

# Miss Efficiency<sup>★</sup>

## Franchise Information



*let our expertise be your peace of mind*

# Miss Efficiency

## About Miss Efficiency

Miss Efficiency was first established as a family owned and operated business in 2002. Our systems have been tested and refined to deliver exceptional service for our clients. The needs of our clients are our number one priority, and our business model reflects this. Our clients value our professionalism, honesty and integrity.

We recognise our clients did not go into business to become bookkeepers. Their time is much more valuable working on their core business activities.

## Our Success

We believe business is about more than just making money – it's about improving lives. We seek to make a genuine difference to the productivity and profitability of our clients business. Whilst the bookkeeping side of their business can seem complicated, we speak to them in plain English and simplify the process.

Trust is fundamental to everything we do and the principles of integrity, excellence, service and reliability are at our foundation.

Our unique Client Care Program, along with our bookkeeping expertise, ensures our clients are comfortable and confident that their bookkeeping is being taken care of.

## Miss Efficiency Services

To help our franchisees generate opportunities in more than one area, Miss Efficiency has developed a range of products and services including:

- Bookkeeping Services
- BAS Preparations
- ATO Audit Assist
- HR Manuals
- Policy & Procedures Manuals
- Software Sales
- Business Planning Service
- Resume Service
- Training & Consulting Services
- Plus many more...

## Strategic Plan

Our strategic plan will deliver strong and sustained growth. We will confidently manage and support our franchise network.

The strategic plan sets out the path for expansion on a national scale. Firstly, we will build a strong foundation of Master Franchisees in all states and then aid them to build their own network of Franchisees.

Our long term plan will see the brand expand and develop in overseas markets.

## Team

Len Ferguson

With over 18 years experience in business management and ownership, Len is a licensed Queensland Real Estate Agent and has been the Senior Manager, Founder and/or Major Shareholder in 11 different businesses, ranging from small family operated concerns to large public companies. Len has specific experience in franchising and currently operates a commercial consultancy; assisting businesses to establish and grow their business via a franchise system.

Sarah Stein

Sarah started Miss Efficiency in 2002 with the vision of running a successful business from home around a growing family. Sarah achieved her initial goals very quickly and the goal posts just keep moving with further vision for the company.

Sarah developed her business grounding from the young age of thirteen as a professional pianist, creating a number of diverse opportunities which ultimately led her to a solid foundation in marketing, business planning and client care.

Sarah is very passionate about Miss Efficiency and is excited at each new level that the business aspires to.

## Franchise Overview

Miss Efficiency has been developed with an emphasis on establishing an outstanding brand, structure and service model to support franchisees. Our business model maintains uniform values and standards.

Franchisees are provided with a turn-key operation and undergo extensive training. Knowing they belong to a well-managed service based brand is just the start. Miss Efficiency is compliant with the Franchising Code of Conduct and believes in franchisee well being.

The Miss Efficiency brand has been designed to stand out from the pack, to ensure that your business is remembered. It is fun, colourful and unique. It conveys the message that by using your services all your customers bookkeeping problems will disappear.

Having a marketing plan is an important part of ensuring the success of your franchise. We will provide you with a 12 week start up marketing and promotional plan that you can tailor to best suit your business aspirations. Along with this program, you have the use of a number of templates for flyers, letters and advertising.

Owners of small to medium businesses are an ideal fit for Miss Efficiency services. We assist you in identifying and marketing to the primary customer base for your location as part of our franchise commitment.



“ Our mission to our clients is to assist them to increase their productivity and profitability by providing them with worry-free and cost effective bookkeeping solutions. ”

# Benefits of Owning a Miss Efficiency Franchise

1. Excellent systems developed through years of trial and error.
2. Miss Efficiency will ensure that you become a fully qualified bookkeeper with a Diploma of Accounting, so no trade or university qualifications are required.
3. Low operating costs when operated from a home office.
4. A brand that stands out from the competition and delivers a unique selling proposition.
5. Upfront and ongoing training to ensure Franchisees are well informed and prepared.
6. Benefits of group purchasing.
7. Support and leadership by the Franchisor team.
8. Turn-key operation.
9. Standardised products and systems.
10. Comprehensive operations manual.
11. Ongoing research and development by the Franchisor team into new products and services.



*Our mission for Franchisees is to provide an opportunity to own and operate a profitable business under a solid and supportive franchise structure. Our Franchisees will be part of a team environment that fosters business and personal growth.*



## Potential Franchisees

We follow a comprehensive recruitment process, and carefully select franchise owners to work with us. All Franchisees and Master Franchisees will be required to attain a Diploma of Accounting. For Franchisees that do not currently have a Diploma of Accounting, Miss Efficiency will aid you to obtain this qualification through a twelve month skills assessment program through the Association of Accounting Technicians.

### **Some of the things we look for in potential franchisees are:**

- A friendly and outgoing personality.
- A commitment to outstanding customer service.
- A positive attitude and passion about your franchise business.
- The ability to make and meet deadlines.
- A strong desire to achieve and succeed.
- A high level of energy and enthusiasm.
- The ability to be a team player within the franchise system.
- Having clearly defined goals, whilst being flexible and intuitive.
- Sufficient start-up capital and security to cover your obligations and business growth period.
- Excellent written, oral and personal communication skills.
- Excellent computer and software skills.

## Earning Potential

Your management skills, desire to succeed and overall work ethic will have an influence on the earning potential of any business. Miss Efficiency does not guarantee that any new franchise will reach prescribed levels of sales or cash flows. We believe that working with us as a Franchisee will reduce the element of risk and will enhance your opportunity for success.



*Our recruitment and induction process will provide you with the necessary information to assist you in making a well-informed decision in relation to the business opportunity.*



## Taking it Further

- Step 1* Contact our Franchise Recruitment Manager and arrange a meeting for an initial discussion. This process does not commit you to the purchase of a franchise.
- Step 2* Review information and other supporting material about the business opportunity and complete an application form. After consideration if you decide to invest in a Miss Efficiency franchise, you will be required to provide a refundable application fee.
- Step 3* We provide the Disclosure Document, Franchise Agreement and necessary documentation. You can then carry out your due diligence, including obtaining advice from your business advisor, solicitor and accountant. If you do not wish to proceed at this point, Miss Efficiency will refund the full amount of the application fee prior to signing the Franchise Offer.

Once you're ready to proceed with the purchase of a Miss Efficiency franchise, you will be required to sign and return all documentation referred to above, and pay the balance of the Franchise Purchase Fee.

After the **cooling off period**, our Franchise Team will proceed with full documentation ready for implementation and setup of your new franchise.

**We are excited about you considering becoming a Miss Efficiency Franchisee, and hope to welcome you to the team!**

Please direct any initial enquiries to our Franchise Recruitment Manager on 1300 662 958 to be considered as a Miss Efficiency franchisee.

**1300 662 958**

Phone: 1300 662 958

Fax: 1300 784 958

Email: [info@missefficiency.com.au](mailto:info@missefficiency.com.au)

Web: [www.missefficiency.com.au](http://www.missefficiency.com.au)