

Café, Retail... Freight?

Think Outside the Box to Realise Your Franchising Dream



 **MAIL BOXES ETC.[®]**
Design, Print, Deliver... Anywhere!

www.mbe.com.au

Introduction

When looking to buy a franchise, we bet your first thought wasn't towards becoming a freight broker. What with it being so specialised and systematic, you probably thought it wasn't even an option, even if you wanted to.

However in franchising, your previous experiences don't always have to align with the business you are interested in. In fact the best franchisees are often those with no matched experience, but who have great customer service, sales or organisational skills - all qualities which are very important in the freight brokerage/ mailing industry.



Why Freight/ Postal Services?

From pigeon carriers, to rail, road and air; the postal services industry has come a long way.

As technology has changed, the industry has reinvented itself, and what was once a monopolised industry has become a competitive market place for those operating as freighters. But throughout its evolution, there is one thing that hasn't changed, and that is the value of human to human interaction, efficiency and value for money.

That's where freight brokers come in.

Freight brokers benefit the retailer or consumer by identifying the best shipping options for their individual needs. Unlike carriers, who will only offer one shipping service (theirs), freight brokers work to save customers money, and by only using the best freighters for the situation, they help to ensure all sent and received items are delivered on time and undamaged – a service which small online retailers rely on.

According to IbisWorld research¹, rising parcel demand has seen the postal services industry return to growth with reported \$6 billion revenue in 2014 and a predicted growth of 2.3 per cent for 2015.

This growth is largely attributed to the internet boom, which has enabled people to shop and sell online more easily. In fact, Australia's Online Retail forecast² is set to almost double from \$16.9 billion in 2009 to \$33.3 billion in 2015, despite tough economic conditions.

With an increase in online businesses -mostly operating from home- and increased deliveries to residential areas as opposed to traditional bulk deliveries to businesses and commercial environments, there has been a spike in demand for out of hour's mailbox access, and also a need for small businesses to have an assigned address for mail forwarding and a prestige street address for brand representation.

For those looking to enter the market, the internet boom offers a unique and growing opportunity for community based businesses to become an integral shipping partner for both small businesses and consumers.



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Mail Boxes Etc.®

Brand trust is important to all businesses but in the logistics and freight industry, it is a game changer. There aren't many people who will trust an inexperienced freight broker or mailer with their merchandise.

The Mail Boxes Etc (MBE) brand has been around for more than 30 years and has over 1,500 stores worldwide. It is in fact one of the world's largest non-food retail franchises, with each store cemented in its community and seen as a go-to venue for all things logistical.

Uniquely, the MBE model is not a single product franchise, but a centre for business solutions such as high quality printing, scanning, design and of course delivery- to anywhere in the world.

With the increase in online shopping going hand in hand with parcel delivery services, MBE have developed a strong online presence to allow customers remote access to services, regardless of the time of day. As a result, MBE's packaging and shipping service, using partners DHL, TOLL and UPS, is growing in demand.

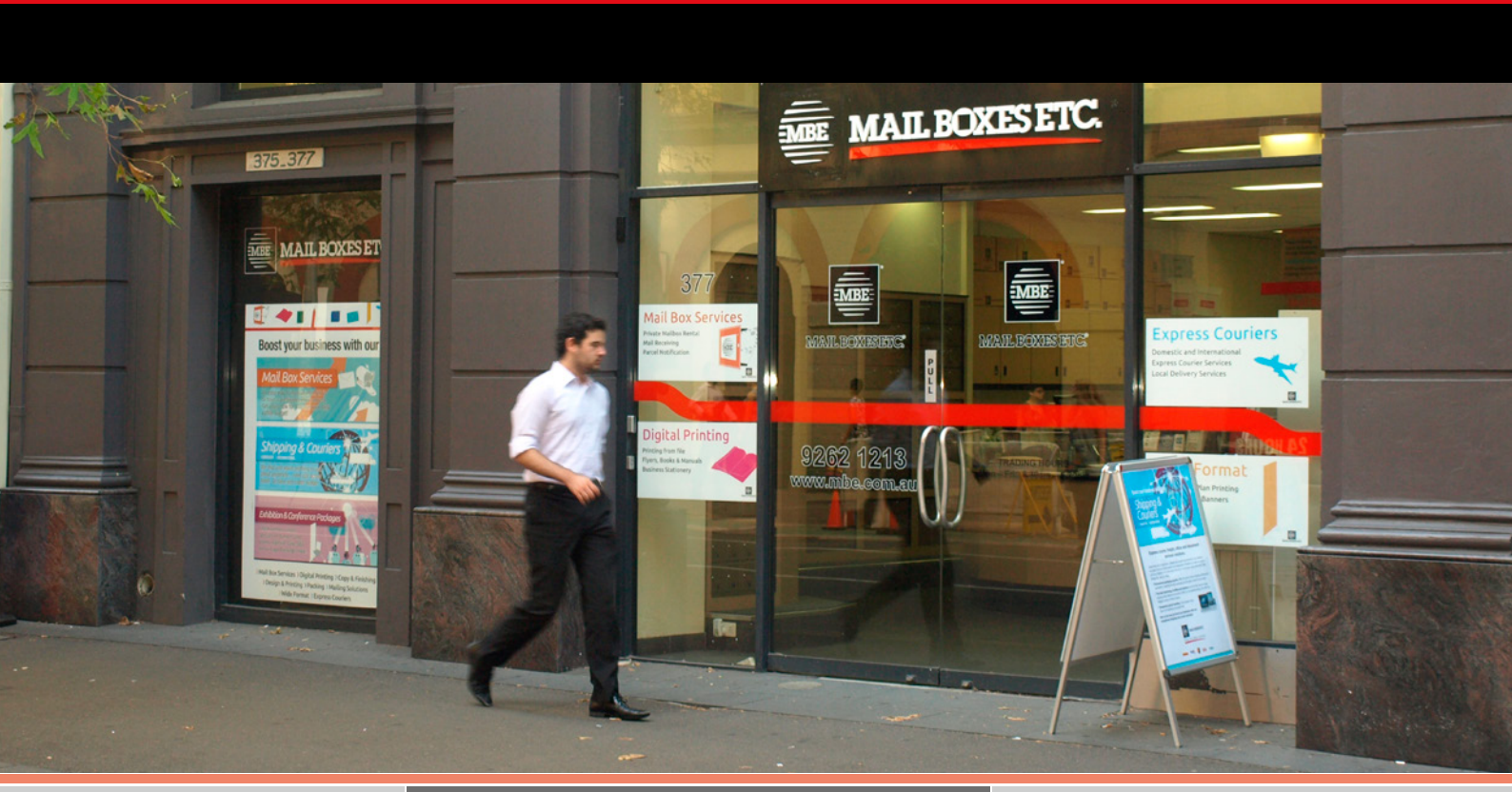
MBE retail stores are seen as a community centre, and as such have adapted to the change in community needs. Recognising the shift in postal infrastructure (from business to residential) they provide out of hours mail holding for customers who aren't home to accept deliveries between the usual 9-5 hours of operation, and personal mailboxes to rent for those businesses or individuals who require secure 24 hour access to mail boxes.

In a franchisee, MBE look for people who share the same family values and who place integrity and trust as a priority. Working in an owner-operated franchise, the best franchisees are those who enjoy dealing with customers, getting to know the locals and who thrive in a communal environment.

For a low start-up investment, franchisees gain access to a globally recognised brand which assists local communities and businesses to connect with the rest of the world, as well as access to the proven business model and systems which have supported the business during the best and worst of economic times.

The franchise model includes expert help with site selection, lease negotiation and site design, right through to accounting, marketing, and sales support. Most importantly, MBE have a dedicated research and development team working behind the scenes to ensure the brand and its offerings are in tune to the ever changing needs of consumers.

Due to increased demand, MBE are now recruiting new franchisees to join them on their journey. If you see yourself as part of a global network in a dynamic and growing industry and can stand by the family and communal values MBE hold at heart, then **click here** or call MBE Franchise Development Manager, Paul Kasper on 0457 677 986 to find out more.



REFERENCES

¹ <http://www.ibisworld.com.au/industry/default.aspx?indid=5033>

² <http://www.smartcompany.com.au/growth/franchising/33229-online-shopping-boom-continues-to-drive-courier-franchising-opportunities.html>

