



Total Mailroom Systems

**MAILROOM EQUIPMENT
FRANCHISE**



**Franchise
Prospectus**

V1.0 08/07



Would You Like To Own a Successful Business and Earn Over £106k pa ?



“This is a once in a lifetime opportunity for high performing Mailroom and Office Equipment Sales Professionals (and others who are prepared to apply a similar level of dedication) to build their own business, earn a high income AND have a profitable business to sell in the future.”

Hello,

Thank you for requesting this “Total Mailroom Systems” Franchise Prospectus. My name is David Hymers and I am delighted that you have taken the time to investigate this fantastic franchise opportunity for Mailroom and Office Equipment Sales Professionals.

We have put together an excellent Franchise Package which will enable you to build your own successful Mailroom and Office Equipment business and earn a six figure salary at the same time. As well as providing yourself with a high standard of living you are building a business which can be sold at a later date for a significant sum of money.

We have divided the UK into fifteen territories so this franchise opportunity is limited to just 15 high performing individuals who meet our strict entrance requirements.

Total Mailroom Systems - Brief Overview

Total Mailroom Systems is an operating division of Total Postweigh International Ltd which is a UK based Mailroom and Office Equipment Manufacturer & Distributor based in Cumbria (HQ) and Norwich, and servicing the whole of the UK through its national team of service engineers.

We have over **22 years experience** providing quality Mailroom and Office Equipment Products, Services and Support.

Our **experience and expertise** together with our proven lead generation strategies is one of the main reasons for our continued growth. **Huge national demand for our services/products** means that we are now in a position to expand our operation further through a franchise network of just 15 high performing individuals who ideally are knowledgeable about the industry.



Prospectus

This Prospectus will tell you exactly what this opportunity is all about – a little bit of our history, about the business as it is now and the key benefits you will enjoy as a Franchisee. We will also provide details of how much you can earn and what your initial investment will be.

The Prospectus should provide you with all the information that you need to help you decide whether this opportunity is one you would like to take further.

Next Steps

The next step in the process is to fill in the form at the back of this prospectus and then arrange a visit to our Head Office. This will give us both the opportunity to meet each other, give you the chance to see the business first hand – and provide you with the chance to ask any questions that you may have.

Who Are We Looking For ?

We will happily accept high performing Mailroom and Office Equipment Professionals who have the hunger and the ability to grasp the opportunity in front of them. We will also accept enthusiastic people who wish to be trained in product & application knowledge, and who will persevere to acquire the necessary skills for success.

If having read through the Prospectus you believe you have (or want) the necessary skills and desire to become a Total Mailroom Systems Franchisee then I will be delighted to meet you.

Best Regards,

David Hymers

David Hymers
Managing Director

PS. This really is a once in a lifetime opportunity to transform your life and build a successful business and lifestyle for yourself.



TOTAL MAILROOM SYSTEMS FRANCHISE PROSPECTUS

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Why Choose A Total Mailroom Systems Franchise?

Below we have highlighted the main benefits of being a Total Mailroom Systems Franchisee which should help you answer the above question.

(1) High Income Potential and Saleable Business

As a Total Mailroom Systems Franchisee you will have the opportunity to build a successful business and earn a high income, working for yourself, but with the training, support and experience of an established business behind you. The group has a proven business formula which will form the basis on which every Franchisee operates. Demand for our services is very high and you will have a large exclusive area to work within.

The earning potential for a Total Mailroom Systems Franchisee can be seen in the Earning Potential section of this prospectus.

The other great benefit to owning a successful business is that you will have a valuable asset that you can sell in the future. Not only are you earning a high income, you are building a Nest Egg too.

(2) Large Exclusive Territory

Each Franchisee is given an exclusive large territory to work within. This means that only you can operate and market within your chosen area. We have divided the UK into just 15 territories.

The size of your area means that you have the opportunity to build a sizeable business over the coming years without being restricted by a small territory which would limit your potential.





(3) Repeat Business

One of the great benefits of this Franchise is ongoing repeat business from the commercial businesses you form relationships with.

(4) Credibility and Use of Company Brand

As part of the Franchise Agreement you get to use the “Total Mailroom Systems” processes, systems, name, logo, website, history and stationery. This gives you credibility and confidence to go out into the market place and get off to a good start. It also enhances your position in the mind of potential clients that they are dealing with an established and reputable company. Many testimonials are already available.....!!

(5) Training And Ongoing Support

Ongoing comprehensive training and support will be given to Franchisees which combine on the job and class room based technical training.

Support and assistance is continually available to Franchisees as part of the Franchise offering. See the Training Section of this prospectus for more details.

Experts from Total Mailroom Systems are in place to support Franchisees on a day to day basis. There is also a highly skilled and experienced Management Team in place to offer support and guidance to the running of the business. Best Practice sharing takes place and helps to keep all the Total Mailroom Systems franchisees operating effectively and efficiently.

(6) Assistance With Raising Finance

Finance Packages are available for prospective Franchisees if required. A Business Plan template has been developed which is then amended to suit your particular circumstances. This can then be shown to any high street bank or lender either by yourself or with our assistance. This approach helps secure the lowest finance rates available.

(7) Additional Products and Services To Sell

We will also train you in selling additional products and services which will further boost your turnover and profitability quite significantly.

(8) Proven Lead Generation

Total Mailroom Systems has a proven business formula for generating leads and business for franchisees. This is arguably the most important part for any franchisee in order to maximise their earning potential.

The key area which covers this in your training and Operations Manual is the Maximising Earnings which covers target markets, sales activity, lead generation tools and techniques, lead conversion and maximising the amount of money in the deal. This also includes backend income too.

The Total Mailroom Systems website is focused on the customer's need and is a source of information as well as directing them towards enquiries and bookings.

We maintain a centralised phone number to **pass on enquiries and bookings** to you. By promoting our products and services UK wide we create awareness of our operations and **generate business** for you.

(9) Established Business

We've been operating for over **22 years** providing quality Mailroom Equipment & services to **business**, Government and local authorities. Our **experience and expertise** together with the convenience and cost effectiveness of our mailroom equipment means our products and services are in high demand.





THE TOTAL MAILROOM SYSTEMS **MARKET OPPORTUNITY**

Company Background and Marketplace

We operate in the distinct areas of mailroom and office equipment, with another division of the Company being involved in sales of cash handling equipment. The team bring over 100 years of combined experience to its products and customers.

We provide nationwide sales and service in the UK and have also exported our products for many years. Principal UK customers include many Government Ministries, Bank and Building Societies, major Courier companies and many other leading 'blue chip' firms. We also provide products and services to a large number of SMEs.

Total Mailroom Systems - Products and Services

We offer a range of Mailroom Equipment services such as:

- Franking Machines
- Postal Scales
- Letter Openers
- Envelope Sealers
- Addressing Equipment
- Folding / Inserting Machines
- Shredders
- Sundry Peripheral Equipment
- Service Contracts for 3rd Party Maintenance
- Cash Handling Equipment (by arrangement).

Other Key Facts

- In 2005 Total Postweigh became Royal Mail accredited to supply and 3rd party maintain frankers and are only one of c.10 independent specialists in the UK
- In April 2007 we purchased the Business Equipment Maintenance division of RR Donnelley (formerly HMSO) which led us into major supply contracts with MOD, HM Revenue & Customs, AWE Aldermarston, and others.
- We are ISO 9001:2000 quality assurance approved
- Our new range of postal scales have been awarded "Best Buys" in the "What to buy for Business" magazine in the UK.



Why Franchising?

Franchising is a fantastic way to start and run your own business – it provides you with an opportunity to earn a high income but with the support and backup of the Franchisor behind you.

A Franchise Reduces The Risk of Failure

Starting a new business always carries a risk – new businesses are vulnerable. The degrees of vulnerability vary depending on:

- Knowledge
- Skill
- Financial resources
- Relevant abilities

Many who start up their own business lack some or all of these qualities. Many fail because they cannot learn quickly enough – before the money runs out. 80% of new businesses starting today will fail within the first five years.

With a Franchise this risk is substantially reduced – because you are buying the experience and expertise of the Franchisor. This will also stop you making the same mistakes that they have made during their trading life.

And because you become part of successful business you will be able to take advantage of their buying power and link into the strong relationships that they have developed over the years.

Other Franchise Benefits

As we said right at the beginning of this section a Franchise provides the opportunity to earn a high income working for yourself but with the training, support and experience of an established business behind you.

You are selling an established product or service with a turnkey business plan and format for you to operate. This includes the brand, systems and processes, lead generation and marketing assistance plus help with raising finance if required.





The Training Process and Ongoing Support

Total Mailroom Systems have spent several months developing their Franchisee Training Programme and Operations Manual.

It has been designed to take somebody with some or no previous Mailroom Equipment background and give them the required skills and knowledge to operate their own Total Mailroom Systems Franchise.

Initial Training

The initial training takes place over five full days at Total. The training covers the following areas:

- (1) Mailroom Equipment Overview and The Market Place
- (2) Setting Up Your Total Mailroom Systems Business
- (3) Running Your Total Mailroom Systems Business
- (4) Sales and Marketing for your Total Mailroom Systems Business
- (5) Maximising income for you Total Mailroom Systems Business.
- (6) Administration for your Total Mailroom Systems Business
- (7) Reporting for your Total Mailroom Systems Business
- (8) On the job training for your Total Mailroom Systems Business

This training gives you sufficient knowledge to confidently begin trading as Total Mailroom Systems within your exclusive territory.

Ongoing Bespoke Training

Once you have had your initial training from Total Mailroom Systems it doesn't stop there. Ongoing bespoke training is available to you at any time if you want more advanced training or just some refresher training to go over anything again.

We are committed to the success of all our Franchisees and feel that our training, support and backup are key features of our Franchise offering.

Ongoing Support

As mentioned above ongoing training is available at any time. Total Mailroom Systems also provides comprehensive telephone and e-mail support too. This ensures you are never left on your own and support is available whenever you need it.



Total Mailroom Systems - Franchise Earning Potential

The potential earning figures for a Total Mailroom Systems Franchisee can be seen below.

Year	Turnover	Profit
1	£260,000*	£ 70,640*
2	£312,000*	£ 88,320*
3	£375,000*	£109,140*

The full financial breakdown of figures will be given to you at our initial meeting.

Figures Breakdown

The above figures assume very modest individual sales in the areas of Frankers, Scales, Letter Openers, Sealers, Folders and Inserters, Shredders, and contracts.

First year profits are expected to be £70,640 on a turnover of £260,000, Second Year £88,320 based on a turnover of £312,000, and in Year three profits are expected to be £109,140 based on a turnover of £375,000.

* These figures are potential earning figures.
No guarantee of actual earnings can be given.





The Franchise Package

The cost of the Total Mailroom Systems Franchise is £12,995 (+VAT)

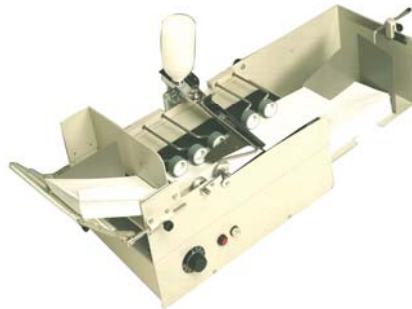
NB. All VAT is reclaimable

The Total Mailroom Systems Franchise includes the following:

- Full training which is both classroom based and on the job. This covers all aspects of running a Total Mailroom Systems Franchise.
- Trading under the Total Mailroom Systems Brand Name
- A large exclusive area for you to trade in. There are only 15 franchises available throughout the country.
- Permanent ongoing head office support in all aspects of running your Total Mailroom Systems business
- Complete start-up package – including equipment and sales literature
- Full training – on our company, operations, products and all aspects of running your own Mailroom Equipment Franchise
- Operations and Resource Manual
- A dedicated & Integrated Web Presence
- Unlimited Emails
- 1000 letterheads
- 1000 Business Cards
- 1000 Introductory Leaflets

Ongoing Support Fees

- There is an ongoing monthly management fee of £500 which covers your accounting requirements, insurance requirements and head office support.
- There is no fee (unlike other franchises) as a percentage of turnover.





Next Steps

Who are we looking for to join us at Total Mailroom Systems ?

We are looking for hard working and high performance Mail Room and Office Equipment Sales Professionals, and others, with drive, determination to succeed and who enjoy dealing with people. This is a business where you have to be able to go the extra mile to provide the level of service and performance that our clients have come to expect.

We will only accept people who will be able to meet the level of quality and service that we have set; who want to provide an experience that is second to none. The characteristics we are looking for are as follows:

- Hard working
- Experienced Mailroom and Office Equipment Sales Professionals
- Ambitious
- Professional
- Good at dealing with people
- Good organisational skills
- Good business acumen
- Attention to detail and committed to customer service
- Looking to build a valuable business

Taking Your Application Further

If having read through the Prospectus you believe you have the necessary skills and desire to become a Total Mailroom Systems Franchisee then you are ready to take your application further.

The next steps are to answer any questions you may have regarding the Franchise and then arrange for you to come and view the Total Mailroom Systems operation first hand.

Please fill in the brief form on the next page or do it online at the Total Mailroom Systems Franchise website at www.totalmailroomsystems.co.uk The quickest way is to fill it in online but if you decide to fill in the form on the next page please post it back to:

Mark Harris
Total Mailroom Systems (a division of)
Total Postweigh International Ltd,
1 Skelgillside,
Alston,
Cumbria,
CA9 3TR

Alternatively please ring Mark Harris on 07985 615866 (mobile). You can also e-mail him at franchiseseeker@aol.com

Further Enquiry Form

Personal Details

Name :

Address :

Post Code :

Home Phone Number :

Mobile Number :

Fax Number :

E-Mail :

Date of birth :

Nationality :

Marital Status :

Are you in good health? :

Where did you here about the franchise? :

Ideal franchise location :

Best time to call :

Home Office Equipment

Computer :

Laptop :

Fax :

Printer :

Software Packages :

Brief Career Summary (last five years)

Current Occupation :

If in business how long have you been trading? :

Have you got a criminal record? : YES NO

(if yes please expand on)

Have you ever been bankrupt? : YES NO

(if yes please expand on)

Have you sufficient capital to invest in the franchise and working capital? : YES NO

Would you need additional finance to invest in the franchise? YES NO

How many hours a week are you willing to work in the business? :