

*Thank you for your interest in Auto Aircon Direct.*

*You will find attached an information pack which gives an overview of our franchise.*

*Here at auto aircon direct we can provide our franchisees with a proven track record of potential earnings in excessive £40.000 per annum some considerably more.*

*Please read the enclosed information from this you will see this is a great and exciting business opportunity for you*

*Yours Sincerely*

*R. Malivoire*

## ABOUT US

Auto Aircon Direct is the fastest growing franchise company in the automotive industry

We realized some years ago the potential of the market, as we have been associated with the motor industry since 1978.

Over the last five years vehicles fitted with air – conditioning have increased from 25% to 92% of the market.

We can therefore offer vast amounts of experience in this field fully supporting our franchisees in every area.

Not only is Auto Aircon Direct, number 1 for mobile air – conditioning, we are an expanding and progressive company coming out with new ideas every year to develop your business.

We already offer mobile diagnostics and a hot wash system to de ice your car – ideal for winter sales!

All our staff are highly trained professionals and are here to help and assist you.

Our commitment is 100%, what is yours?

**WE ARE LOOKING FOR PEOPLE  
WHO WOULD  
LIKE TO RUN THEIR OWN  
SUCCESSFUL BUSINESS  
WITH A LITTLE HELP FROM US**

All you need to do is answer these simple questions:

- **Do you have the drive to succeed?**
- **Do you communicate well with other people?**
- **Do you believe you can run your own business?**

If the answer is yes to these questions then we would we would like to hear from you.

We place a great importance in selecting the people for our franchise that we believe have these essential qualities to succeed because your success is our business.

Auto Aircon Direct is a fast growing motor based franchise company, we are looking for people across the UK who would like to run their own business with our support and experience behind them.

You are on your way to success.

Having a background in the motor industry would be an advantage but not essential as we provide training on all aspects of our products and services.

## FRANCHISING

Research has shown that of all businesses starting today, only 20% will still be trading in 5 years time.

Making decisions without the right information or guidance, having to deal with competitors and suppliers while you are working hard with customers, trying to build the business during the day can be difficult.

With an Auto Aircon Direct franchise these figures are reserved because we offer a business that is already operating, so you are starting your business at a much higher point on the learning curve.

An Auto Aircon Direct franchise gives you a better chance of success.

Franchising is a better way to start your own business, avoiding the hassle of finding premises, vehicles, logo's, advertising, training, printing, uniforms.

We strive to obtain the best price on equipment and parts.

We can also help you with all aspects of your business including accounts, solicitors and insurance.

We provide day to day support which will change as your business grows.

From day one you will be given training and as you become established you will benefit from different types of support such as staff training.

It may well be possible to collaborate with other franchisees on larger projects and just being part of a larger organization can help.

From time to time you are going to encounter problems; we can help and should be able to provide you with the necessary technical support as well as direct support with all the tools and products necessary to get your business off to a flying start.

## OUR FRANCHISE PACKAGE

An Auto Aircon Direct franchise can remove all the hassle of self employment leaving you free to put the effort into areas that will establish your business and increase your earnings.

Once the business is established the amount of work you put in will relate directly to the financial benefits you receive

With our franchise all the profits go to you and you are your own boss.

With Auto Aircon Direct you get the benefit of a business, which is part of a national brand but can stand alone in a local market place, which we help you develop.

All Franchise's whether £7000 £15000 or £20.000

- We pay the deposit of the lease of your car
- We supply full livery on your vehicle
- We contact every trade customer in your area

### All required specialist equipment

- Charging station, recovery unit, digital thermometer, electronic leak detector, nitrogen test kit, 3 auto data service manuals, and information sheet, auto data wall chart, O ring kit and dye leak test kit.

The raw materials to enable you to perform the job, Refrigerant and pag oils (all consumables must be purchased from auto Aircon Direct head office)

- Full training before you start
- Start up stationary business cards etc

### Corporate clothing

- Shirt, trousers and a jacket all with company logo
- Advertising and marketing
- Individual local area website – fully maintained

- Technical help line

Different Franchisee cost will be discussed at open day



## **TRAINING**

Training will be given at our premises in Southport.

One full day will be spent training you in the basic principals of air-conditioning.

The following 2 days will show you how to operate the equipment, diagnose faults and regas the cars and test all components.

If an overnight stay is required we will provide hotel facilities.

At some time in the future you will be sent on a course to obtain a City & Guilds 2078 which will become compulsory in September 2007.

This is followed up by the Auto Aircon Direct technical support line, which is managed by a fully qualified engineer.

# MARKETING STRATEGY

According to the latest figures, there were more than 29 million cars on the UK roads at the end of 2005

Over the last few years air conditioning has become a familiar feature on many types of vehicle. Today nearly all medium and large cars have air conditioning as standard equipment and it is becoming increasingly popular on many other types of commercial vehicle.

In fact more than 92% of new cars sold this year had air conditioning systems fitted as standard.

Modern automotive air conditioning systems are both efficient and reliable, but it is a mainly mechanical system, which requires periodical servicing and maintenance in order to maintain its performance. Almost without exception, vehicle manufacturers now recommend an annual service to maintain the efficiency of the system and ensure the reliable running of the vehicle.

The majority of your business will come from the retail motor trade (car dealers), lease companies, car hire firms etc however the potential from the general public is vast as awareness of the need to regularly service and maintain vehicle air conditioning systems grows, so will your business.

We will help you reach this potential market using professional marketing through the internet, specialist's publications, direct mail and P.R.

We work with our Advertising and Internet agencies to provide local and national marketing support to all our franchisees.

# ADVERTISING AND MARKETING

Auto Aircon Direct actively help you promote your business through the Internet and Advertising.

We produce, Supply and update your individual area website giving you the best local advertising. This is linked to our main website so even if you are out we can take the booking and pass it on to you by phone or email!

## REGIONAL ADVERTISING

All regional advertising will be placed and paid for by Auto Aircon Direct head office through our advertising agency using the freephone number.

All enquiries that come through head office and then given to the closest franchisee.

## NATIONAL ADVERTISING

1.5% of all franchisees monthly Management fee is placed in a special advertising account which will be used to cover the cost of advertising nationally in order to build awareness of the Auto Aircon brand. Again the head office freephone number will be on the ad and will be distributed accordingly.

## LOCAL ADVERTISING

All local advertising will be paid by the franchisee using the Auto Aircon standard ad; this can be amended to put in individual mobile numbers. All local advertising will be placed through our advertising agency so that you receive the best advertising rates.

# FINANCIAL REWARDS

At Auto Aircon Direct we can provide you with a proven track record of potential earnings in excess of £40,000 per annum, this is only capped by your efforts.

We know you will say this is seasonal however our figures are based on an 8 month year!

## HOW TO ACHIEVE POTENTIAL

Based on a working year of only 8 months!

(Which is equal to 34 weeks or 170 days)

When you service four cars per day at an average of £65.00 this equates to £260 per day

I.e. £1300 per week

I.e. £44.200 per 8 month year!!

On generating this figure your weekly cost should only be as follows:-

£80 per week air con gas

£50 per week car lease

£20 per week car diesel

£40 per week (?) local ads

£190 per week expenses

Leaving net profit £37.740 per 8 month year

**The above figures would be subject to the agreed Monthly management fee.**

AND THIS CAN BE ACHIEVED FROM ONLY THE AIR CONDITIONING SIDE OF THE BUSINESS!!

## **THE NEXT STEP**

We will make contact with you within the next 10 days to determine whether there is mutual benefit to be had in taking the relationship further.

All applications will be carefully considered, those applicants who are deemed most suited to the franchise using our strict criteria will be contacted to arrange an initial informal meeting.

At this meeting we will provide you with enough information to enable you to decide whether or not you wish to be part of our franchise.

Of course you do! Because Auto Aircon Direct is the way forward!

### Advantages

- Working from home
- Being your own boss
- Fulfill your own destiny
- Financial security

Don't delay contact us now!

Tel: **0800 655 6019**

