



AussiePoochMobile.com.au
Support Office 07 3888 7111
Inst 65r 09/11/2016

Manage with Option to Own Representative Position Description

Self Employed Position

A 'Representative Position' with Aussie Pooch Mobile – Australia's first and premier dog wash service established in 1991 – is a self-employed* position where your income is based on how many dogs you provide the Aussie Pooch Mobile service to.

You work on your own, but have the back up and support of the proven Aussie Pooch system, area managers and a team of other dedicated dog lovers to help ensure your success.

When you join Aussie Pooch Mobile as a representative you are being provided with an opportunity to operate as a self-employed business person, using Aussie Pooch Mobile's proven systems. You are not purchasing a franchise or a business or building a business you can sell. The area you are operating in and the mobile unit is hired to you in return for the hire fee.

There is no obligation on you to purchase a franchise.

However, if this is something you may be interested in, then you should consider our 'Manage to Own' program.

Manage To Own

The Manage to Own program is targeted at highly talented and energetic individuals with the drive and aspiration to operate their own business, but not necessarily the initial capital to get started. No experience required.

Aussie Pooch will assist successful representatives to take the next step of purchasing a mobile dog wash franchise within 12 months of commencement. This is through a combination of financial assistance – potentially including bonus schemes, working capital and vendor finance– as well as ongoing advice, training and operational support.

After reviewing the following information, if you would like to look further at this opportunity and organise a trial day, contact Aussie Pooch Mobile.

opportunity@aussiepm.com.au Ph: 07 3888 7111 or the contact you may have already spoken with.

For a dedicated 'Dog Lover', going to work each day really doesn't get any better!

If you are...

- Passionate about dogs
- A self-starter
- Wanting to do work to suit your lifestyle
- Wanting to be your own boss
- Looking for a fresh and rewarding career direction

Then joining the Aussie Pooch family is exactly what you are looking for.

With over 3.4 million dogs in Australia and 'pet parents' seeking out Aussie Pooch Mobile to care for their dogs regularly, this is one of the best repeat businesses available.

Aussie Pooch Mobile is one of the most successful and stable home service companies in the world.

How do I get started?

After reviewing the enclosed information, if you feel this position is for you, then please contact us.

The next step is to complete a confidentiality agreement and an expression of interest form, then a day for you to trial your new career with one of our successful operators will be organised.

We look forward to welcoming you to your new career.

The Aussie Pooch Mobile standard service includes:

- **Hydrobath** - A massaging bath for dogs, in warm fresh water
- **Brushing** - To remove light matting and excess hair from the dog
- **Nail Clipping** - To ensure that the dog's feet are kept in great shape
- **Ear and Eye Clean** - Hygienically cleaned to remove any build-up of ear wax and sleep
- **Aromacare** - A delightful range of essential oil rinses for use on the dogs
- **Blow Drying** - All dogs are blow-dried with a warm blow dryer to ensure they are ready to cuddle
- **Doggy Treat** – A yummy healthy pooch treat is provided at the end of each service

Training

You are fully trained in all aspects of the system. Training is carried out with another operator and your support person.

Training takes approximately 4 - 6 days covering

- Dog handling
- Hydrobathing
- Customer service
- Marketing
- Booking clients
- Bookwork
- All aspects of the services offered

Mobile unit and equipment

You are provided with a mobile unit and fitted equipment that is hired to you. This is kept at your home and you are to treat it as if it is your own. Aussie Pooch Mobile pays for the general maintenance on this as part of your hire fee, as explained further in the Representatives Agreement.

Advertising and marketing

You are supplied with an advertising launch to help establish the service in the territory, which includes training in our tried and proven marketing techniques.

These systems have worked for hundreds of operators over the years and tens of thousands of happy clients are testament to this.

You are required to do marketing to build your income; this can cost nothing but time, effort and a smile. Various advertising material is provided to you to help generate customers in the territory...

Any marketing you do in your territory will help to generate more work for you.

Ongoing support

You will be supplied with ongoing support through operator newsletters, regular regional meetings, ongoing training, and operator support visits and phone contacts.

Insurance

When you join as a representative, your mobile unit is fully comprehensively insured. As a self-employed person you are NOT covered by workers compensation but you may choose to take out income protection for yourself.



You must also have your own public liability insurance to the extent of \$10,000,000 which must include coverage for goods in physical and legal control.

We have arranged an insurance premium to cover this at an annual fee of \$280 with MGA Insurance brokers. Monthly repayments with this insurance company are available at \$25 per month. All insurances must be for amounts and covers with an insurer approved by the Licensor from time to time but approval will not be unreasonably withheld.

Solutions and stock

For your convenience, solutions and other stock items including retail items to sell to your customers are ordered through the Aussie Pooch Mobile Support Office and are delivered directly to your door.

Customer enquiries

You receive customer enquiries in four ways.

- Via the 1300 number
- Via our website
- Direct to your mobile
- Direct contact – neighbours, passers by etc.

Repeat customers

Aussie Pooch Mobile services are used on a two weekly and monthly basis by a large percentage of customers. Dealing with the same regular customers, allows you the opportunity to build better relationships and encourages referrals from customers to ensure that your word-of-mouth referrals will grow.

Your requirements

- Self-motivation
- A will to succeed
- A mobile phone and access to the internet
- A reliable insured vehicle with a tow bar and a license
- The bond and start up fees (see below)
- A minimum commitment to this position for 6 months.

Your income

Aussie Pooch Mobile has extensive experience in helping operators build a successful, profitable business. The rate at which your income grows is dependent on your own ability to follow the proven system and utilise the information and training provided. You are paid directly by the customers for the services and products you supply.

You are in control of how much money you make.

How many hours do I work?

A full time representative would be operating one day of the weekend and 3 - 4 days during the week. Sunday and Monday are generally the preferred option for days off.

Part-time representatives would need to discuss with their franchisee exactly what days and times they are required.

You will also need to allocate time for afterhours work for following up customers and bookwork and working on the business. The occasional meeting and additional training to enhance your skills may be organised.

How many dogs can I wash?

We would expect that a representative starting in a “new” area would be striving to wash a minimum of 30 dogs per week (5 – 7 dogs per day 5 days a week) by the end of the first 10 weeks and then continue to grow from there aiming at a minimum of 50 dogs per week (8 – 12 a day).



In this position you have the opportunity to totally control your income. Ultimately the amount you earn and the amount of dogs you wash is up to you.

The price per dog you would charge does vary from state to state. Below is a table outlining the recommended prices per dog for the standard service in each state and the time it should take per dog to do including travel in a well organised day.

| Approx. Pricing (Standard Service – includes aromacare & Short blow dry) | | |
|---|-------------------|---------------------|
| State | Recommended Price | Approx Time per dog |
| QLD | \$27 - \$36 | 30 – 45 mins |
| WA/SA | \$30 - \$40 | 30 – 45 mins |
| NSW ACT VIC TAS | \$35 - \$50 | 30 – 45 mins |

Additional income/profits

There are opportunities for you to grow your income further and make even more profits by providing:

- Grooming and trimming
- Doggy facials, dog massage
- Medicated and tick washes
- Retail products from Aussie Pooch's exclusive range and from other leading pet brands

*Clipping course and equipment is available for an additional fee. This is available to you after completing your initial 12 weeks. Prior learning is taken into account so please advise if you have previous clipping experience.

Ongoing hire cost

For the opportunity to operate as a self-employed Representative under the tried and proven format of Aussie Pooch Mobile, you pay the following weekly fees for the equipment, territory, systems and ongoing support. *approximate

- 25% of your gross weekly income + GST for Aussie Pooch Mobile Pty Ltd company representatives.
- If the reps position you are enquiring about is with an Aussie Pooch Mobile Franchisee You need to discuss with the franchise what fees apply for the area you are enquiring about. You pay this fee on a weekly basis directly to who you are operating with. (APM or your Franchisee) **Different positions may attract variances in fees.**

Other Costs to Aussie Pooch (regardless of who you are operating with)

- \$10 - \$15 per week paging fee. This allows you to gain calls via the 1300 number and the website. This will be billed from either APM or your Franchisee on a weekly/monthly basis.
- **On the first of every month in advance Aussie Pooch will invoice you directly for**
- \$28 inc GST for the WOOF eDiary software program
- \$11 inc GST for the Website/Social Media Fee
- \$7 inc GST for Telephone/Network Contribution for the 1300 number and maintaining our network communication to enable the customers to contact you and the reasonable costs incurred in the administration of this
- Solutions to wash dogs, you should allocate approximately \$1.35 + GST per dog.

* Remember to discuss your exact fees with who you are operating with.

Set up costs including GST

The initial starter kit costs approximately \$365 inc GST and is tax deductible. This fee covers an initial supply of solutions, uniform shirts, a hat, money belt. This is payable prior to commencement upon delivery of these items.

For part-time representatives this may be reduced depending on the amount of solution required.

A bond of \$500 is payable on the territory and mobile unit. This is refundable as explained within the Representatives Agreement.

The set up costs, ongoing fees and bond are explained in more detail in the Representatives Agreement and in the enclosed weekly budget planner, which you can complete and use as your guide.



Weekly Budget Planner

Name: _____ Area: _____

Complete the budget planner below to work out your profit before tax. Calculate your figures on a weekly amount.

Weekly income

Your goal should be aimed at 30 dogs per week by the end of the first 10 weeks. Your Aussie Pooch Mobile support team is skilled at helping you achieve this with the ongoing advice, training and proven systems you have access to.

Many of our representatives and franchisees wash an excess of 50 dogs per week on a regular basis. Ultimately what you achieve is up to you and is dependent on the effort you put in and the ability to follow the proven system.

How much can I earn in the time I have available? What is my goal?

_____ number of dogs x \$_____ per dog x _____ days = \$_____

_____ number of retail items x *\$15 per item = \$_____

_____ number of additional grooms x *\$10 = \$_____

_____ number of clips x *\$40 = \$_____

Income: \$_____

*Prices quoted are examples only. You are welcome to speak with our existing operators.

| Average Expenses (based on \$_____ per week income and _____ dogs) | | Personal Living Expenses per week | |
|--|-------------|--|-----------|
| | INC GST | | |
| Car registration | \$ | Rent/mortgage | \$ |
| Car insurance-Fully Comp | \$ | Car repayment | \$ |
| Petrol | \$ | Credit Card | \$ |
| Repairs and maintenance on your vehicle. (This is now an expense which is tax deductible) | \$ | Loans | \$ |
| Phone, stationery, etc. | \$ | Food | \$ |
| Representative hire fee at Check your % (Including advertising and advertising material, upkeep on equipment, hire of equipment, etc). | \$ | Living Expenses – Haircuts, electricity, clothing, insurances etc. | \$ |
| Public Liability Insurance | \$6 approx | | |
| Pager Fee | \$13 approx | | |
| WOOF eDiary | \$7 approx | | |
| Website/Social Media & Telephone network contribution | \$4 approx | | |
| Consumable products approx. \$1.50 per dog. | \$ | Other | \$ |
| Total Weekly Business Expenses | \$ | Total Weekly Personal Expenses | \$ |

Expenses associated with earning your income may be tax deductible. You should check with your accountant as to exactly what expenses you can deduct.



Income & expenses

| Income per week | | Expenses per week | |
|---|-----------|-------------------------------------|-----------|
| Aussie Pooch Mobile Income | \$ | Business Expenses | \$ |
| Other Income:- spouses, part time job, investments etc. (list before tax) | \$ | *Tax (see table below to calculate) | \$ |
| | | Personal Living Expenses | \$ |
| TOTAL INCOME | \$ | TOTAL EXPENSES | \$ |

| *Taxable Income | |
|---|----|
| Total Income | \$ |
| Less Business Expenses | \$ |
| Equals Taxable Income | \$ |
| **Tax (approx. 20% of taxable Income above) | \$ |

| Your Disposable Income | | |
|------------------------|----------------------|--------------------------|
| Total Income | Minus Total Expenses | = Your Disposable Income |
| \$ | - \$ | \$ |

Self-employment benefits

You also receive all the benefits of being self-employed. eg. Some of your expenses relating to car insurances, car expenses, phone etc. may be tax deductible. For a more detailed budget planner and advice check with your accountant.

You are responsible for your own tax, superannuation and workers compensation as you are classed as a self-employed person.

* For more information on becoming a representative, you can speak with our other representatives or Aussie Pooch Franchisees, other business people, an accountant and do any other research.

If you would like to look further at this opportunity and organise a trial day, please complete the [Expression of Interest Form](#) and contact Aussie Pooch Mobile at opportunity@aussiepm.com.au Ph: 07 3888 7111 or the contact you may have already spoken with.

