

Franchise NEWS

SUCCESSIVE GROWTH FOR KWIK KOPY



Kwik Kopy print franchise owners are continuing to buck the economic downturn, recording a seventh consecutive year of growth through 2008, due to a robust business-to-business sales model and their ability to act quickly to meet the changing needs of both existing and new clients.

An independent Australian company, Kwik Kopy Australia was established in 1982 as a Master Licence holder from Kwik Kopy Corporation U.S.A. It now has 109 Centres operating throughout Australia - and is growing every day.

Kwik Kopy Australia's aim is to deliver practical print advice, graphic

design and advanced online access to provide its clients with superior communication products to enhance their business.

According to David Bell, Managing Director of Kwik Kopy Australia, the current climate of economic uncertainty is providing tremendous opportunity for franchisees to increase their business share.

"Most franchises are business-to-consumer franchises with a strong retail presence, so they have lots of set-up costs such as store fit-outs in shopping centres", said Bell. "Our franchise is business-to-business so generally cost of entry is lower and business is more consistent.

"We are seeing a number of enquiries from people who have recently been made redundant and have decided to take the opportunity to own their own business rather than continuing to work for others", he said.

"Typically, when times are tight customers order shorter runs more frequently. Our franchisees are profitable, well-capitalised, have a strong support network around them and are successfully competing on price against the larger printers on this business, whilst the independents are often too small to tackle corporate needs."

SUMOSALAD ARRIVES IN NZ



Young Aussie brand, SumoSalad, has revolutionised the concept of healthy fast food with its delicious and nutritious meal options, becoming one of Australia's most popular takeaway outlets, and now finally it has crossed the ocean to New Zealand with a new store opening in Auckland Airport last December.

From humble beginnings in 2003 with just one store in Sydney, SumoSalad currently has over 70 stores trading throughout Australia plus five international stores in Dubai and the UK. New Zealand is now the next country to get a taste of SumoSalad and help kick-start Kiwis into improving their diets.

"SumoSalad is all about living and eating well which we strongly believe in. We believe in promoting healthy eating within the community in a fast-food format, which these days suits the busy lifestyles of people who need something quick and easy, without compromising on quality and nutritious value", said Luke Baylis, Managing Director of SumoSalad.

SumoSalad offers a wide variety of healthy and nutritious options, including freshly made to order warm and cold salads, delicious long rolls and toasties, hot pasta salads, filling wraps, organic coffee and healthy breakfast options.