

***Be first to market  
with a unique  
opportunity!***



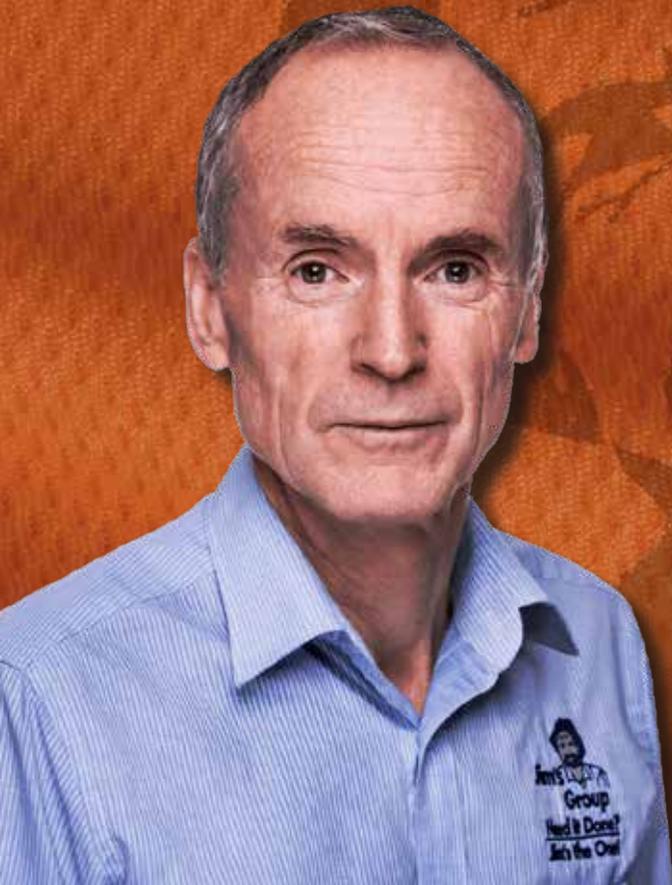
***Jim's***



***Uniforms***

## Congratulations

on taking your first  
step towards business  
ownership with  
Jim's Uniforms.



When I started my business in 1989 I had only \$24 for marketing. It wasn't easy. I had to build my own brand and develop systems by trial and error and I made a lot of mistakes along the way. Our new Franchisees have it easier. The brand is established and our systems have been tested and improved by feedback from almost 4,000 Franchisees who have come before you.

You will be taught how to market your business effectively. We are confident that this will help make your business successful.

The information contained in this brochure will assist you to make the right decision.

Sincerely  
Jim Penman

# What products does a Jim's Uniforms sell and to who?

## Sports Sector

Teamwear  
Sports Wear  
Hats & Caps  
Promo Items  
Dye Sublimation  
**All Branded & Unbranded**

## Education Sector

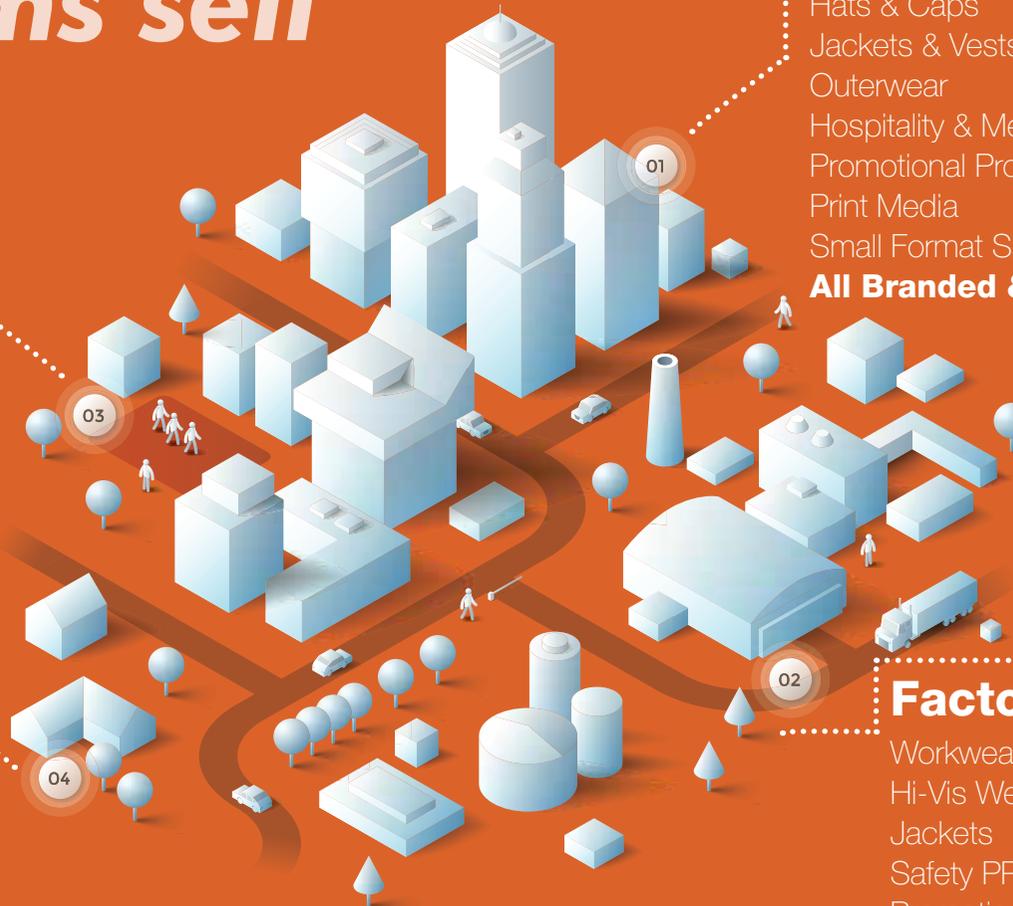
Schoolwear  
Hats & Caps  
Sports & Teamwear  
**All Branded & Unbranded**

## Retail Sector

Polo & Tee Shirts  
Business Uniforms  
Hats & Caps  
Jackets & Vests  
Outerwear  
Hospitality & Medical  
Promotional Products  
Print Media  
Small Format Signage  
**All Branded & Unbranded**

## Factory Sector

Workwear  
Hi-Vis Wear  
Jackets  
Safety PPE  
Promotional Products  
Print Media  
Small Format Signage  
**All Branded & Unbranded**



**At Jim's Uniforms, diversity protects your business**

# OUR CONCEPT



## Why we're mobile

At Jim's Uniforms we know human beings are drawn to the look and feel of garments before they buy, indulging this sense closes sales and creates successful business models.

Branded Garments, promotional items and print media are essential marketing tools today, however many entrepreneurs shy away from blind purchasing online or spending countless travel time visiting providers in industrial parks.

At Jim's we have a mobile showroom of the latest styles and trends, we offer professional advice as to which products are best suited to the very environment they will be used.



# WE'



## Mobile VS Bricks & Mortar

### Retail Location

The most significant investment of being committed to a retail location is the physical cost of rent, outgoings plus staffing and equipment.

### Eliminate Costly Outlay

Retail requires steep up-front expense of necessary production equipment. At Jim's Uniforms we prefer to partner with wholesale suppliers who invest in the latest technology, awarding us confidence in finish quality, speed of delivery while ultimately returning greater margins to our franchisees.

### Human Resources

Recruiting, hiring and training workers with the right skill set can prove to be the most challenging aspect of running a retail location. At Jim's Uniforms we remove the burden of such requirements allowing you to focus your attention to sales and workflow.



Polo Shirts



Hoodies



Soft Shell Jackets



Tee Shirts



Hi-Vis Jackets



Work Wear



Heat Press



Outerwear



Fleece Jackets



Print Media

**At Jim's Uniforms we know how the right corporate clothing and promotional products benefits a companies brand Identity.**

Staff dressed in company clothing will create an environment that operates on company values. Consumers can make a near-instant connection to a company's corporate identity through corporate clothing.



Ladies Polo's



Hats & Caps



Corporate Uniforms



Dye Sub Teamwear



Branded Packaging



School Uniforms



Promotional Items



Branded Bags



PPE & Safety



Small Format Signage

As a company's brand identity increases awareness, consumer relationships will become instantaneous.

At Jim's we have a clear understanding of the needs of today's companies, we advise them which products will best communicate the right image to their customers.

Jim's Uniforms is more than just branded garments we handle a mix of graphic products that truly compliment our entire range on offer.

# Why we use Presentation Packaging

At Jim's Uniforms we prefer meeting our customers face-to-face and watching them experience our products first hand with creative packaging ideas.

## Elevates our Brand

Our innovative packaging is so unique that it quickly grasps the attention of the buyer at first sight.

## Provides More Information

Instantly increases the trust that customers can have in your product and the franchisee.

## Differentiate Your Brand

Customisation is the key to success of every business as it plays an important role in differentiating a Jim's Uniforms from that of your competitors.

## Increase Sales

It's no surprise one-third of consumer purchase decisions are entirely based on the product's presentation.



When we present to our clients we use packaging that speaks volumes about the value of the product it contains.

**Innovative customer presentation creates an engaging first meeting**

Exclusive to Jim's Uniforms

\*Packaging style shown are for illustration purpose only. Actual product may vary due to product enhancement

# Advertising & Marketing Collateral

Locally driven for the region, totally focused on generating work, focused on the new advertising mediums, whilst maintaining a presence in traditional formats.

## E-commerce Website

Our Online Sales Platform is a standout feature of a Jim's Uniforms Franchise.

**\*Slated Late 2020**

## Catalogue (Print & Online)

Our comprehensive product catalogue showcases market leading innovative products.

## Social Media

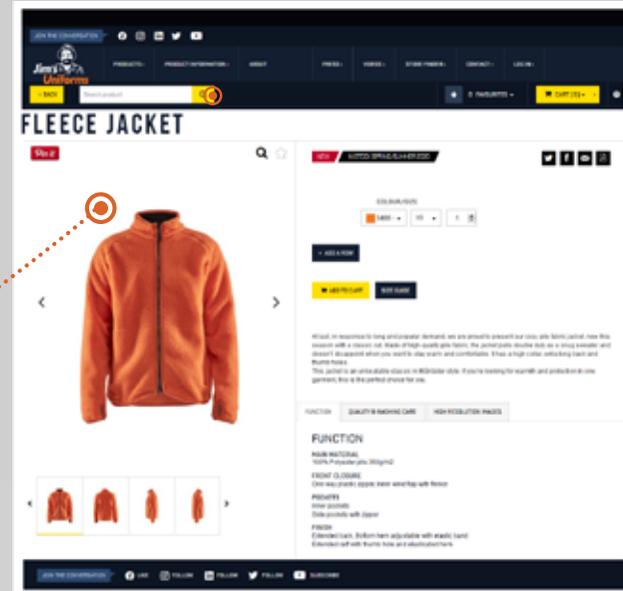
Social media platforms allow us to create specific target audiences to drive traffic to our website.

## The Jim's Network

With over 4000 Jim's franchise units, your products will also be marketed across all divisions.



Professional Product Presentation



Comprehensive Product Catalogue



# Your Supply Network

# SUPPLY CHAIN

## Our Key Supplier Program

Wholesalers exist in many industries – choosing the right one is what sets Jim's apart from the opposition, we know where our franchisees strengths lie, what products and marketplaces we should sell into, and what areas of your business you could use to gain a competitive edge in the uniform and promotions industry.



At Jim's Uniforms we turn commercial transactions into a strategic partnerships to ensure our franchisees receive reduced costs on their purchases.



# ECOMMERCE



## Ecommerce allows lifestyle flexibility

### Multi-channel Sales Strategy

Your website is 'open' 24/7, so potential customers can browse, research, quote, upload artwork and buy whenever they want, not just between 8am and 5pm. Online sales are without a doubt a standout feature of a Jim's Uniforms Franchise.

OPEN  
24  
HOURS

### Flexibility

Without the ongoing costs and responsibility of manning a retail location, your business can take

orders, payments while avoiding time wasted processing and having to be on-site at a physical location 8-10 hours a day, 5 days a week.

**\*Slated Late 2020**

### Seamless remote operations

As business makes the transition from on-premise to remote operations, it is essential to maintain efficient communication with your customer orders, suppliers and payments.

# LEAD GENERATION



The Jim's group attracts...  
500,000 new leads per year **1,000,000** call centre leads PA **70,000** website hits per week

## Its about leads!

Hit the ground running with active and ongoing lead generation. The Jim's Group extensive advertising generates more leads than our Franchisees can handle. Jim's call centre is open 7 days a week to help and assist your customers, that's why we complete a combined total of **5 million jobs every year!**



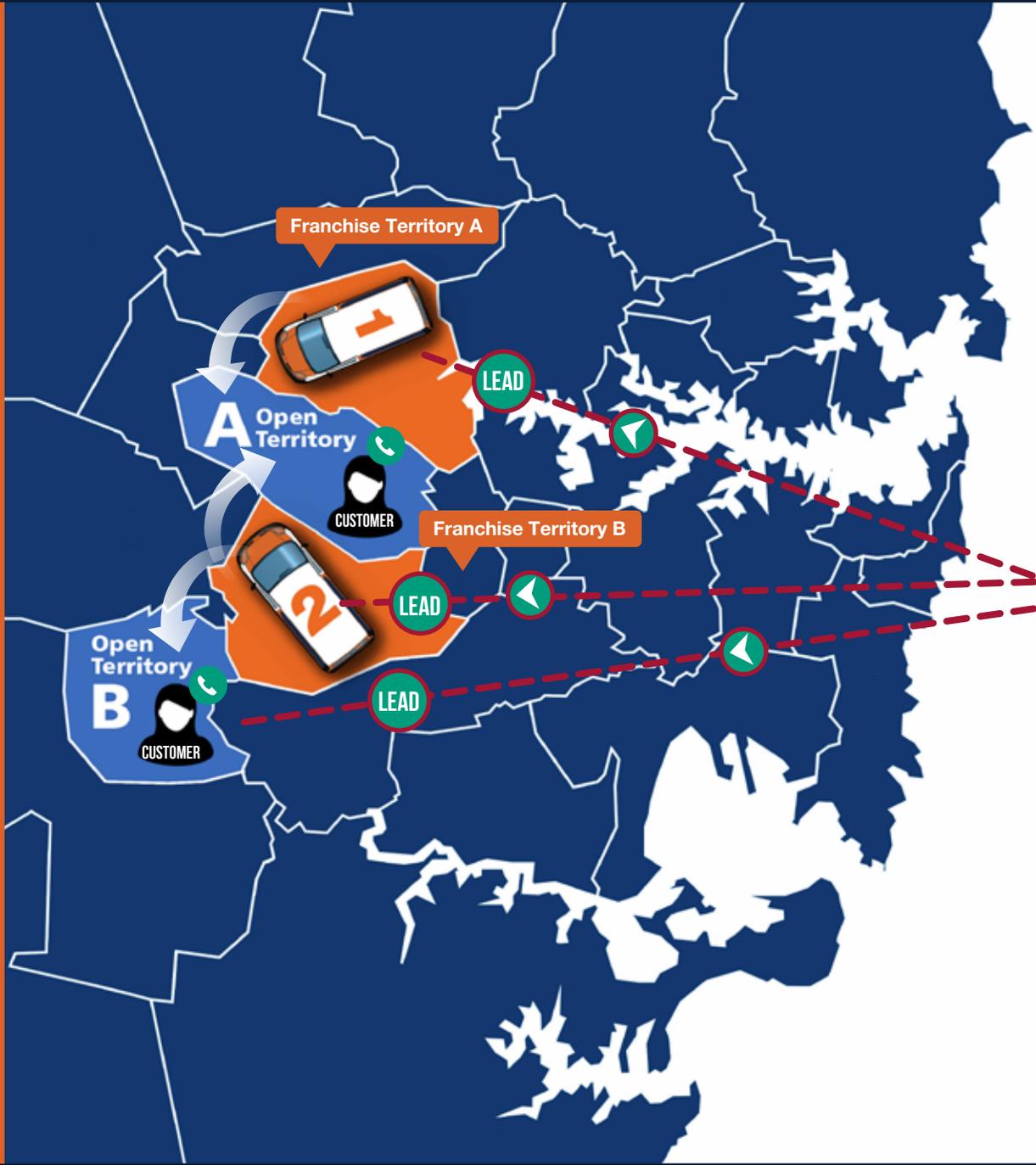
# Lead allocation that strives for fairness

Jim's Franchise Management System (**FMS**) program was specifically developed to allow franchisees to have greater flexibility and control over their business.

## Open Territories

Naturally all leads from the National Call Centre that fall within your territory are exclusively yours to accept, however many times we get leads from un-serviced areas (refer **Open Territory A & B**) and depending on your availability or proximity to the lead you can expect additional opportunities to be considerable when you buy a Jim's franchise.

In example **Territory A**, if both parties are available to service that area, then lead allocation on a rotational basis would award the lead accordingly. In example **Territory B**, proximity is what allocates the lead.



Any lead that you get through the Jim's call centre you will only ever pay for once, so no matter how many times that client calls back through the call centre, you will never pay for that client twice.



# 131 546 HOTLINE

The client is advised that the Franchisee will contact them within two hours and the lead is sent via SMS to the Franchisee's mobile phone.

# The Jim's Training Program

Jim's training program is designed for business readiness, then ongoing support. Before you commence operating your business, you attend a 3 day training course in Melbourne in a group setting with other franchisees.

Jim Penman (Jim) himself and his training team will cover all the basics of how to run a small business, but your training does not end there.

## Industry Training

In the same way that we wouldn't expect you to know how to drive a car without lessons, we don't expect you to know how to run a Jim's Uniforms without comprehensive hands-on one-on-one training in all facets of the business prior to your official launch.

### JIMS TRAINING PROGRAM



Group Training



Jim's Service Talk



Customer Service



Systems Overview



Q & A



Jim's Online



Marketing Strategies



Financial Management



Income Strategies

### INDUSTRY TRAINING PROGRAM



Goal Setting



Adobe Training



POS Training



Customer Visits



Supplier Introduction



Product Training



**Would you like to speak to someone who can answer your questions?**



## Turnkey Essentials

### Fees

Initial Franchisee Fee (once only) **Your Cost**

Fixed Monthly Franchisee Fee **Monthly Fees**

Lead fees (optional) **Ongoing Fee**

Advertising Levy **Monthly Fees**

### Training Program

Startup & Ongoing **Included**

### Small Late Model Van

(to be supplied by franchisee) **Your Cost**

Van signage wrap **Your Cost**

Shelving and Storage compartments **Your Cost**

### Start-up Inventory

Garment sample packs **Included**

All category sample packs **Included**

Uniforms **Included**

Marketing Collateral (startup only) **Included**

Operations Manual **Included**

### Software

Point of Sale Software **Monthly Fees**

Jim's Franchise Management System **Included**

### Hardware

Ipad Pro **Included**

## Your Next Steps...

The next step...If you would like to make a positive change and become your own boss within a framework of one of the world's largest franchise groups, take the next step and request an interview. It's more like an informal chat really.

### There's no obligation

But there's also no guarantees of anything. Let's talk about what your looking for in a business and what a Jim's Uniforms Franchise offers.

To prepare yourself, take a few minutes to think about the things you would like to know more about, write them down and raise them during our meeting.



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Brand Manager

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**Call**

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# NOW FRANCHISING



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