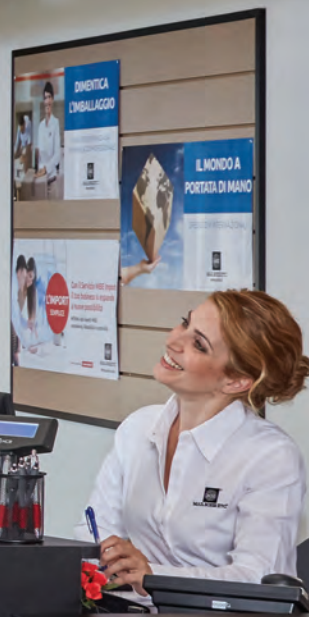


# Feature

**#PEOPLEPOSSIBLE  
WITH MBE**



**DON'T GET  
CAUGHT OUT BY  
THE RENEWAL  
PROCESS**

THE IMPORTANCE OF  
**MAKING  
A PROFIT**





# #PEOPLEPOSSIBLE WITH MBE



"MBE's #PeoplePossible attribute embodies the best way to convey the MBE Global Network's vocation of continuously finding new tailor-made solutions to meet customers' daily challenges. MBE entrepreneurs are solutions enablers."

Mail Boxes Etc. is one of the largest third-party logistics, communication services, marketing and printing networks in the world.

With over 2,500 Service Centers globally, Mail Boxes Etc. is constantly finding new, tailor-made solutions for its customers' daily challenges.

This focus drives Mail Boxes Etc. entrepreneurs across the world towards successful innovation. Mail Boxes Etc. (MBE) is an organisation of solution enablers, and its #PeoplePossible attitude has proven to shift boundaries around the globe.

## MBE WORLDWIDE GROUP

**Over 2,600 Service Centers Worldwide**

**44 Countries Worldwide**

**US\$940 Million System-wide Sales**

## Impressive Global Expansion

Since its foundation in San Diego, California in 1980, MBE has evolved into one of the world's largest international networks of franchised entrepreneurs operating retail-based shipping, logistics, printing,

marketing and communications solutions to private customers and businesses big and small. In 1992, the Master License for Italy was acquired. By 2003, the MBE success story was repeated with further expansions in Spain, Germany and Austria. The entire MBE global business (except for North America) was acquired by Milan-based MBE Worldwide in 2009, with continued growth planned for the future. The record of success reached another milestone in 2017 with the strategic acquisition of two U.S. based companies, PostNet and AlphaGraphics.

In 2017, MBE signed Master Franchise Agreements for 13 new countries. This exciting expansion has brought MBE and its services to the Balkans, Eastern Europe and Greece. "We aim to develop the Mail Boxes Etc. brand and network throughout the world. To achieve this, we are continuously engaged to attract successful, motivated and entrepreneurial businessmen and women to own and operate franchise master license agreements" said Giuseppe Bergonzi, General Manager of Worldwide Development. "MBE succeeds internationally because of its ability to adapt the business model and extensive range of services to meet the requirements of both service-oriented businesses and convenience-oriented consumer."

Upon signing a master license agreement, each master licensee acquires exclusive rights for their country to use the MBE internationally registered brand and associated trademarks, Franchise business concept, and know-how to develop and support a network of entrepreneurial franchisees in their licensed specific territory.

## MBE Australia

In August 2018, MBE Australia is celebrating the 25th Anniversary of the first ever Mail Boxes Etc. centre in Australia. Since then, MBE has been servicing Australians through centres in Brisbane, Gold Coast, Canberra, Perth, Sydney and Melbourne. MBE Australia proudly services businesses big and small, as well as private customers. MBE really is a one-stop-shop, providing services ranging from:

- copying and printing
- private mailbox services
- mail forwarding and redirection
- mail and parcel notification
- direct mail programs
- virtual office services
- telephone answering services

Backed by the MBE Global brand and its #PeoplePossible campaign, Australian private customers and businesses know that MBE Australia is a trusted, reliable and innovative service provider for a wide range of products, business and mail services.

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Network's vocation of continuously finding new tailor-made solutions to meet customers' daily challenges. MBE entrepreneurs are solutions enablers."

### MBE: A Customised Franchise Offering

Mail Boxes Etc. have long been known as the franchise with three businesses in one – freight, printing and mail box services. This varied service offering makes an MBE franchise ideal for driven, entrepreneurial franchisees. This unique multi-product

franchise has achieved great success over the last 30 years, and MBE are now looking for new franchisees to join them as they enter this exciting new era of growth. The team at MBE recognise that franchisee and customer needs are starting to shift, and their franchise team is leading a format change that will mean significant cost savings to the franchisee.

With over 2,600 affiliated Centres worldwide, MBE is expanding globally. The MBE footprint in the Australian marketplace has always been consistent, but new outlets can take on a kiosk format rather

than a traditional retail outlet. This gives the franchisee the option to focus on services other than printing. The kiosk format also means that less floor-space is required, which allows for a lower lease cost, and an even more affordable franchise!

MBE are looking for new owner-operators across all states and territories who are open to the possibilities provided by the MBE brand. Requirements include being driven and self-motivated, and no prior business ownership experience is necessary, although an understanding of business and the attitude of a team player are vital. If you have a passion for business, the ability to communicate and work well with others, and a drive to success, you fit perfectly with the Mail Boxes Etc. team.

If you think you're a match for MBE, enquire about becoming a part of a dynamic franchising community today! Franchisees receive full support from the MBE head office - dedicated to providing guidance, consulting and all the resources you need to make your MBE franchise successful!

### Ongoing Support for Franchisees

All new franchisees take part in a comprehensive eight-week training program, that covers all aspects of running your centre. Ongoing training is provided, utilising MBE's Online Training Academy and valuable support from the head office team. Administration and accounting training is provided, plus a comprehensive quarterly marketing action plan produced by the head office marketing department. This assists franchisees with local area marketing and seasonal advertising, which is invaluable when engaging with a local territory. Easy-to-use templates and artwork are provided in order to achieve successful marketing.

MBE's Franchise Conference is also popular within the network, with an attendance by more than 85 per cent of the franchisees. Held in the Barossa Valley earlier this year, the focus was innovation, both in the network and the industry in general, to capitalise on market share. Featuring motivational speakers and presentations on a range of topics, this was an opportunity for franchisees to come together and share best practices and support each other.

**If you think you are a fit for MBE and are interested in joining the well established global franchise network, contact us now for more information on:**

**0457 677 986**  
**www.mbe.com.au**