



Appliance Tagging Services

Frequently Asked Questions

How would you define your brand?

ATS provides organisations across Australia and now in New Zealand with specialist electrical safety testing and tagging and essential services as required under Workplace Health and Safety (WHS) legislation, we also provide our clients with fully interactive access to comprehensive on-line reports.

Why Test & Tag?

WHS regulations require everything 'reasonably practicable' to be done to protect workplace Health and Safety.

Employers shall take all practicable steps to ensure the safety of employees while at work: and in particular shall take all practical steps to ensure that plant used by any employee at work is so arranged, designed and maintained that it is safe for the employee to use.

This responsibility is placed on all employers; their employees and all who have influence over hazards in a workplace. It is not just for large organisations - ALL businesses regardless of size or industry must comply with this requirement.

NZ Electrical Safety regulations state all electrical appliances are deemed to be electrically safe if they have a test tag applied in accordance with AS/NZS 3760:2010 In Service Safety Inspection and Testing of Electrical Equipment.

Over 15 years experience tells us in excess of 5% of items will fail first round testing. These items are accidents waiting to happen and have the potential to seriously injure.

How many franchisees do you have?

ATS currently has 50 active franchisees across all Australian States & Territories. We anticipate having up to 60 franchisees operating by the end of 2018. In addition, we intend to expand into New Zealand during the second half of 2018.

How do you plan to grow the business in 2018?

We plan to continue to drive the business in our existing areas by driving prospective clients to our website, where they will find detailed information on the services we offer and the relevant legislative requirements.

ATS will continue to market to large national and multi-site clients on behalf of our franchisees, in addition to working in cooperation with our existing franchise network to assist them to grow and develop their client base locally. ATS franchisees are equipped with the tools and training to grow and develop their own business at a local level.



"Plug In Safe"™

Appliance Tagging Services Pty Ltd

National Service Hotline 1300 ATS NOW (1300 287 669) : Fax: 1300 795 287 : PO Box 4066 Patterson VIC 3204

Web www.appliancetaggingservices.com.au Email office@appliancetaggingservices.com.au

ABN 42 118 273 788 : REC VIC 17458, NSW 186647C, QLD 67018, ACT 2006797, TAS 947598, NT C2189



Where do you expect the business to be in 2018?

By the end of 2018, ATS aims to have 65 franchisees across Australia and NZ to enable us to service a growing client base in every State and Territory. Our expansion into the New Zealand market in late 2018 will see added growth of the network

Do you need to be an Electrician?

No, we are electricians, so you don't need to be. The New Zealand Standard requirement for testing and tagging of portable electrical appliances is that you are a competent person as defined by the Standard. Following successful completion of a formal one day training course, our comprehensive in-house training then provides all of the technical skills you will require to perform the ATS services to our clients.

Electricity is our business; we are specialists and can therefore provide the support and back up our franchisees need.

What training is provided?

ATS provides a two week induction training course in Australia at our Melbourne Support Office. In addition to technical training, ATS provides training in business operations and sales and marketing.



What sort of hours would a franchisee need to work?

To ensure a good steady income, a franchisee should be prepared to work on average eight hours per day, 5 days per week; however flexibility is important and franchisees should be prepared to work with our customers with regard to start and finish times.

ATS also recommends that our franchisees set time aside each week to work on developing their local client base.

How much can a franchisee reasonably expect to earn?

We anticipate that a good single unit franchisee can achieve revenue of between \$80,000 and \$150,000 per annum by servicing ATS clients and growing their own direct client base locally.

What sort of equipment do you use?

ATS franchisees use a Neo Portable Appliance Tester (PAT) and TagPRO printer to complete testing. Neo is the most suited PAT for testing in large volumes and the system produces fade and heat resistant tags.

Improved testing systems and specialist software have been developed by ATS to increase franchisee test efficiencies whilst providing our customers with the highest level of online interactive reporting available. Yes, there are cheaper options on the market, but none can meet the rigorous standards ATS customers have come to expect.

With ATS's unique data management and reporting procedures, ATS provide your clients with the most comprehensive reporting tool in New Zealand.

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Do you offer Territories?

Yes, we believe that by having a 'territory' (or Designated Marketing Area as we prefer to call them) our franchisees can build a tangible asset for their future. ATS Designated Marketing Areas have been determined using Statistics New Zealand business data and are all of a substantial size to allow our franchisees to grow their business locally and engage additional staff.

As part of their 'Local Area Marketing Tool Kit' each franchisee is provided with a comprehensive list of businesses within their 'Designated Marketing Area' and the ATS sales team are always on hand to assist with ongoing sales and marketing strategies.

Can a franchisee expand their business?

Yes, ATS franchisees can grow their business within their 'Designated Marketing Area' by taking on additional test units and employing additional staff.

What support does ATS provide to its franchisees?

With over 25 years in the electrical industry and over 15 years' operating a Test and Tag business, ATS has established systems and processes to assist its franchisees. By handling the 'back end' administration, our franchisees are free to work on the more important aspects of their business, ie servicing existing clients and growing their own client base locally!

Some of the services that ATS provide are:

- National Sales and Marketing
- Access to existing client database
- Lead Generation
- Research and Development
- Technical and Operational Support
- OH&S advice and guidance
- Invoicing and Debt collection
- Data processing and preparation of reports
- Tender preparation
- Local Area Marketing toolkit



What are the start-up costs and requirements for an ATS franchise? \$74,500

Application Fee	\$3,000 NZD plus GST
Franchise Fee (including training)	\$53,500 NZD plus GST
Equipment (approximately)	\$15,000 NZD plus GST
Start-up stock & uniforms (approximately)	\$3,000 NZD plus GST

Plus, a suitable work vehicle which must be no more than two years old and white or black in colour.

We also recommend a minimum of NZD 25,000 in working capital.

What are the ongoing fees?

Your ongoing fees to ATS are a % based Administration Fee which is calculated on your monthly revenue.

On average, a single unit ATS franchisee can earn between \$1000 and \$3000 per week after fees, by servicing both ATS Managed Clients as well as their own Direct Local Clients and there is certainly scope to grow the business beyond this.

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What is the length of the Agreement?

Five years with an option to renew for a further five years for just \$0 plus legal costs.

What are ATS looking for in a Franchisee?

Passion and enthusiasm, a genuine interest in the safety industry, commitment to the highest level of customer service, loyalty to ATS and its customers, professionalism, accountability and a strong team ethic.

The ATS franchise network is integral to the future growth and success of ATS as a whole. This is underpinned by our commitment to customer service, our high standards of service excellence, our professionalism and the strong working relationship that exists between ATS management and its franchisees.



What do I do next?

If you think you have what it takes to be an ATS Franchisee, contact Steve Wren on +61 401 655 655, or you can email steve@ats.com.au, We look forward to hearing from you soon.

And if you haven't already done so, why not check out our website at www.appliancetaggingservices.com.au

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