

# OVERVIEW

*The Ink Shop is one of the most exciting and affordable franchises on offer in Australia.*

New franchisees have the opportunity to enter the information technology industry in a new market that is growing quickly, with great success stories being written faster than ink can dry.

The Ink Shop is an Australian-owned business that has developed world-leading technology in the printer cartridge industry. Why should the big printer companies command up to \$50 or \$60 per cartridge from customers, when The Ink Shop can offer the same print quality at a fraction of this price!

***In 2006, according to IT industry analyst IDC Australia, about 20 million inkjet cartridges were sold in Australia, worth about \$600 million.*** Every one of these cartridges will eventually run out of ink. Just think of the massive potential of this opportunity!

If you can supply a product to customers of equal quality to the leading manufacturers, at a better price, then you have an enormous opportunity to build a business – and build it has!

Add printer sales and service, the sales of new replacement cartridges, specialty papers and films for inkjet and laser – and you have a comprehensive service to offer your loyal customers.



Over the past 10 years, The Ink Shop has developed the best methods to refill every inkjet cartridge type available in the country. Each individual cartridge has the refilling process designed and documented by The Ink Shop. The result is an outstanding technical manual.

The Ink Shop's unique technical manual is only available to franchisees – setting a new standard for the inkjet industry in Australia.

By combining proven technology with precise ink formulations, you can be genuinely assured of a resulting product you can be proud of – every time – on time.

The Ink Shop has a dedicated research and development team who have an unwavering commitment and passion for the business. They are working hard to keep you and The Ink Shop one step ahead of our competition.



## ***About your customers***

### ***Who are your customers ?***

The Ink Shop attracts people from all aspects of life -

- ✓ Domestic Users  
(including students, digital / photo enthusiasts, home-based businesses)
- ✓ Commercial and local businesses
- ✓ Government, community and service groups
- ✓ Schools
- ✓ Sporting clubs

All are looking for the same quality-guaranteed product and friendly customer service that The Ink Shop offers.



### ***What do we offer your customers ?***

The Ink Shop is a professional retail business offering a valuable consumer service, which saves customers money with their printing costs.

The Ink Shop specialises in “all things that print” and offers a wide variety of services to customers:

- Professional cartridge refilling
- Replacement cartridges for all inkjet and laser printers, photocopiers, faxes and multi-function centres
- Printer sales
- Printer servicing
- Sales of speciality imaging devices such as digital cameras and scanners
- Imaging and speciality papers
- Pick up and delivery for corporate customers
- Specialist advice and greater prices on ‘all things that print’

The combination of all these services offers the customer a “one-stop-shop” for their printing needs.

# Why this franchise ?

## *It's all in the ..... timing.*

Few opportunities exist to enter a market when it is just about to boom. Even fewer exist that use the best product Australia has to offer and world-leading technology that no competitor can come close to matching.

## *What makes The Ink Shop different ?*

### No other business can do what The Ink Shop does!

What other business can refill nearly every cartridge available with a 100% guarantee of the product?

No-one has the technical knowledge and quality guaranteed materials sourced from Australia and overseas.

Only The Ink Shop has the world's best practice technical manual available to you.

The Ink Shop maintains pride in it's environmental management programs. Once a cartridge can no longer be refilled, The Ink Shop actively discourages cartridges becoming harmful landfill.

Failed cartridges are processed by sophisticated granulation machinery. They are then remodelled and returned to the community as useful items including park seating and signs.

At The Ink Shop we believe in the three "R's" –  
**Refill Reuse Recycle.**
















## *The big names can't compete !*

Refilling cartridges at a fraction of the cost of replacing them allows you to pass on great savings to customers, but still leaves plenty of room for you to make a healthy profit margin.

Of course, as a cartridge specialist, you will be able to provide replacement cartridges and advice on purchasing new printers. Customers who purchase a new printer from The Ink Shop will quickly develop trust, loyalty and confidence in your business, therefore becoming a regular user of your services.

***Did you know that it takes hundreds of years for cartridges to break down in landfill?  
(not at The Ink Shop)***

## ***We look after our Franchisees***

The Ink Shop has established a comprehensive training and support program to get you started on the right foot. After a comprehensive training period, you will be on your way to running your own business with the backing of an experienced, passionate and committed team.

We will also provide you with supervised support at your shop both before and after your shop's Grand Opening.

### ***What do we offer Franchisees ?***

As a Franchisee, you will receive:

- ◆ 100% quality product;
- ◆ *Technical training and support;*
- ◆ Tested and proven marketing techniques;
- ◆ *Development and custom fit-out of your store;*
- ◆ Opening promotion of your business;
- ◆ *Initial training at Queensland Head Office;*
- ◆ Pre-launch retail support at your shop;
- ◆ *Initial stock of inks, printers, cartridges and papers;*
- ◆ Access to the best available inks sourced from international manufacturers;
- ◆ *Ongoing supply of quality stock;*
- ◆ *Computerised point-of-sale system;*
- ◆ Reliable franchise management;
- ◆ *All tools and equipment required to refill cartridges and service printers;*
- ◆ Operations and Procedures manuals covering technical, marketing, retail and franchisee information;
- ◆ *Regular technical updates for rapidly advancing technology;*
- ◆ Ongoing marketing and advertising of The Ink Shop group through the marketing fund;
- ◆ *Ongoing training and technical support;*
- ◆ Commitment to research and development;
- ◆ *Community and environmentally friendly business;*
- ◆ A vibrant colourful modern happy working environment



## ***Industry experience ? (not needed)***

### ***Industry experience ? - not needed !***

Become a member of The Ink Shop team, one of Australia's fastest-growing technology groups and we will teach you everything you need to know about the business.



Training will be provided over three stages – initially at Queensland Head Office. Further training will be conducted at your store prior to your Grand Opening. After-opening training will also be provided, as well as continuing online assistance and support.

***2.7 million cartridges are being sold every day somewhere on the planet***

### ***You'll be multi-tasking like never before – and loving it !***

You don't have to be a computer whiz to be a franchisee, but if you:

- ✓ like working with your hands;
- ✓ enjoy a bit of technology;
- ✓ care for the environment,

then The Ink Shop is the perfect business for you.

It's not all tinkering in the back room though. You will also get to enjoy interacting with your customers, develop new networks of business associates, and build relationships that last a lifetime.

As a franchisee, you will want to promote your business within your territory. The Ink Shop Marketing manual and various promotional materials provides you with the tools to successfully grow your business.

The potential to expand your business is enormous, and we will help you! Through our years of experience, we can show you the marketing and advertising techniques that will assist you to reap the biggest rewards. And of course those rewards go right back to you!

# *Your future is inked out*

The Ink Shop is the perfect vehicle for you to start a great business and a great lifestyle. Not only will you be part of a prominent, growing franchise, but you will also be making close links with the community, assisting our planet through recycling, and of course saving your customers money.

Now is the time to enter the market, with customers eagerly waiting for you to set up shop and save them money. As if it couldn't get any better, this Franchise is 100% Australian owned and operated. The fact that it is probably the best inkjet refilling system in the world, is testament to the passion and commitment of The Ink Shop team, who have followed a dream to lead the industry.

Your dream is next.

## *Interested ?*

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*The Ink Shop Gosford Opening*



*The Ink Shop Yamanto*



*The Ink Shop Dalby*



*The Ink Shop Morisset*