

THINKING OF RUNNING YOUR OWN BUSINESS?

THINK APOLLO.



APOLLO BLINDS

From 1988 to 2017, we operated successfully under an agency model with both agent and company owned showroom. In 2018, the business was franchised and operated a mix of franchises and company owned showrooms.

Franchises are **Newcastle, Wollongong, Dubbo, Gold Coast, Orange, Wagga Wagga, New England, Northern Rivers, South Coast NSW and Snowy Mountains.**

Company owned are **Sydney, Canberra, Port Macquarie and Coffs Harbour.**

The **Apollo Blinds** has been in the Australian marketplace since 1988.

Over the years, we have developed unique processes and systems in operation management, product manufacture, distribution and supply.

It is this experience and the ability to duplicate our processes that enables us to offer rewarding franchise opportunities



Mobile Franchise

Apollo Mobile Franchise - Start-up costs

Mobile Site

- * Deducted from Initial Franchise Fee
- ** All amounts exclude GST & are the minimum estimate cost - see Disclosure document for details

Holding Deposit* \$3,000

Franchise term 5 + 5 years
- Renewal fee / 5 years \$3,500

Working capital \$25,000

Motor vehicle \$0
- Cost is not included - as the assumption is you already have one

Ongoing Operating costs**

- Cost of goods sold	45%
- Marketing - Local area	6%
- Freight costs	1% - 4%
- Bank fees	\$60
- Equipment purchases	\$200
- Insurances	\$1,200
- Accounting & bookkeeping / year	\$3,000
- Ongoing Franchise Fee / year	\$5,000
- Waste disposal	\$1,000
- Internet, office, phone & vehicle expenses	\$2,000

Initial Franchise Fee

\$60,591

Website, Social Media and SEO setups

Local Area Marketing - access to radio & television, press ad & vehicle signage artwork

Legal costs incurred by the franchisor

Accounting costs incurred by the franchisor

Franchise association fee

HR documents

Franchise Operations on-line manual

Initial training - Onboarding includes financial operations, warehouse & factory visit

Domain name and phone number

One computer tablet plus printer

Branded Apollo clothing - business shirt &/or polo

One set of product samples

Attendance to the annual conference (travel at own cost)

I.T. services set-up costs - includes set-up of the server to your computer, phone and

CRM software integrating with head office

Your Joining Expenses **

\$16,804

Insurance - Business cover including public liability - \$1,600

Business Name Registration (3 years) - \$104

Business structure/company set-up - \$2,000

Initial marketing expenses - Opening promotions - \$5,000

Initial training costs - travel & accommodation - Sydney head office location - \$1,000

Legal fees - \$1,500

Accountancy fees - \$1,000

Business advisor fees - \$1,000

Additional uniforms - \$100

Vehicle Signwriting - \$1,500

Tools - \$1,000

Small Office Equipment - \$1,000

Total Start-up costs

\$77,395

Estimated Return on Investment

After achieving the optimal projected turnover of your area as a mobile site, we envisage that after paying your wage, your estimated results may be:

Estimated profit before tax of \$28,000 – making your estimated Earnings before interest Tax Depreciation and Amortisation (EBITDA) to be 42%.

To cover your costs with a gross profit margin of 49.97% you will have to make sales of \$453,000 p.a or \$35,750 per month. Wages paid in this example are \$70,000.

(Financial information provided is sourced from the Apollo Disclosure Document and represents projections only. It should be considered as a guide and estimate for the first year of the franchise. All figures exclude GST unless otherwise stated.)

**Apollo has all the systems in place to
give you a great start.**



Apollo forms their territories by analysing the population concentration and other demographic criteria to derive to a healthy return on investment. These available territories are initially offered as mobile franchises.

Capital cities or popular locations will most likely transition into a showroom site, pending the franchisee meeting the showroom site criteria and franchisor's approval.

Fixed Location - Showroom Franchises

You may wish to transition to a fixed location after you become familiar with your territory and its capacity to achieve breakeven turnover. After a period of monitoring in conjunction with Apollo, we will help you evaluate the best location for a new showroom.

Additional costs for new showroom:

- Furniture
- Fitout and signage
- Legal
- Computers and Telephone system
- Showroom display samples
- Computers and Telephone system
- Showroom display samples
- Telephone, Water and Electricity connections

It is the franchisees responsibility to enter into a lease on the premises and a bond will be required.

The additional costs associated to transition to a fixed location will need to be assessed at this point as it cannot be estimated beforehand.

Existing Franchises - For Sale

Existing franchises may become available for sale from time to time. The pricing of an existing franchise will be on a case-by-case basis, depending on performance and revenue the area generates.

At the time of your application, we will advise if there are any existing franchises for sale.



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A showroom location provides the optimal opportunity to achieve your financial goals. To secure a showroom site, specific site selection criteria must be satisfied. This includes a review of population data, demographic analysis, and sales monitoring, prior to approval by the franchisor.

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How to get Started

If you are interested in becoming an Apollo franchisee, please complete the application form, this will allow us to assess your ability to finance and run a franchise.

When your Application Form has been approved, we will request a \$3,000 commitment fee. A formal interview will be set up at either Head Office or a location convenient to you if you are out of state. Your application will be discussed, and you will be asked to complete a DISC questionnaire, which will help us assess your fit with Apollo's values and corporate culture.

Police checks and a finance check will be carried out at this stage, and we can also arrange for you to have a meeting with a current franchisee if you wish.

If you are unsuccessful at the preliminary stage, your commitment fee will be refunded to you. Should your application be successful the fee will be deducted from your Initial Franchisee Fee.

Upon successfully undertaking our preliminary check procedures, we will provide you with our Franchise package which includes a Franchise Code of Conduct, an Apollo Disclosure Document and a Franchisee Confidentiality Agreement.

Apollo may then offer you a Franchise agreement, to be viewed by your solicitor, accountant &/or financial adviser. Your solicitor, accountant or financial advisor will need to supply written confirmation that you have sought their advice and their professional advice was provided.

Final step - the franchise agreement will be signed, initial franchise fee paid to the franchisor and Apollo will then supply you with a programme and plan to cover your initial training, site visitation and your induction into the Apollo network.



Franchise Testimonials

Jeff



"Having been an Apollo Blinds franchisee for almost 30 years, I can confidently say it was the best business decision I've ever made. The support and opportunities provided have been invaluable. So much so, that my daughter and son-in-law purchased another region a few years ago".



Wagga Wagga

Elizabeth



"Our experience with our Apollo Blinds franchise has been exceptional. We've been so satisfied that my Husband and I purchased the business from a family member who owned the franchise for 16 years. It's truly a testament to the quality of the brand and the opportunities it offers."



Leisue Coast

Jason & Catherine



"The Apollo Blinds system simplifies everything about running a business. It's so streamlined and intuitive that virtually anyone can manage it with ease. It's like having a blueprint for success at your fingertips. We purchased the franchise 3 months ago and have made more money than we anticipated in such a short period of time".



Dubbo

Franchise Testimonials

Tim



"My journey began as an employee of the Port Macquarie Franchise, and fuelled by confidence in the brand, I took the leap to purchase my own franchise. The reach and reputation of the Apollo brand are simply remarkable. It's incredible how much easier it is to close a sale when customers already recognize and trust the brand"



**Tamworth &
Armidale**

Maggie



"One of the standout features of Apollo Blinds is the exceptional quality of its products. With such high standards, it's a guarantee of satisfaction that sets us apart from the competition."



Northern Rivers



Franchise Information Pack



Franchise Application Form



Confidentiality Agreement



Franchise Disclosure Register



Information About Franchising
from ACCC



Information Statement for
Prospective Franchisees



Franchise Start Up Check List

Take a closer look at what an Apollo Blinds franchise offers you.

HEAD OFFICE AND FACTORY

Sydney 172 Silverwater Road, (Corner Holker St) Silverwater NSW 2128

SHOWROOMS

Sydney 172 Silverwater Road, (Corner Holker St) Silverwater NSW 2128

Brisbane Unit 1, 48 Kingston Road, Underwood QLD 4119

Newcastle 414 Pacific Highway, Belmont NSW 2280

Canberra Unit 1, 6 Wiluna Street, Fyshwick ACT 2609

Port Macquarie 6/1 Blackbutt Road, Port Macquarie NSW 2444

Coffs Harbour 3/12 Isles Drive, North Boambee Valley NSW 2450

Wollongong 8/24 Rivulet Cres, Albion Park Rail NSW 2527

Tamworth Shop 3, 164 Peel Street, Tamworth NSW 2340

Wagga Wagga 5-7 Pearson Street, Wagga Wagga NSW 2650

MOBILE SHOWROOMS

Armidale, Ballina, Dubbo, Gold Coast, Orange, Sunshine Coast

THINKING BLINDS... THINK APOLLO



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