

Dear Prospective Franchisee

Thank you for your franchise enquiry.

Known Australia wide as 'the tanning professionals', Ezy Tan provides its customers with a high quality indoor tanning experience, which is based on our specialist knowledge and professional approach.

The enclosed package is designed to provide you with an introduction to Ezy Tan and our franchising system. You will find information about our background, structure, operations, products and approach to franchising.

As a franchisee you will have the opportunity to take advantage of our hard work, experience and proven systems in order to create a successful business.

Our franchising program is a partnership that enables qualified and capable business people to participate as an Ezy Tan team member and to enjoy the benefits of our growing market.

Ezy Tan is an exciting and progressive company, which has a strong focus on training and professional development, quality equipment and products and providing a high level of customer service. We've built a solid reputation and recognised brand by having a fantastic team of franchisees and by using the best tanning products and equipment available.

How Franchising Works

As a franchisee, you will be participating as part of a team that works within a proven system; you are not on your own. You will be fully supported by our systems, knowledge, advice and assistance.

A few of the features of an Ezy Tan franchise are listed below:

- The franchise is an independent business, which shares the expertise, knowledge and experience gained by Ezy Tan.
- We licence our name, logo, trademarks and intellectual property to you, within the scope of our franchise agreement and operations manuals.
- You pay a franchise fee to become part of the team and there is a service fee, which is paid on a regular basis during the term of the agreement.
- Agreements are usually for five years with options to renew.
- We will help you research your prospective sites and assess the opportunities in all possible locations. Ultimately, you will have the final choice regarding where you want to establish your business.
- You will receive initial training, assistance with setting up your premises, promotion and marketing programs as well as ongoing coordination of the products and systems.

Things you need to know about us

Choosing a Franchisor with a strong, reliable and effective brand is essential. Ezy Tan has been operating since 1992 and franchising since 1996. Our track record and operating systems are both proven and reliable.

We have developed a strong system and have ensured that all the essential elements of a supportive franchise system are in place:

- Training – all Ezy Tan franchisees & staff are trained and certified by the International Smart Tan Network and ongoing in house training is carried out on a regular basis.
- High Standards – every Ezy Tan salon has a consistent look and feel, so that no matter which salon customers visit the standard and service is the same. We have established high standards that ensure our customers return again and again.

Our systems have made us successful and in order for you to repeat this success you will need to operate within the guidelines. Consistency of service across all Franchises is absolutely essential. You will be provided with a detailed operations manual, marketing manual, staff induction manual and ongoing training.

We will conduct site visits to ensure that systems and procedures are maintained, thereby protecting the franchise image and your investment.

- Product supply – because of our size, we have the ability to negotiate favourable prices, terms and offers with suppliers. These rates are not attainable as an independent store; therefore, they give you a significant competitive advantage.
- Advertising and local marketing – we coordinate promotion activities and ensure integrated and consistent imaging and operations. As part of this process, you benefit from shared advertising power that is not available to independent operators. This provides a cost effective way of advertising our service and growing your business.

We provide free of charge in-house design services for any display, promotional or advertising initiative. We can co-ordinate with all publications advertisers on your behalf ensuring great visibility and effect

- Salon and product display – our franchise support team is trained in brand awareness and merchandising. We can help you to set up your salon so that it looks inviting, friendly and creates an atmosphere that gives you the best opportunity for maximizing sales.
- Legal and Accountancy Support – we work closely with both our legal and accountancy representatives to ensure we pass on relevant business information pertinent to our industry.
- Support – The key to success with Ezy Tan is our relationships. The relationships we cultivate with our customers are essential. To this end, we offer constant support for all aspects of your business. With Ezy Tan, you will always have a dedicated team to support you.

We invite you to contact us to further discuss Ezy Tan franchise opportunities.

Please phone Australian Franchising Systems on 08 9444 5100 to arrange an appointment.