

Water Cooler

MD's letter

Dear franchisees

The past few weeks have seen a lot of exciting developments here at Mastercare. Some of them are still in the works, so we can't fill you in on all the details just yet, but be prepared for some big announcements throughout the year!

In this issue of *Water Cooler* you'll read about Mastercare's latest coup – the achievement of triple certification in Quality Assurance, OH&S and Environmental Management. On top of this, our marketing campaign is absolutely taking off, and we've recently welcomed a new franchisee to the Mastercare fold.

Read on for all the details. And don't forget, if you need any business advice or assistance, we're just a phone call away.

Kind regards
Colin Walker
Managing Director



Good things come in threes

Mastercare is absolutely committed to great work, reducing carbon footprints and keeping franchisees safe. As testament to that fact, our team has been hard at work for months, pulling together reams of documentation, streamlining our processes and applying a fine-tooth comb to the way we do business. As a result, we can finally announce that Mastercare has been awarded triple certification in Quality Assurance, OH&S and Environmental Management. This is such a big deal for our organisation. It really sets us apart from so much of the competition. In fact, it's one of the questions that Facilities Managers and other corporate decision-makers often ask when it comes to deciding whether or not to use Mastercare's services.

We're always keen to hear if you have any concerns or suggestions in these key areas. If you have anything you'd like contribute, we'd really welcome your feedback. Together, we can make sure the good work continues, and build the Mastercare name into the future.

Gift of the gab

We're always looking for new clients and great options for our franchisees. That's why our telemarketing team has been hard at work drumming up new business in the car dealership and clubs sectors.

The aim is to be able to offer you even more options when it comes to building your franchise and reaping great rewards.

Response to the campaign has already been very positive. We'll keep you posted!

Mastercare's latest scoop



Mastercare is going from strength to strength. Although our franchising arm was only established in mid-2009, we've already landed the coveted front page of one of the franchising industry's biggest publications.

Keep a close eye out for *Business Franchise* magazine when it hits the newsstands in May. *Business Franchise* is a bi-monthly glossy magazine, sold in newsagents across Australia and New Zealand. As well as reporting on different franchise systems through advertising and editorials, the magazine profiles a different franchisor and franchisee in each edition.

Given the magazine's standing amongst the franchising community, it's an absolute privilege to be offered the cover.

FRANCHISEE OF THE MONTH Amit and Nayan Patel

Amit and Nayan Patel took on a Mastercare Franchise in 2009 and bring with them a fantastic diversity of work experience.

"In my home country I ran a manufacturing unit," says Amit, "and when I came to Australia I had a labour contract with an organic food supplier. I was looking for business opportunities, and before contacting Mastercare Franchising I had talked to many other cleaning franchises and a few of my friends who were already in the cleaning business.

"What attracted me to Mastercare is the fact that they have lots of opportunities for the future, continuous training, and very supportive and friendly staff. I also have to say that Mastercare's Managing Director is always there to help and share new opportunities with the franchisees. I enjoy the freedom to work and give plenty of time to my family without compromising my career or my present earnings. I see my future looking like a big tree with many branches and strong roots in cleaning services."

Nayan Patel, Amit's business partner, has also had a strong interest in business for many years. "I have a varied family business background," he says. "My family worked in iron and stainless steel, retail grocery and farming. I've also worked in IT buying and selling, as well as IT support."

Nayan says that what first interested him in Mastercare was the company's 40 years of experience.

Nayan has ambitions to earn \$1,000,000 per annum. Given his and Amit's commitment to quality and hard work, we're convinced the business partnership is already well on its way to achieving that goal.

Welcome



In more good news, we are delighted to say 'hello' to two new team members, Micky and Payal Patel. The husband-and-wife team are the first franchisees to take up the Mastercare mantle in South Australia. Good luck to you both, from the entire Mastercare team. We wish you every success.

Contact

Got questions or story ideas? Get in touch with Cheryl Fitzell, our *Water Cooler* editor, on 0402 672 076.

