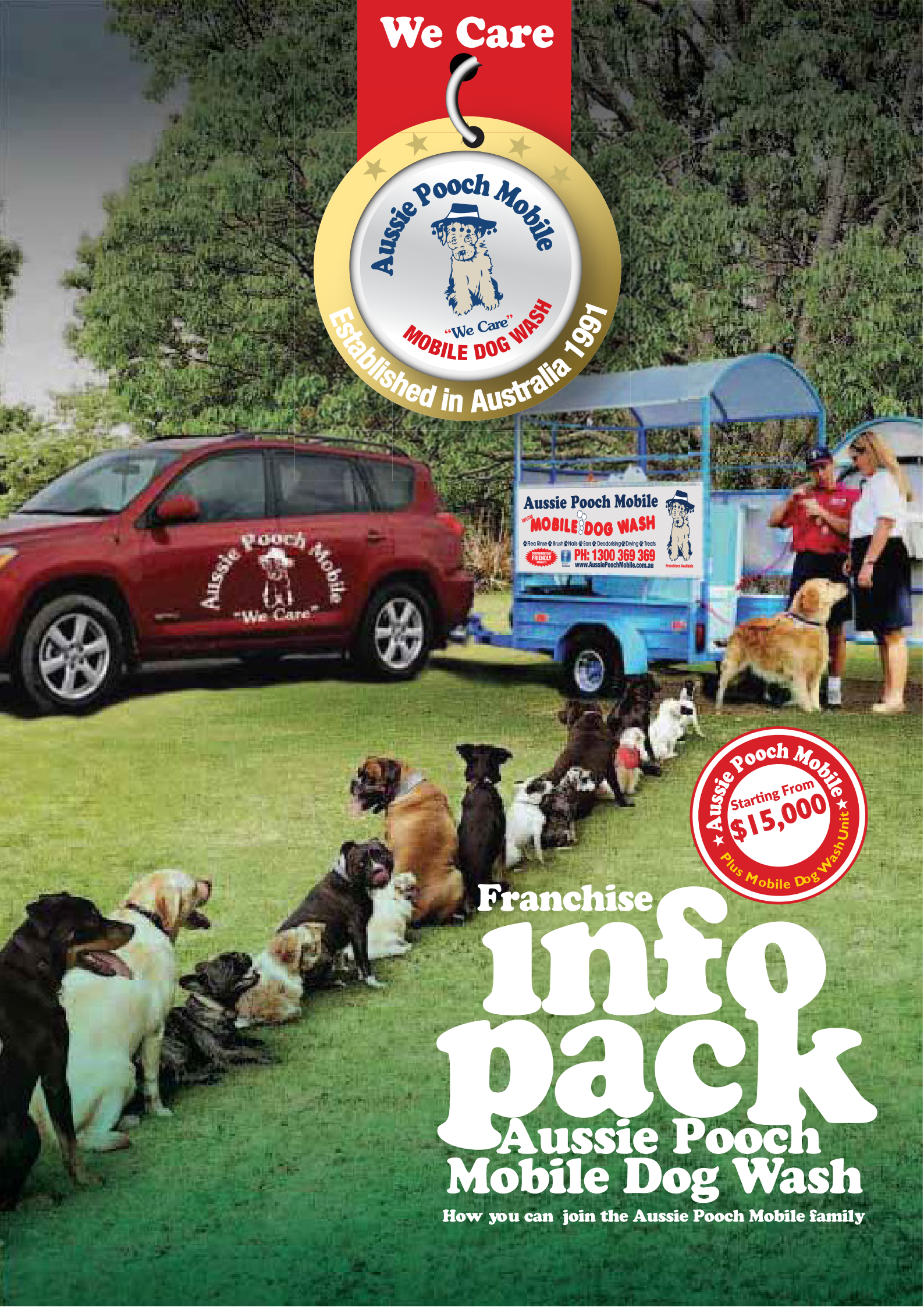

Franchise info pack

Aussie Pooch Mobile Dog Wash

How you can join the Aussie Pooch Mobile family

We Care

A Winning Formula for Success

With over 25 years experience as the market leader in the pet care industry and with a trusted name and reputation, Aussie Pooch Mobile has built a brand second to none. The power of our brand sees Aussie Pooch attract thousands of enquiries each month and there are now almost two hundred Aussie Pooch Mobile Dog Wash operators across the world.

Christine Taylor is the managing director and founder of Aussie Pooch Mobile. Her career began at the age of sixteen, when she started an innovative dog clipping and grooming service in 1985. In 1990, the company was launched as a single mobile hydrobath, with Chris expanding the service to include mobile dog wash (hydrobath) units travelling directly to customers' homes. As demand increased, the business rapidly grew, launching Aussie Pooch Mobile Pty Ltd in 1991. Since then Christine has won many awards including Qld Young Achiever of the year, Qld Telstra Businesswoman of the Year, Australian National Women in Franchising, in 2012 she was inducted into Australia's Franchising Hall of Fame and most recently in 2016 inducted into the Australian Businesswomen's Hall of Fame.

"I started Aussie Pooch Mobile because of my love for dogs and the joy they gave me. My dream was to provide a caring service to dog owners so they could maintain and achieve their pet's well-being".

An Aussie Pooch Mobile franchise is ideal for dog lovers with a bit of an entrepreneurial spirit and who are seeking a rewarding career. Aussie Pooch Mobile provides a proven business model with a well defined system.

The company also operates under the name "The Pooch Mobile" in the U.S.A., Malaysia, New Zealand and New Caledonia.

Today, the Aussie Pooch Mobile philosophy of "**We Care**" is never more meaningful and is shown through the dedicated service our operators provide, worldwide. Over the years, the Aussie Pooch Mobile team have continued to listen to their customers' and franchisees' needs, by expanding their services to include trimming, clipping, aromatherapy and a range of quality dog products and treats.

If you would like to join the Aussie Pooch Mobile Dog Wash family, then call today!

Established in Australia 1991

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Our Culture

At Aussie Pooch Mobile, our motto is "We Care", and our company culture of "Caring, Fun and Friendly" carries from management and staff, through to our franchisees, our customers, and onto their beloved dog.

The team at Aussie Pooch Mobile strongly believes that everyone has the responsibility of making a difference in the lives of others.

One small action can help make a world of difference. A treat to a dog will see its tail wag. Smiling will make others smile. Everyone can make a positive difference in the lives of others - through caring, having fun and being friendly. As a member of the Aussie Pooch Mobile family, you will be expected to be loyal, honest and open in all dealings with customers, staff and fellow franchisees. One of the strengths of the Aussie Pooch Mobile system is the integrity of the people within it.

Community Minded

A large component of the Aussie Pooch Mobile brand awareness is not only through telling people "We Care", but showing it by actions. Aussie Pooch Mobile's involvement in raising money for charities such as the R.S.P.C.A., Animal Welfare League and the Assistance Dog Program through Variety - The Children's Charity plus may other charity involvements - is a way that the public can see that Aussie Pooch Mobile really does care.

At Aussie Pooch Mobile you now have the opportunity to create a lifestyle that suits you, provide a service that people care about, enjoy yourself and have fun with what you do, all while having the good fortune of earning a great income.

Business Mission

Aussie Pooch Mobile is committed to providing our franchisees with the skills, experience, education and support to enable them to offer their customers a:

Welcoming
Enjoyable
Convenient
Affordable
Reliable
Efficient

service to maintain the well-being of their customers' pets, every time.

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Building The Brand

An incredible $12 BILLION is being spent in the pet industry every year in Australia. Of this, over half ($7 billion) is spent on dogs. In Australia 38% of households own a dog!

2016 Pet Ownership in Australia - Animal Medicines Australia

Dogs add so much to our lives and for dog owners they are an integral part of the family. The pet service industry is continuing to increase as the pet-owner dynamic continues to deepen. "Pet Parents" (as we affectionately know them) understand the benefits of looking after their pet's best well-being.

The need for Aussie Pooch Mobile Dog Wash services continues to grow as it allows "Pet Parents" to enjoy the benefits of a well cared for pooch – all at the convenience of their own home.

Repeat Business

Repeat business is great business, and word of mouth is the best form of advertising. By providing Aussie Pooch Mobile's style of service, coupled with your own exceptional customer service skills, you will build a loyal, regular and happy customer base that will see them coming back again and again. Aussie Pooch Mobile excels at providing repeat services, with a large percentage of customers using your services on a 1- 4 weekly basis. Dealing with the same regular customers, allows you the opportunity to build customer relationships to ensure that word-of-mouth referrals will grow and strengthen your business.

Your customers will enjoy the convenience of your service and their dogs will love it!

Brand Recognition

When people are looking to purchase a product or service they will often choose a well-known brand name because they want trusted reliability when it comes to service, pricing and follow up, particularly when it comes to their much loved furry family member.

With over 25 years experience as the market leader in the pet care industry and with a trusted name and reputation, Aussie Pooch has built a brand second to none. The power of our well-known brand sees Aussie Pooch Mobile attract thousands of customers each month.

With an Aussie Pooch Mobile Franchise you will enjoy what you do and have the good fortune of earning a great income!

If you would like to join the Aussie Pooch Mobile Dog Wash family, then call today!

Aussie Pooch Mobile "We Care" MOBILE DOG WASH Established in Australia 1991

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Building Your Business

You have access to our proven advertising and marketing systems, material and templates for all your needs. Plus we have a marketing and PR team to support you and the system to ensure we are at the forefront of dog owner's minds.

Launch Of Your Business

You are provided with Aussie Pooch Mobile's exclusive proven "Local Marketing Launch", which sees customer enquiries coming in from day 1. Knowing this is all new to you, we are here to help you launch your business and help you stay focused on your goals to build a profitable business.

National Advertising and Marketing

Aussie Pooch Mobile carries out the national advertising and marketing which may include Google Adwords, Facebook, websites, print advertising, customer newsletters, blogs and other group marketing like pet expos and RSPCA Million Paws Walk events.

Websites

A professional custom website has been especially designed for Aussie Pooch Mobile. The website is very user-friendly and informative for both yourself, existing and potential customers. Customers can contact operators directly, for appointments or to complete an on-line "Dog Wash Booking" request directly from your area's page on the website. Aussie Pooch also has various other websites to ensure we are capturing dog wash enquiries from as many areas as possible.

Customer Newsletters

A full colour bi annual newsletter is provided to you to hand out to your customers, providing them with helpful information and also giving you an opportunity to help them and keep your business at the forefront of their mind.

Social Media

Aussie Pooch understands the importance of social media and the opportunity it provides for you to interact with your customers by helping you know their needs and communicating with them in this effective way. You are able to build your business with your very own Facebook page. Aussie Pooch provides support and training on social media best practices for your business as well as having a well established national presence. Regular competitions, specials and education are provided via our social media network.

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We Care

The Right Service for Customers

Aussie Pooch Mobile is much more than just a dog wash. Aussie Pooch Mobile provides services to maintain and achieve a pet's best well-being, only using the best possible environmentally -friendly products which have been specially designed for the needs of dogs.

The Classic Service

The Aussie Pooch Mobile 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 debris.
- **Deodorant**
Adds lustre to their coat and leaves them smelling great.
- **Blow Drying**
To remove excess water so they will be ready to hug and play.
- **Doggy Treat**
Your pooch will be rewarded with a healthy and delicious treat.
- **Friendly Helpful Advice**
On anything pooch related.

Additional Services

Make even more profits with these additional services and products.

These include:

· Aromacare
· Deshedding
· Grooming and clipping
· Doggy facial and massage
· Worming, flea and tick control
· Medicated rinses
· Dog walking
· Retail products from Aussie Pooch's exclusive range and from other leading pet brands.

Why a Hydrobath?

The hydrobath system is more than just a dog wash. The hydrobath pumps pressurised warm water through the dog's coat, lifting it and cleaning right down to the surface of the skin, removing loose hair, dirt, grease and grime. But best of all, its massaging effect sees the dog thoroughly enjoying its wash. The dogs are handed back clean, flea free and smelling great. The customers and dogs love it.

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We Care

Training and Support

We understand that this will all be new for you, that is why we provide you with our confidential and detailed operations manual and advertising materials. The initial three weeks comprehensive training generally occurs in your local region with our expert trainers and your local support business coach.

*Government recognised qualifications available.

Training

You will be trained in the hands-on operation of the business, *dog grooming, dog handling skills, local area marketing, business and time management, customer service, product knowledge, money management, goal setting and retail sales.
As part of your training you will also become certified in *Animal First Aid.

Support

As well as being initially trained in all aspects of the business you will have ongoing support available to you by your friendly, approachable local business coach and all the proven Aussie Pooch Mobile Systems.

Operator Secure Website

To further support you, an operator's secure website has been established. This provides you with easy access to information along with an ecommerce site for you to easily obtain items for your business as well as retail items to help you build further profits in your business.

Newsletters

Aussie Pooch Mobile's newsletters are designed to keep you up-to-date with what's happening at Aussie Pooch Mobile. Franchisee input into the newsletter is always welcomed and encouraged.

Seminars and Conference

Aussie Pooch Mobile training seminars are organised regularly and are aimed to encourage team interaction and to provide ongoing training and support. Our annual two day conference, with guest speakers, is the highlight of the year and is a fun packed educational event, with team members coming together from all around the world to network and learn from each other.

WOOF eDiary

Aussie Pooch Mobile's tailor made exclusive WOOF eDiary booking program, has many benefits to help you in your business.
They include
- Being able to use on any mobile device or computer
- Has an up-to-date database of all your clients
- Ability to send SMS or emails to your client base
- Automated forward bookings of regular clients
- Reminders for calls due
- Records photos of your pooch clients
- Automated and customisable reports plus much more.

Operator Forum

Support and help from your peers is available 24/7 through your own Aussie Pooch Mobile operator's forum online.

If you would like to join the Aussie Pooch Mobile Dog Wash family, then call today!

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We Care

Aussie Pooch Mobile

"We Care"

MOBILE DOG WASH

The Aussie Pooch Mobile Dog Wash Unit

You are provided with an "Aussie Pooch Mobile Dog Wash Unit". Over the years, the Aussie Pooch Mobile Dog Wash Unit has improved, with the help of our franchisees, to be the ultimate tool for washing and caring for dogs. It is the best mobile bathing system in the world!

Promotion

The Aussie Pooch Mobile is a well-recognised brand. Plus your customers (and passers-by) are able to see you pampering pooches, attracting further attention for your business.

All Weather

The Aussie Pooch Mobile Dog Wash Unit has been designed to be used in all weather conditions, all over the world. Clear windows can be left open for the pooch, and also protect you from the elements. You are able to provide all of your services from inside the Aussie Pooch Mobile Dog Wash Unit.

Dog Psychology

The Aussie Pooch Mobile Dog Wash Unit has been designed with dog psychology in mind. Your pooch will feel comfortable and confident with the open design.

Easy to Clean

With an easy-to-clean environment, your Aussie Pooch Mobile Dog Wash Unit can be completely hosed throughout, to ensure it can be kept clean at all times.

Hydrobath

Aussie Pooch Mobile has a purpose built heated hydrobath which comes with a unique grooming table which remains within the hydrobath. A 70 litre capacity water storage tank with a heater is also fitted so you will always have warm clean water for every dog. Plus purpose built storage boxes are fitted to ensure you have room for all your tools and retail products.

The unit will become your prized asset, giving you years of hassle-free operation, allowing you to get on with the task of washing dogs in a well-presented specialty unit.

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Approved by Veterinarians and Dog Handlers!

Trailer recommendations by other pet care professionals:
www.aussiepm.com.au/dog-wash-trailer.html

We Care

Aussie Pooch Mobile

"We Care"

MOBILE DOG WASH

Join Our Pack

We have various packages available starting from $15,000 plus The Aussie Pooch Mobile Dog Wash Unit. Speak with us today, so we can help tailor-make a package to suit your needs.

Exclusive Territory

Our Aussie Pooch Mobile packages include an exclusive territory with a minimum of 5,000 dwellings (with an option to acquire more) saving you travel time and costs. All of the self-promotion and marketing that is done in your territory benefits you. Your customers will appreciate knowing the person who will be caring for their special dog.

Further Opportunities

There are further opportunities for you to grow your skills and franchise further and make it even more profitable by:

- Providing our additional services and products to your customers.
- Providing training and support to other operators.
- An opportunity to expand by taking on additional territory.
- Expand with the help of a representative to help service additional customers and territory.
- Gain a government recognised qualification in pet care.

Recognition and Rewards

As an Aussie Pooch Mobile franchisee, you will be recognised and rewarded for your achievements, not only within the Aussie Pooch Mobile family, but in the greater community as well. Numerous franchisees and Chris Taylor - founder of Aussie Pooch Mobile - have won many awards over the years. For a comprehensive list of all of the awards that have been won to date, visit our website at: www.AussiePoochMobile.com.au

Is Aussie Pooch Right For You?

Are you looking for a new rewarding career in a growing industry? Are you...

- Passionate about dogs
- An active outdoors person
- Goal orientated
- Looking to be your own boss
- Enthusiastic and motivated
- A people person with excellent people and communication skills
- Wanting to earn a great income doing something you love

Then a career as an Aussie Pooch Mobile Dog Wash franchisee could be exactly what you have been looking for.

Call today to arrange a Discovery Day to test drive your new career.

Call Today & Arrange a Discovery Day

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We Care

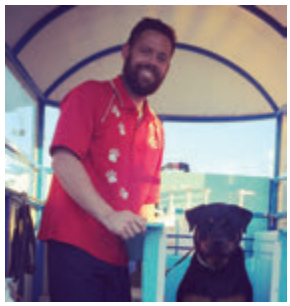
What Our Franchisees Have To Say...

Becoming part of the Aussie Pooch Mobile franchise family is a very rewarding career. Our franchisees come from all different backgrounds and are of all ages.
Join our team & you too can have the opportunity of enjoying what you do & earning a great income.

Keana Tour-May
Cranbourne VIC
I used to work as a vet nurse and had an ambition to eventually own my own business. While on the lookout, for opportunities that would combine my interest in becoming a business owner and my love of dogs I found Aussie Pooch Mobile and took the plunge and purchased my Aussie Pooch Mobile franchise – I have never looked back! I love the fact that I can run my own business but have the backing of a support team who are just as passionate about my business and its success as I am.

Megan Walters
Bribie Island Area QLD
I decided to look at an Aussie Pooch Mobile Franchise after having my own dog washed. Seeing the benefit of franchising, of being in business for myself but not by myself, as well as being able to use a proven successful business system gave me the confidence to start. I love the benefits of being my own boss, working hours that suit my family and doing something I enjoy..... life doesn't get any better than this.

Christine Tindal-Davies
Wanneroo Area WA
Being part of the Aussie Pooch Mobile franchise gives me the ability to own and operate my own successful business, with the support and back up of a great team. Being an Aussie Pooch Mobile Franchisee is a very rewarding career. It allows me to achieve my goals and work in an environment that always puts a smile on my face, regardless of how my day started.



Todd Herring
Albany Creek Area QLD
I've always had a love of animals and when I saw Aussie Pooch Mobile I knew this was the career for me. I love the freedom of working my own hours, being outside and having the security of a good support team behind me. I also love working with dogs and building fantastic relationships with my customers. Best of all, I earn a great income doing something that I love!

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We Care

Aussie Pooch Mobile
"We Care"
MOBILE DOG WASH

What Happens Now...?

Step 1 - NOW
Contact us to discuss the best franchise package we have available to suit you.

Step 2 - Week 1
Trial your new career for one day on the road with one of our franchisees.
This is an opportunity for APM and you to evaluate each other and your interaction with customers and most importantly their dogs.

Step 3 - Week 1
Pay your $250 refundable deposit and complete our Expression of Interest Application.
This will secure an area for 2-4 weeks so you have time to research things.

Step 4 - Weeks 1-2
Receive a copy of our Franchise Agreement, Disclosure Document with the contact details for all our franchisees and all other relevant documentation.
You will be able to carry out more research and speak with members of the team.

Step 5 - Weeks 2-3
Organise accounting and legal advice, complete your Business Plan (draft copy provided to you) and discuss any finance needs.

Step 6 - Weeks 4-5
Sign Franchise Agreement and all relevant documents. Organise payment.
Established area (no cooling off required). New area 7 days cooling off period required.

Step 7 - Weeks 5-6
Commence training for your new career.
Your training will ensure you are confident to commence. (14 - 21 days)

Step 8 - Weeks 6-9
Receive your Aussie Pooch Mobile Dog Wash Unit, all equipment, solutions and WOOF eDiary of customers. Going to work each day does not get any better for a dog lover!

This is the expected minimum time frame.

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Aussie Pooch Mobile
Starting From
$15,000
Plus Mobile Dog Wash Unit

We Care

Aussie Pooch Mobile
"We Care"
MOBILE DOG WASH

Contacts

Franchise Sales

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Local Call **1300 369 369**
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Franchise Support Office

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Telephone +61 7 3888 7111
Email support@aussiepm.com.au

International Franchise Sales

www.hydrobath.com

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