

*Spread*  
your **wings**  
with  
*NightOwl*



 **NightOwl Franchises**  
AVAILABLE NATIONWIDE [nightowl.com.au](http://nightowl.com.au)

*come and get it*



# HOO is NightOwl?

**NightOwl is Australia's longest standing convenience retail franchise**

Established in 1975 as an individual store in the Brisbane suburb of Auchenflower, we have since multiplied and are now proudly represented throughout Queensland, New South Wales and Victoria. The business originally turned to franchising in 1986 and aims to grow to 100+ franchises across the eastern seaboard in the coming years.

We provide busy shoppers with a convenient alternative to supermarkets without sacrificing value, range, freshness or quality of shopping experience.

Behind the NightOwl brand is a dedicated, close-knit team of franchising experts and business managers to help guide and develop our franchisees into profitable, sustainable retailers.

The guess work has been taken out for you. Our brand strength, business model, training and support, site selection process, construction planning, merchandising knowledge and marketing expertise dictates that our franchisees are set-up for success and start their business lives on the right foot.

We have the ability, regardless of your background, to transform you into strong, passionate and successful retailers.

## NightOwl Franchising, More *Cluck* for your *Buck*

The force of NightOwl's dynamic brand and proven systems is a powerful combination.

Isn't it time you became your own boss?

FEATURES	ADVANTAGES	BENEFITS
<b>35 years of trading history</b>	<ul style="list-style-type: none"> <li>Established history of successful trading</li> <li>Strong brand equity</li> <li>Known franchise quantity</li> <li>Famous retail destination</li> </ul>	<ul style="list-style-type: none"> <li>Franchisee security and comfort</li> <li>Delivery of a consistent offer</li> <li>Driving profitability</li> </ul>
<b>Strong brand recognition and identity</b>	<ul style="list-style-type: none"> <li>Instant recognition from distance</li> <li>In-store offer familiarisation</li> <li>Ranging what our customers want</li> </ul>	<ul style="list-style-type: none"> <li>Driving impulse and destination shopping</li> <li>Driving profitability</li> <li>Driving loyalty and repeat business</li> </ul>
<b>Robust site selection and analysis</b>	<ul style="list-style-type: none"> <li>Competitive edge</li> <li>Traditionally clustered with strong business drivers and co-tenants</li> <li>Independent analysis on every site</li> </ul>	<ul style="list-style-type: none"> <li>Driving impulse and destination shopping</li> <li>Driving profitability</li> <li>Market research to support site selection</li> </ul>
<b>Full marketing and merchandising support</b>	<ul style="list-style-type: none"> <li>Strong promotional calendars</li> <li>Unique in-store promotions</li> <li>Competitive pricing</li> <li>Innovative merchandising standards</li> </ul>	<ul style="list-style-type: none"> <li>Preserving and growing retailer margins</li> <li>Driving customer loyalty and repeat business</li> <li>Driving profitability</li> </ul>
<b>Significant network and purchasing power</b>	<ul style="list-style-type: none"> <li>Driving brand awareness</li> <li>Reinforcing positive brand perception</li> <li>Driving marketing revenue</li> </ul>	<ul style="list-style-type: none"> <li>Driving customer trial and loyalty</li> <li>Greater marketing power</li> <li>Greater buying power</li> <li>Driving profitability</li> </ul>
<b>Proven business model</b>	<ul style="list-style-type: none"> <li>Tried and tested systems and processes</li> <li>Regular benchmarking analysis</li> <li>Extensive business coaching</li> <li>Robust front and back office systems</li> </ul>	<ul style="list-style-type: none"> <li>Franchisee security and comfort</li> <li>Facilitation of multi-site franchisee ambition</li> <li>Excellent return on investment</li> <li>Driving profitability</li> </ul>
<b>Great training and ongoing development support</b>	<ul style="list-style-type: none"> <li>Detailed initial induction training</li> <li>Superb ongoing training and development</li> <li>Business coaching</li> <li>Access to benchmarking data and sector information</li> </ul>	<ul style="list-style-type: none"> <li>Competently trained franchisees and staff</li> <li>Exceptional delivery of the NightOwl experience</li> <li>Franchisee security and comfort</li> <li>Driving profitability</li> </ul>
<b>Secure franchise system with entrepreneurial flexibility</b>	<ul style="list-style-type: none"> <li>Security of a successful business formula</li> <li>Ability to adapt to local demographics and customer needs and unleash entrepreneurial strengths</li> </ul>	<ul style="list-style-type: none"> <li>Drive customer loyalty</li> <li>Targeting direct community needs</li> <li>Fulfilling entrepreneurial spirit</li> <li>Driving profitability</li> </ul>
<b>Niche market leader and performer</b>	<ul style="list-style-type: none"> <li>Withstand the pressures of changing economic climates</li> <li>Strong profit and return on each m<sup>2</sup> of retail floor space</li> </ul>	<ul style="list-style-type: none"> <li>Minimal impact to bottom line</li> <li>Ability to trade strongly throughout economic downturn</li> <li>Driving profitability</li> </ul>
<b>Our people</b>	<ul style="list-style-type: none"> <li>Passionate, hard working individuals with clear objectives and common goals</li> </ul>	<ul style="list-style-type: none"> <li>Collaborative, inclusive internal culture</li> <li>Delivery of a consistent offer</li> <li>Driving profitability</li> </ul>
<b>Group innovation</b>	<ul style="list-style-type: none"> <li>Continual development of our offer to customers</li> <li>Regular reviews of operational efficiencies</li> <li>Driving a competitive edge</li> </ul>	<ul style="list-style-type: none"> <li>Driving a culture of constant improvement</li> <li>Delivering a unique retail proposition</li> <li>Driving profitability</li> </ul>



# NightOwl store development and retail brilliance

Our team manage the development of a franchise from start to finish, to ensure you get value for money without compromising on finish or quality.

Franchisees can be confident that the entire project will be managed diligently, ensuring the location, design, construction, merchandising and fit-out of the store meet our high brand standards.

Our Franchisees benefit and have access to our knowledge of local trends, category insights, shopper behaviours, emerging categories, market innovation and retail experience, to establish the best quality and range of products merchandised in each NightOwl franchise to maximise your return on investment.

NightOwl provides peace of mind from project commencement to completion. The guess work is taken away and our expertise is here to give you confidence in the entire franchise set-up and ongoing commitment to you thereafter.

## NightOwl's marketing strategies?

NightOwl's dedicated marketing department creates intelligent campaigns to increase brand awareness, drive our 'value proposition' and customer loyalty.

Our marketing team lives and breathes consumer buying trends. We devise innovative mainstream and specialist advertising, in-store and local promotions, brand partnerships and extensive public relations campaigns to enhance sales and build our brand.

## Attention to detail, infield support

Our NightOwl Support Centre provides a wide range of practical tools to support Franchisees in managing their business. They include sales reporting, benchmarking, sharing information on market trends, new product developments and exclusive promotional opportunities direct from manufacturers and suppliers.

Our structured internal communications systems include a dedicated E-Learning system and regular updates on everything our Franchisees need to know about improving their business results.

All data and business tools will be discussed with Franchisees and their own individual NightOwl Retail Development Manager who visits each fortnight for a comprehensive business review instore.



Our comprehensive 8-week training program, complemented with a 12 month dedicated focus on training and support, provides the most hands-on and practical Franchisee training on offer. We guide our Franchisees through every aspect of what it takes to make their store provide the best return on investment.

We train extensively in business plans, customer service excellence, merchandising for profit, inventory and staff management, security training, incident reporting and office procedures. Continual assistance from our Training and Retail Development Managers complements our training and gives our franchisees a further competitive edge.

To our Franchisees we offer Cert 2, 3 and 4 Retail Certificates, the nationally accredited qualifications in partnership with Franklyn Scholar. To further ensure our Franchisees feel confident in every aspect of the numbers behind their business, we also offer a 2 day Financial Management 101 course. For those working directly with food, we provide a Food Safety Supervisor Certificate, and we offer Grocery Manager training.

Our online learning platform, NightOwl E-Learning system (NOEL), provides Franchisees with useful

## We train you to be 'business fit'

information and training systems at the click of a mouse. The practical web based system offers an online training and reporting facility providing franchisees with the ability to monitor their store(s) and staff training progress in real time. Other benefits for Franchisees include a live forum, latest news, document templates, company information, reports and statistics, marketing and promotional material, order forms and much more.



# HOO do we want?

Are **you** one of us?

- Ambitious
- Passionate
- Have a thirst for success
- Seeking financial independence
- Hard working
- A good 'people' person
- Seeking reward for effort



**We coach retail and franchising excellence, regardless of experience or background.**

## NightOwl *frequently* asked questions

### 1. ESTABLISHMENT COST FOR A NEW FRANCHISE?

- From \$400,000 + GST, and includes:
- Complete fit-out
- All training
- Initial opening stock
- Initial franchise fee

### 2. OTHER SET-UP COSTS?

- Bank guarantee facility (traditionally 3 months' rent)
- Legal costs
- Own due-diligence costs
- Business establishment costs

### 3. FRANCHISE AGREEMENTS?

- Initial term 10 years
- 5 year renewals available thereafter

### 4. LEASE TERMS?

- NightOwl holds the head lease
- NightOwl issues the Franchisee a sub-lease, or PLA (premise license agreement)
- Leases are typically negotiated for 5 + 5 + 5 terms

### 5. ONGOING COMMITMENTS TO THE FRANCHISOR?

- 3.5% Royalty on gross weekly sales
- 1% Marketing on gross weekly sales
- Weekly online training subscription fee
- Weekly price file maintenance fee

### 6. STOCK ORDERING?

- NightOwl negotiates for all franchised stores at head office level
- These trading terms are passed down to each Franchisee in the form of off-invoice discounts and special promotion buy prices
- NightOwl has preferred suppliers which Franchisees order from
- NightOwl has direct suppliers and indirect suppliers
- Franchisees are responsible for their own ordering. This can be done automatically as long as the Franchisee is diligent with the Perpetual Inventory process within their back office

### 7. IS THERE FLEXIBILITY IN BECOMING A NIGHTOWL FRANCHISEE?

- Absolutely yes!
- Whilst there are compliance and consistency guidelines with becoming a NightOwl Convenience franchisee, we encourage innovation and entrepreneurship within each business
- Franchisees have the security of a Franchise system but also have the ability to target their local demographic needs



**come and get it**

**Contact us now!**

NightOwl Support Centre

Phone (07) 3387 8787

**[nightowl.com.au](http://nightowl.com.au)**