

BECOME A LOCAL BATTERY EXPERT

Power Your Passion

POWERING AUSTRALIA FOR OVER 24 YEARS

NT

DARWIN

TAS

HOBART

ACT

BELCONNEN
GUNGAHLIN
SOUTH CANBERRA

NSW

BANKSTOWN
BELMONT
BLACKTOWN
BROOKVALE
CAMPBELLTOWN
CARDIFF
CARINGBAH
CASTLE HILL
CHATSWOOD
COFFS HARBOUR
DUBBO
ERINA
FAIRY MEADOW
HORNSBY
KIRRAWEE
LISMORE
LIVERPOOL
MAITLAND
MONA VALE
PARRAMATTA
PENRITH
PORT MACQUARIE
ROZELLE
RYDE
SHELLHARBOUR
SOUTH NOWRA
TAMWORTH
TEMPE
TORONTO
TWEED HEADS
WAGGA WAGGA
WYONG

VIC

BENDIGO
DANDENONG
FAWKNER
FRANKSTON
GEELONG
GREENSBOROUGH
HOPPERS CROSSING
LILYDALE
MELTON
MENTONE
MILDURA
MORNINGTON
PAKENHAM
WANTIRNA
WARRNAMBOOL
WAURN PONDS

WA

ALBANY
ARMADALE
BALCATT
BELMONT
BUNBURY
CANNING VALE
CLAREMONT
JOONDALUP
MADDINGTON
MALAGA
MANDURAH
MIDLAND
MORLEY
O'CONNOR
OSBORNE PARK
ROCKINGHAM
WELSHPOOL

SA

GAWLER
GLYNDE
HILTON
MARION
MELROSE PARK
MODBURY
MORPHETT VALE
MOUNT BARKER
PARAFIELD
PORT ADELAIDE

QLD

ALBION
BEENLEIGH
BROWNS PLAINS
BUNDABERG
BURLEIGH
CAIRNS
CALOUNDRA
CANNON HILL
CAPALABA
CHERMSIDE
ENOGGERA
GLADSTONE
HERVEY BAY
INDOOROOPILLY
IPSWICH
LAWNTON
MACGREGOR
MACKAY
MAROOCHYDORE
MORAYFIELD
NERANG
NOOSA
OXENFORD
ROCKHAMPTON
ROCKLEA
ROTHWELL
SLACKS CREEK
SOUTHPORT
TOOWOOMBA
TOWNSVILLE
WOOLLOONGABBA



BATTERY WORLD
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BATTERY WORLD
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WORKING TOGETHER FOR POSITIVE RESULTS

As a new Battery World Franchise Partner, you'll be joining a network of local Battery Experts who are passionate about the automotive, recreation and household markets and the exciting opportunities these categories have to offer.

From the very beginning, we're here for you. Battery World's Support Office (BWSO) will provide all the training and support you need to help grow a successful business.

Culture is an essential part of our network. An important element in building this culture includes networking and collaborating with fellow Franchise Partners, so we facilitate quarterly regional meeting and an annual Battery World Franchise Partner Conference.

Join the team of local Battery Experts at Battery World - Australia's largest Battery Retailer.

WE HAVE 5 PILLARS:

- BRAND**
Assists with: National marketing campaigns, digital marketing, branding, local area marketing & printing.
- OPERATIONS**
Assists with: Business Development coaching, day to day support, training and a dedicated Franchise Development Manager for collaboration and support.
- PRODUCT**
Assists with: Having the right mix of products supported through our approved suppliers at the right price.
- NETWORK DEVELOPMENT**
Assists with: Site search, new store build, store settlements/assignments, franchise & lease document preparation and coordination.
- NMA**
Assists with: Acquisitions, growth and sustainability of National Accounts whilst creating repeat business opportunities.

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WE LIVE BY 4 RULES:

- 1 CUSTOMER CENTRICITY:**
Our reputation precedes us. 'Customer is King' is what we strive for day in and day out, and what makes us the best in the business.
- 2 WE WORK WITH YOU:**
The support office team are with you on your journey, ensuring that your goals are reached, and success is achieved.
- 3 GROW YOUR WEALTH:**
We help Battery World Franchise Partners grow their profits & wealth.
- 4 COME ON THE JOURNEY TOGETHER:**
Franchise Partners and Support Office alike are committed to the Battery World vision and values.



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OPERATIONAL EXCELLENCE THROUGHOUT YOUR JOURNEY

Battery World Franchise Partners pride themselves by delivering expert advice and service to an array of retail and trade customers in-store and out on the road with our and out on the road with our Roadside and *'we'll come to you'* services. To complement our local area services, our National Accounts business generates additional revenue from a range of national fleet operators, rental companies and global enterprises.

The National Major Accounts team at Battery World proactively identifies opportunities that bring national networks to our local Franchise Partners. These national accounts provide recurring and sustainable revenue to each store via established national product pricing and service fees.

Battery World emphasises the importance of meeting the needs of every customer, from local individuals through to national accounts.

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NATIONAL ACCOUNTS

Battery World works with businesses to provide corporate rates when it comes to selected products and services to suit their particular needs.

With a comprehensive range of products, we stock batteries of all types and sizes for cars, trucks, power tools, mobile phones, security alarm systems, forklifts and off grid power supply. Preventative maintenance and minimising downtime from breakdowns is important to our National Accounts, who utilise Battery World's network of over 110 locally owned stores to ensure their equipment stays in peak condition.

Battery World is a national brand so we can provide convenient options to our National Accounts whether it be across this great land of ours or just in their own state of operations.

Our network of Franchise Partners across the country are ready to assist businesses with all their battery needs.

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24 HOUR MOBILE SERVICE

Battery World offers nationwide roadside assistance, 24 hours a day, 7 days a week.

Our dedicated Battery Experts are fully trained and equipped to check or fit a battery or complete a jump start no matter where our customers may be.

Knowledge is key and integral to being part of Battery World, after all we're the local Battery Experts! We know the right battery for any vehicle including cars, trucks, motorbikes, scooters, boats, jetskis, caravans or camper trailers.

Credibility, knowledge, safety first and exemplary customer service is the reason why our business keeps going from strength to strength and why we're well on the path to being the *Number #1 Battery Specialist for all your Power needs!*



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Truck & Farm



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YOUR JOURNEY POWERS UP HERE

There are five stages you will be required to follow on your exciting journey to becoming a Battery World Franchise Partner:

Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
Initial Enquiry & Introduction	Due Diligence	Business Planning	Application Finalised	Training & Store Opening
<ul style="list-style-type: none">• Introductory phone call and email received• Confidentiality Agreement signed	<ul style="list-style-type: none">• Fully refundable deposit is paid (\$2000)• Disclosure Document and draft Franchise Agreement is issued• Independent business, legal and accounting advice received• Research of the Battery World brand, including phone calls/visits to existing stores and spending 2 days in store• Meeting scheduled with a Battery World representative• Nathan Profiler to be completed• Free 'Pre Entry Franchise Education' course to be completed	<ul style="list-style-type: none">• Detailed Business Plan submitted and circulated internally for review• 3 year cash flow projection statement• Proof of finance	<ul style="list-style-type: none">• Franchise Application is approved by the Franchisor• Formal Disclosure issued• Franchise Agreement is issued after 14 days, based on the agreed territory• Franchise Agreement is signed by both parties• Initial Franchise Fee is paid	<ul style="list-style-type: none">• 2 weeks in classroom and 4 weeks in-store induction training• Store build and fit-out• Store opening• Post store opening support

Please note, as circumstances differ - the above is to be used as a guide only.

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About us

Drawing from our rich heritage dating back to 1997, Battery World boasts an extensive network of Franchise Partners in locally owned stores that offer a wide range of services from delivery to your home or business, 24 hour roadside assistance, battery health checks, and recycling.

An Iconic brand in Australia, Battery World is the largest battery retailer with over 14,000 quality products and is committed to supporting locally manufactured Yuasa and Century batteries.

POWER YOUR PASSION

Passionate about batteries, our Franchise Partners are the local battery experts.

Our Vision

To be the Number #1 Battery Specialist for all your Power needs!

Our Mission

Provide expert battery knowledge, superior customer service, quality products and a holistic service offering whilst striving to be category leaders within automotive, 4x4, camping, home, biking and marine.



Our Values



PASSION

Our energy and enthusiasm is contagious. We are passionate about our products and our outstanding customer experience as we strive to become Australia's Number One Battery Specialist.

INTEGRITY

We are open and honest in our communication. Integrity is our moral compass that guides our day-to-day choices that affect business outcomes.

COLLABORATION

We work together as one to achieve our goals. Our culture embodies support and encouragement as we strive to Power Your Passion.

CONTINUOUS IMPROVEMENT

There is always room for improvement in business and within ourselves. We embrace change and foster creativity.

CUSTOMER CENTRICITY

Powering the customer's Passion is at the core of everything we do. We anticipate customer's needs, find solutions, and exceed their expectations to be top-of-mind for all battery needs.





FINANCIALS

As with all businesses, there are startup costs. We have provided a guide to the base costs - we recommend you also receive independent financial advice.

SET UP COSTS

UPFRONT FEE:
\$55,000 + GST

SITE BUILD COSTS:
\$95,000 - \$115,000 (Approximately & based on latest store builds)

INITIAL STOCK ORDER:
\$50,000 (Approximately & based on latest store builds)

The costings above do not include the costs for the required roadside appropriate vehicle, leasing costs and reviews, town planning, site searching or required working capital.

Please note, as circumstances differ - the above is to be used as a guide only.





BATTERY WORLD
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FAQs

What qualifications do I need to own a Battery World store?

You do not need to be a battery expert, but you certainly will want to become one. As long as you are a motivated individual, with strong communication skills and a passion for excellent customer service, our team of trainers can provide you with the tools for the technical side of owning a Battery World franchise.

Do Franchise Partners hold the Head Lease in their name?

Yes. Franchise Partners hold the Head Lease in their name, but a step-in agreement must be included in the lease contract. BWSO can provide assistance through the process.

How long is the franchise term?

12 years.

Is there a limit to how many stores a Franchise Partner can own?

No. Franchise Partners can own more than one store, whether this be via a split of their existing territory or franchising another separate territory. Franchise Partners wanting to expand will be required to pass the expansion criteria set out by BWSO.

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YOUR LOCAL BATTERY EXPERTS

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franchise@batteryworld.com.au