

Water Cooler

MD's Letter

Dear franchisees

I hope you're all well and that your businesses are going from strength to strength. As usual, a lot's been happening at Mastercare since our last *Water Cooler*. In this issue, we'll fill you in on all the latest details about our recent partnering with one of the most respected names in the not-for-profit sector, as well as our current focus on the automotive industry, some interesting facts and figures, and, of course, we'll shine the spotlight on our Franchisee of the Month.

Let us know if you have any ideas for stories. And don't forget, if you need any help, don't hesitate to ask. That's what we're here for!

Kind regards

Colin Walker
Managing Director



We learn something every day!

Mastercare is currently in the middle of a massive telemarketing campaign to deliver services into automotive dealerships around Australia. Again, it's all about ensuring we have the best possible options to offer our franchisees now and into the future. To help us better understand the needs of the automotive sector, we commissioned a detailed study which returned some fascinating results about the issues affecting the industry right now. Just as a matter of interest, we thought we'd share a few of them with you here. For instance, did you know that:

- The Australian automotive manufacturing industry comprises three motor vehicle manufacturers (GM Holden, Ford Motor Company of Australia, and Toyota Motor Corporation Australia), as well as approximately 200 component, tooling, design and engineering firms.
- The main issues affecting the automotive industry at the moment revolve around environmental pressures for change.

- Fuel prices are increasing and consumer preferences are changing.
- There is increasing market demand for electric and hybrid cars.
- Honda is rumoured to be bringing a new hybrid to the US next year, priced under \$20,000. This will give hybrids a big boost in US market share from the current 3% of total vehicle sales.
- A fuel-efficient car recognised by NRMA Insurance can save up to 10% off Comprehensive Car Insurance and Comprehensive Plus Insurance. The top-20 recognised fuel-efficient cars include the Toyota Prius, smart fortwo, Suzuki Alto, Fiat 500, Fiat Punto, Honda Jazz, Toyota Yaris, Toyota Camry Hybrid, Volkswagen Golf, Alfa Romeo MiTo, Citroen C3, Lexus RX450h, Fiat Ritmo, Kia Soul, Audi A3, Honda Civic, Audi A5 Coupe, Hyundai i30, Mercedes-Benz C200CGI, and Peugeot 207.

We'll keep you posted about the progress of our campaign.

Drum roll, please...

We are delighted to announce that, after lengthy negotiations, Mastercare has partnered with Church Resources to provide services to the not-for-profit sector. This is great news for franchisees as it means even more contract opportunities right across Australia.

Church Resources' mission is to help not-for-profit organisations to achieve efficiencies and improve quality of service. They do this by partnering with companies to offer better deals and expertise to their members. Mastercare is very proud to add its name to Church Resources' highly respected list of providers, and will be offering cleaning and facilities management services into a broad range of industry sectors, including aged care and hospitals, education, welfare and others.

A drive to succeed



The great news doesn't stop at Church Resources! We've also won the contract to clean Ateco's premises in Waterloo. Ateco is the official Australian importer and distributor of prestige car brands, like Alfa Romeo, Ferrari, Maserati, Citroën, Fiat and Great Wall. And that means we get to work around some of the most beautiful cars in the world. It's a tough job, but someone's got to do it!

We believe we won the business on the strength of our ability to look after Ateco's showroom floors. They'd been having some difficulty achieving an ideal result, and we were given a chance to see if we could help. The floor had been installed by EpiMax, a company that delivers the latest developments in performance concrete protection systems. Their flooring systems are some of the very best in the business, so it isn't hard to maintain them, but it does require a certain amount of very specific expertise. With the right treatment, we restored the floors to their former reflective glory, and now Ateco can, once again, show their stunning cars in the very best light.

FRANCHISEE OF THE MONTH Micky Patel

Micky Patel comes to Mastercare with a varied and interesting background. His experience includes working for his father's chemical company in India, before striking out on his own and starting a tea business. In search of even greater opportunity, Micky took a chance and moved to Australia. First, he tried his hand at being a courier franchisee but decided the business wasn't for him. Micky has now launched himself into the world of commercial cleaning, and has hit the ground running. It seems the courier industry's loss is Mastercare's gain!

"The first thing that interested me about Mastercare Franchising was its reputation," says Micky, adding, "I want to expand my business with Mastercare and improve it even further."

So what does the future hold for Micky? "I want to become a successful business man," he says, "but I also want to make sure my family is happy." It's a goal that so many of our franchisees aspire to – that is, achieving the flexibility that comes with being their own boss, and grabbing the chance to take control of their lives.

Awards



Good work should be rewarded. Awards are a great way to raise your profile and gain publicity through word-of-mouth and media coverage. If you didn't already know, The Franchise Council of Australia (FCA) holds an annual Excellence in Franchising Awards. The 2010 cut-off date for entries is June 11, so it might be a bit late to enter this year, but it's definitely worth thinking about for 2011! By then, your business should really have hit its stride, and it will be your turn to compete with other franchisees for your share of industry glory. For more information, click [here](#) or visit the FCA website at www.franchise.org.au

Contact

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

