and one Administration/Reception if applicable.
Multi-Unit Operation:	Multiple office development is encouraged where financial viability has been confirmed.

Benefits of an ARON Franchise

Franchise Systems/Support

- Tested systems, procedures, training techniques
- factoring facility for pay rolling of temporary workers
- Workers compensation, liability and insurance for temporary workers
- Comprehensive recruitment and business operation manual
- Continuous training and support
- Front and back office systems
- Network for open communication
- Assistance and technical support
- Internet job posting
- Human resource expertise
- Credit collections and monitoring



Sales/Marketing

- Licence to four service lines in one franchise agreement
- 100% franchised
- 100% exclusive client relationship management
- Advertising and marketing campaigns at volume discount prices
- Continuing on-site visits by ARON executives and representatives
- Market research/expertise
- Site selection
- Regular and open communication
- Network of franchisee colleagues



Becoming A Franchisee – 9 Step Process

There is no all-encompassing definition that can identify “the perfect” Australian Recruiting franchise owner. However, experience shows that the best franchise owners are those who have a genuine passion for people and are committed to working hard.

1. Franchise Application and Credit Review

Franchise application is completed by the prospective franchisee and reviewed by Australian Recruiting Services, Inc. inclusive of a credit report.

2. Franchise Full Disclosure

Disclosure and review by the prospective franchisee and dialog with the National Manager, Independent Business Partner and Director of Australian Recruiting.

3. Franchisee Validation Calls

Prospective Franchisee calls and/or visits existing Australian Recruiting offices.

4. Financing

Financial approval secured.

5. Fact Finding Mission

Prospective franchisee visits Australian Recruiting Headquarters in Queensland for final review and approval for franchise application.

6. Signing

Franchise agreements are signed and franchise fees are paid.

7. Field Trip

Two-day visit to proposed territory for franchise and conclude site selection. Conducted by prospective franchisee and National Manager, Independent Business Partner.

8. Training Class

One week training course at Australian Recruiting Headquarters for new franchisees, Consultants and, when applicable, Administration Staff.

9. Office Opening

Office opens the first or second Monday following the completion of training with the assistance of the National Manager, Independent Business Partners.



ARON Franchise

The Next Step.....

"See what's humanly possible"

If you have read this far, chances are you are genuinely interested in an Australian Recruiting franchise.

The offices are very profitable businesses if run well. We know that, providing you are motivated and committed, we have the systems and infrastructure for each office to be a success.

Call me on the toll free number: 1300 123 450 for a confidential discussion on a mutual evaluation of our franchise opportunity. Or register at:

Kevin.humphries@australianrectuing.com

More information on our company can be found at www.australianrecruiting.com

Kevin Humphries
National Manager Independent Business Partners

Head Office: 07 3394 8218 or mobile: 0431 793 121

All information supplied is of a confidential nature. As a potential franchisee, your interest is greatly appreciated and we look forward meeting and discussing this opportunity in person.