

DRESS FOR SUCCESS 2018

AAA UNIFORM



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COMPANY OVERVIEW

For more than four decades the founder of our company has been involved in high-end fashion, running his own signature label Larry Thompson, and A Corporate Collection. It is this experience and success that is the driving force behind the AAA Uniform Central franchise. We opened our first store in 1990 in Melbourne CBD, Victoria, and the demand was incredible.

We have been dealing nationally with clients for some time and now realise the need for driven franchisees to help meet increasing demands. AAA Uniform Central is fast becoming a household name in Australia with the experience to help you build a business and to join our dynamic team!

We are looking for committed franchisees with a passion for fashion and a lust for work!

The AAA Uniform Central Opportunity

It's not hard to see why AAA Uniform Central is one of Australia's fastest growing corporate apparel companies. There are hundreds of millions of dollars worth of corporate apparel sold in Australia every year in this solid growth industry. Thanks to the corporate apparel revolution, large and small companies are now seeing the benefits of promoting a professional, coherent corporate identity, promoting team spirit with the added bonus of being tax deductible.

The increased need for identification, brand recognition, further needs in security, legislated developments in OHS, an escalation in nursing homes, increases in aged care with specialist accommodation and so many other trends are all giving rise to immense expansions in each industry sector.



HOW IT ALL STARTED

AAA Uniform Central is the brainchild of our founder Larry Thompson who found his rag trade niche in the world of Flinders Lane, Melbourne and Surry Hills, Sydney in the halcyon days of Australian fashion of the late 60's and 70's.

At age 20 he was promoted to National Sales Manager of a large women's wear company co-ordinating 10 sales staff, managing interstate offices & agents, designing & preparing range releases, promotions, advertising, forecasting and achieving seasonal budgets nationally.

At age 25 opened his business manufacturing and wholesaling to large chains and volume retailers. Aged 26 opened his first warehouse and retail store in Metro Melbourne.

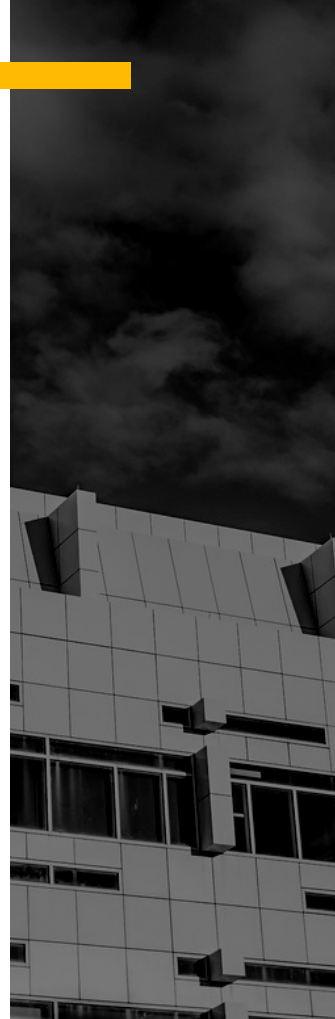
With over 42 years industry experience Larry has successfully manufactured, wholesale and retail clothing. In addition, he had several years as National Marketing and Licensing Manager of the Cherry Lane Group, overseeing \$35M in sales, 40 retail sites and 70 department stores. Larry's career allowed him to travel extensively both locally and internationally in order to buy, research & resource product.

During the last fourteen years, Larry has been able to predict the enormous growth of corporate apparel sector recognising first key indicators being repeat orders of boutique operators around Australia on seasonal fashion including pants, skirts, shirts and suiting.

Having developed women's fits, styles, colours and block measurements over many years he was again quick to realise the need for a good quality, well priced, corporate suiting and shirting collection for the Australian woman that must be comfortable, affordable and fashionable.

From there on, the core fashion range A Corporate Collection was borne. As the collection grew in size and volume so did the demand for product training, service standards and prompt deliveries that would compliment the professionalism that today's business increasingly demands.

It was soon apparent there was a necessity for a chain of committed professionals to mirror service standards, reinforce the growth in metropolitan and regional inquiries and further extend a reliable local service option to complement larger clients with multiple locations and so AAA Uniform Central was borne.



AAA is an acronym for All Around Australia and Uniform Central is a synonym to describe consistent service, accurate information, and professional presentation with an emphasis on training, product knowledge, sales management and reporting. With dedicated franchisees, clients are assured of the genuine service which reflects the AAA brand by ensuring repeat sales, thereby providing a better platform to support large, multiple location businesses and secure winning contracts to be redirected to our local regional franchisee.

THE AAA UNIFORM CENTRAL AFFORDABLE PACKAGE

AAA Uniform Central doesn't make money "selling franchises"; it makes money when you sell uniforms.

Your success is our success. Our whole focus is to help you sell more uniforms and make more money, creating more joy with a balanced lifestyle.

The initial fee does not carry a large goodwill component; instead, every dollar reflects the essential requirements to get your business market-ready.

You start with all types of collateral which you will use time & time again to generate sales. We do, however, seek to ensure applicants are sufficiently capitalised to maintain lifestyle during the initial growth period.

In getting started we will help provide you with sourcing racking, hangers, master sample ranges, headers, swatches, a huge selection of quality fitting ranges, catalogues, display and

merchandising equipment, signage, national advertising, websites, training, manuals, business stationery, accounting and management software, catalogues, brochures, swatches, mini swatches, storyboards, software info embroidery samples and brag bags.

Everything you need to begin to expand into 'your one-stop local uniform shop' supported by a dedicated franchisor and the Uniform Central chain of committed retailers All Around Australia.

We don't make money from the initial set up, high price tag store fit-outs, supplying expensive machinery or require leasing equipment that you will never use! We want you to be profitable straight away & give you the best chance to achieve it.

The best way to do this is to ensure that the package is value packed, with a ready to use business package from day one so each and every dollar represents worth at the inception stage when value & return for your initial investment is most crucial.



WHAT WE OFFER

WE ALSO PROVIDE - QUALITY PRODUCT, KNOWLEDGE & SERVICE



We also provide a comprehensive Standard Operational Procedures manual and Operations Manual which covers all the important aspects of the franchised business,

including the visions and objectives of the franchise, management of the franchised business, training, use of signs and logos operation of equipment, dealing with employees, workplace safety, trading hours, product knowledge, financial methods, risk management, dispute resolution and other relevant issues.

With AAA Uniform Central your assistance also includes joining a franchise company that will give you encouragement, support and guidance throughout your venture. Our goal is to help you achieve your goal. We'll show you how easily you can use your current skills, motivation and interests to achieve your own income and lifestyle goals. With AAA Uniform Central you can count on firsthand support.

You need no prior experience. In fact this is an excellent business for women who are looking to consolidate their future but nurture a family while growing a substantial asset. We also recognise that financing on your own franchise may be challenging, so we have secured financing for the entire equipment package available to qualified individuals.

Whether your goal is to achieve financial independence or having the freedom that comes with running your own business, the AAA Uniform Central objective is to help you attain your goal through comprehensive training, outstanding support, our extensive industry experience and a revolutionary approach to the corporate apparel industry.

The result?

Kick off your own home-based business that's perfect for you and your family! Best of all, it's easy to get started and grow to the next profit platform - from a home-based mobile operation for 2-3 months to the warehouse and then a retail store site. -or straight into a retail store with our best site selection and negotiation advice you could step straight into your own successful store from day one.

The perfect solution with all you need is right here.

THE AAA UNIFORM CENTRAL REQUIREMENTS

AAA Uniform Central is looking for committed franchisees with a push for branding corporate images using our system of design, coordination and exclusive corporate apparel. Franchisees that can network with local businesses, clubs, councils, organisations, small and major accounts, in fact, businesses of all sizes, providing to all their apparel and promotional needs.

Franchisees are able to serve the customer who wants 1 piece to 500,000! With AAA Uniform Central, the good news is you do not need experience in the fashion business to be a successful franchisee.

You do need to believe in unparalleled customer service. That's the backbone of A.A.A Uniform Central's way of doing business. You also need to commit to following our proven operating system.

You won't need to reinvent the wheel, we've done the hard work for you, and we support you all the way. You don't build it - you manage it! We are looking for someone who has the right mix of skill, attitude and experience for a future AAA franchisee.

Get started now and apply to join our dynamic team if you have these key characteristics;

ENTHUSED, DRIVEN AND NOT
AFRAID OF SOME HARD WORK.

WELL GROOMED, PROFESSIONAL
& MOTIVATED.

UNDERSTANDS THE IMPORTANCE OF
IMPECCABLE CUSTOMER SERVICE.

GOOD COMMUNICATORS WHO
CAN WORK AS A TEAM.

ENJOYS MEETING PEOPLE AND
BUILDING ON-GOING RELATIONSHIPS.

A GOOD LEADER PREPARED TO
FOLLOW STRINGENT SYSTEMS,
POLICIES AND PROCEDURES.



JUST AS WE CHECK OUR INCOMING PRODUCT FOR THE QUALITY WE ALSO DO SOME BACKGROUND CHECKS ON OUR POTENTIAL FRANCHISEE

These include;

- Financial
- Criminal
- Family
- Employment
- References from previous employers



To get the information we are after we may contact past employers and use some other key searches so that we can make sure the fit between you, the business and our team is beneficial – then make the decision on how you will fit into the AAA Uniform Central mould.

You will find that our years of experience, trading with many provincial businesses, towns and territory's we are always prudent in all affairs especially understanding the nuances of delicate, often finite regional settings and circumstances so rest assured we are skilled, sensitive and tactful.

Checks may be conducted independently but this does not occur until you have received the disclosure document and the agreement so please note we will not ring anyone without advising you directly and reconfirming with you prior to making any type of contact.

As you can see we take many things into consideration and so should you. We encourage you to do your own due diligence and make sure AAA Uniform Central is the right opportunity for you. The commitment we are about to make to each other is a serious one and so that we can grow together harmoniously we need to be sure that the fit between both franchisee and franchisor is right.

You will be then contacted a few days after our first meeting to organise and provide you with the disclosure document and franchise agreement. You will need to provide us with a fully refundable deposit of AUS \$1,000. Think of it as an engagement ring that you will get back if don't end up walking down the aisle

It is now your turn to go away and do some serious thinking and also gain advice on the documentation that we have provided. We suggest that you make sure to get your advice from a franchise specialist and legal representation from someone that has had some franchise experience.

Once both parties are satisfied, it's time to get the formalities out of the way so we can get on with securing our relationship.

MEETINGS

FIRST MEETING WITH THE FRANCHISEE SELECTION TEAM

At our first meeting, we will allow you to review the operations manual including company policies and examine other elements prior to entering into the franchise agreement. We will discuss the business, the opportunity, suitable locations And run through a financial model for you to begin assessing that this is potentially a very profitable opportunity.

SECOND MEETING WITH THE AAA UNIFORM CENTRAL OWNER

Larry Thompson will be there to discuss the direction of the company, your fit into the business and the commitment of both parties. Here you will most likely be in a position to make a decision whether this is the right business opportunity for your future. Once both parties have agreed that this is the right decision, you will be enveloped by people, programs, planning, projections and systems to help you set-up you're new business as the newest All Around Australian Uniform Central Franchisee and be able to get your teeth stuck into turning your dreams into reality! Let's get the AAA Uniform Central show on the road.

