



**“consider
becoming a
Jim’s Uniform
partner”**



How will your business respond in 2022?

Making the case for a Jim's Uniforms Partnership

What helps businesses get ahead?

- 1 A powerful brand that attracts customers and helps retain them
- 2 Greater margin achieved by streamlining processes
- 3 Offer the most engaging on-site consultation
- 4 Stronger financial management and advice
- 5 Dedicated and tailored Product catalogue
- 6 Businesses that can keep pace with rapidly changing technology



Challenges

Opportunities

- ❌ Declining customer leads
- ❌ Rising operating costs
- ❌ Rising inventory pressures
- ❌ Cash flow shortage
- ❌ Online visibility
- ❌ Supplier relationships

- ✅ Align with Australia's biggest lead producer
- ✅ Customer expansion with new tools
- ✅ Enhanced POS, quoting and logistics
- ✅ Marketing strategy's that produce results
- ✅ New product diversity
- ✅ Group purchasing power

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.

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.
- ✔ Leading home office technology



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

Automated
Workflow

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

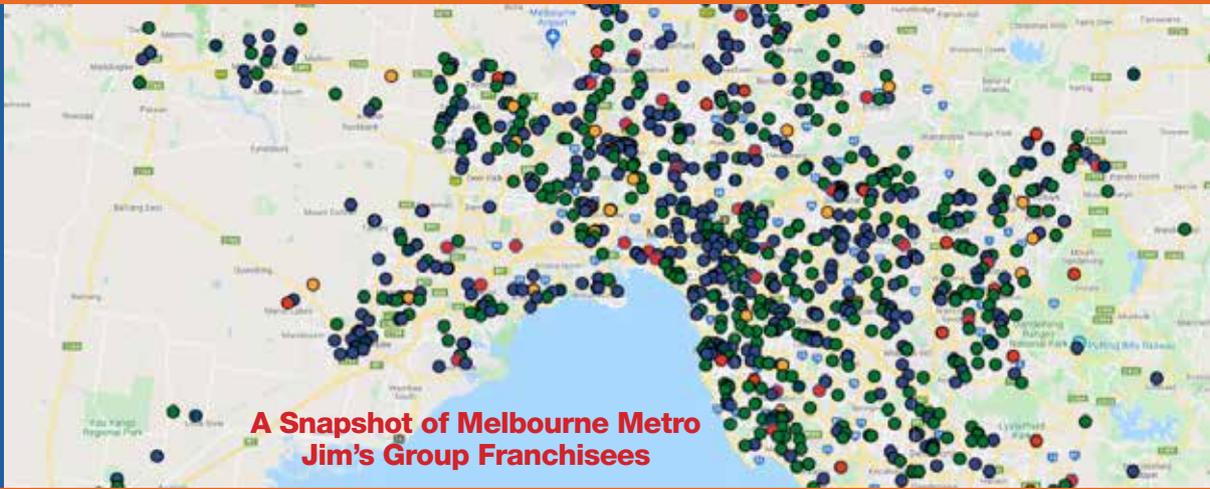
Remove manual handling from your purchase order processes

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.



Introductory Incentives and Benefits for Pre-Qualified Candidates



Introductory Incentives and Benefits for Pre-Qualified Businesses

Q What experience do I need in order to pre-qualify for a Jim's Uniforms Franchise?

We have a number of incentives and benefits for those that qualify to run a Jim's Uniforms. Jim's Uniforms is reaching out to those with industry experience, like all of those currently operating in the Uniform and Promotional space, you're likely to be very familiar with the category 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 and interest free finance.

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



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