



**Interested  
in becoming  
a Regional  
Partner?**

# Your Fixed to Mobile Transformation

There has never been a greater reason to adopt mobile retail than now



## Instantly Recognisable Brand

Brand names are entering the industry at an increasing pace, aligning your business with a strong brand name will help secure your capacity to compete well into the future. A strong brand is key to a successful mobile operation.



## Unparalleled Customer Experience

Customer experience is our focus. We have committed massive resources to help our franchisees create the best customer experience in the industry.

## Fixed vs Jim's Mobile

### Fixed

### Jim's Uniforms

<p>✔ Fixed Visibility</p>	<p>✔ Mobile Visibility</p>	While both options offer brand visibility, mobile allows you to cover a larger area.
<p>✘ High Rents</p>	<p>✔ No need for retail space</p>	The Jim's model introduces a number of changes that give you the flexibility to run a successful business without a retail shopfront.
<p>✘ Necessary Capital Equipment</p>	<p>✔ Optional Capital Equipment</p>	With the supply chain resources we have in place, you can choose to run a successful business without expensive capital equipment.
<p>✘ Skilled Employees</p>	<p>✔ Staffing not Essential</p>	Opening, closing and manning your shopfront or just running machinery, skilled employees are often required but not with the Jim's model.
<p>✘ Inflexible Work Hours</p>	<p>✔ Flexible Work Hours</p>	With a retail shopfront there is an expectation to open your door on time and leave it open all day. This is not the case with our model.
<p>✘ High Fixed Costs</p>	<p>✔ Low Fixed Costs</p>	Overheads may include shopfront, equipment, staff and inventory. Partnering with us will help you reduce your daily financial commitments.
<p>✘ High Inventory</p>	<p>✔ Limited Inventory</p>	We have worked with industry experts to refine the supply chain model. One of the greatest benefits is the reduction in inventory overheads.

# Our Exclusive Industry Leading POS Software

- ✔ Increased Customer Conversions.
- ✔ Reduced Administration time and complexity.
- ✔ Take control of your day to day.
- ✔ Improve your work/life balance.



AUTO- CAMPAIGNS



IMPROVES CASHFLOW



CLOSE DEALS ON THE MOVE



INDUSTRY TAILORED PRODUCT SELECTION



FASTER CUSTOMER SERVICE



KNOWLEDGE BASE



COMPLETELY MOBILE



EASE OF ADMIN



CUSTOMER LOYALTY



EASE OF WORKFLOW



ACCOUNTING INTEGRATION



CUSTOMER ENGAGEMENT WITH FULL PRODUCT CATALOGUE



AUTOMATED ORDERING



ARTWORK MOCKUP APP



AUTOMATED QUOTING



PAYMENT GATEWAY



Assist with customer engagement to increase the likelihood of a successful sale

Display your customer artwork instantly with our apparel mockup generator

Make a quotation in minutes, convert to an order ready for the payment gateway

Our smart, simple and safe mobile payment solutions enable users to accept payments anywhere

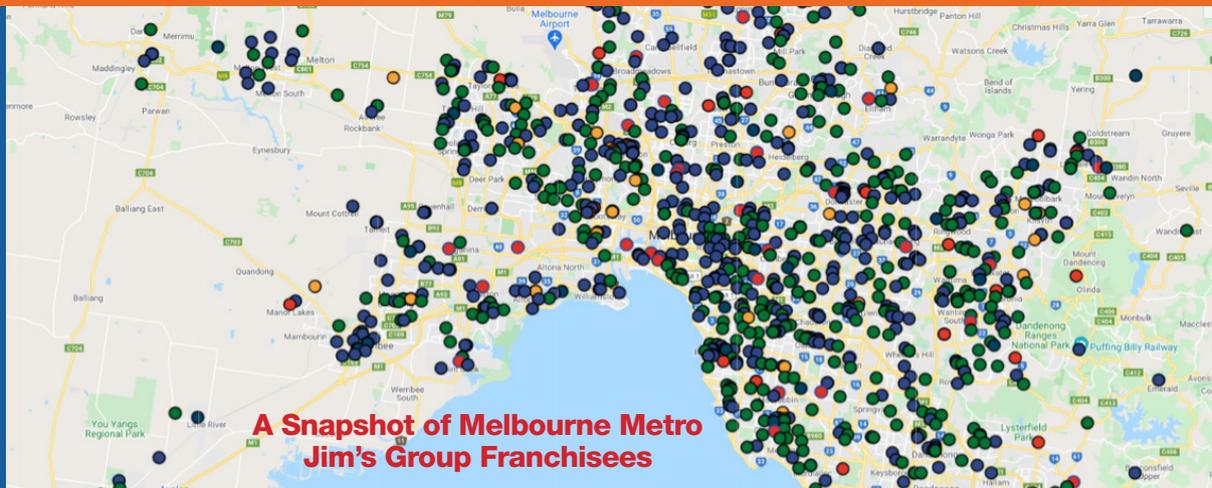
Remove manual handling from your purchase order processes

Seamlessly sync all retail transactions data with your Xero Accounting Software

# The Jim's Group, by the numbers...



No other franchise  
**Brand** has a  
market footprint  
like the  
**Jim's Group**



## Jim's Latest Annual Statistics



**Jobs Completed** Last Year

**5,000,000+**

These numbers reflect a trusted brand that delivers a quality service on time.



**Franchisees**

**4100+**

Australia's Largest Franchise Network.



**Active Customers**

**1 Million+**

Only a brand with a commitment to service can reach such a milestone.



**Vehicles on the Road**

**6000+**

Our Combined National Mobile Brand Exposure benefits all franchisees with minimal outlay.



**New Jobs** Last Year

**500,000+**

Customers using one division every year, including call centre and online portal.



**Online Sales**

**40%+**

Did you know 40% of all leads our franchises generate come from the Jim's Online Portal? This strengthens the SEO of the Jim's Brand.



**Call Centre Inquiries** Last Year

**800,000+**

Consumers will respond better talking to a live person rather than leaving a message on your voicemail. The call centre team pre-qualify all callers.



**7 Days a week**



**Call Centre**

Australian Call Centre based in Mooroolbark, Victoria, our average waiting time is just 15 seconds.

# Leveraging the Power of the Jim's Brand



Australia's  
Largest  
Franchising  
Family



## Why is the Jim's Brand such a powerful advertising icon?

There is no question that Jim's is a household name. Whether it's from the 6000 vehicles on the road or Jim himself in the media showing his commitment to his franchisees, there are many reasons why the Jim's Brand has become an iconic household name.

## Our Brand's strength significantly amplifies all marketing initiatives:

All Initiatives are centrally managed by our marketing team for our franchisees



### Google Adwords

At Jim's we're specialists in Google Ads, we understand the intricacies of the system and know how to build and manage high-performing national and local campaigns that get results.



### Direct Mail Campaigns

At Jim's our Direct Mail strategies are memorable and have a better response rate than independent offerings.



### Facebook Campaigns

At Jim's we get your message in front of exactly the right segment of people who are most likely to actually want your products or services.



### Online Selling Portal

Independent entrepreneurs struggle to find the time or money to fully develop and maintain a strong Ecommerce Strategy.



### Propriety Marketing Collateral

Targeting different audiences with the right marketing collateral will help you generate leads, promote new Jim's products and campaigns, entice new customers, re-engage existing ones.



### Fleet Advertising

The Jim's Branding Footprint is one of Australia's largest and most recognisable.



# Introductory Incentives and Benefits for Pre-Qualified Businesses



## Q What experience do I need in order to pre-qualify for a Regional Partnership?

We have a number of incentives and benefits for those that take up the limited allocation of regional partners. Jim's Uniforms is reaching out to industry professionals, like all of those currently operating in the Uniform and Promotional space, you're likely to be very familiar with the industry you work in, so it's easy for you to identify with the products we sell and the market we're expanding the Jim's Brand into. Incentive Options Include special discounts, reserving additional territory, special discounts, interest free finance and wholesale opportunities.

### 5 keys that really count

- ✓ **Existing Operational Retail Business - Branded Apparel**  
B2B Bricks & Mortar Operation or a Mobile Van.
- ✓ **Uniform Sales Experience**  
Working with Business/Education/Sports Teams selling branded apparel.
- ✓ **Production Processes of Garment Embellishment**  
Experience in workflow and the production process namely Embroidery, Heat Press & DTG.
- ✓ **Promotional Product Experience**  
We see a clear synergy between promotional products and the branded apparel industry.
- ✓ **Workwear**  
Those with experience in providing workwear and supplying the needs of WHS programs.



**LOCAL & NATIONAL**  
*from a name you can TRUST*



Limited spaces currently available for under...

# \$20k

### No Royalty Fees

Most franchises charge royalty fees which can be as high as 10%, meaning the greater sales you make the more you pay each month.

At Jim's our flat base fee is a set monthly amount not tied to earnings; Jim's Group franchisees keep more of their profits as their business grows.

### ENQUIRE NOW



**Ian Tagliabue**  
Brand Manager



Scan for more information

**Call Direct** 03 8689 8877  
**Email** [enquiries@jimsuniforms.com.au](mailto:enquiries@jimsuniforms.com.au)  
**Web** [jimsuniforms.com.au](http://jimsuniforms.com.au)

**Australian Headquarters**

85 Lambeck Drive Tullamarine VIC 3043

**Call** 03 8689 8877

**Email** [enquiries@jimsuniforms.com.au](mailto:enquiries@jimsuniforms.com.au)

**Web** [jimsuniforms.com.au](http://jimsuniforms.com.au)