

THINKING OF RUNNING YOUR OWN BUSINESS?

# THINK APOLLO.



# APOLLO BLINDS

From 1988 to 2017, we operated successfully under an agency model with both agent and company owned showroom. In 2018, the business was franchised and operated a mix of franchises and company owned showrooms.

Franchises are **Brisbane, Newcastle, Wollongong, Tamworth, Armidale, Ballina, Dubbo, Gold Coast, Orange, Wagga Wagga, Sunshine Coast and Snowy Mountains.**

Company owned are **Sydney, Canberra, Port Macquarie and Coffs Harbour.**

The **Apollo Blinds** has been in the Australian marketplace since 1988.

Over the years, we have developed unique processes and systems in operation management, product manufacture, distribution and supply.

It is this experience and the ability to duplicate our processes that enables us to offer rewarding franchise opportunities



**As a start-up mobile franchise your estimated setup and start up costs would be from \$66,650.**



**Legal costs  
for franchise review.**



**Accounting costs  
for franchise review.**



**Website, initial marketing.**



**Van fitout and advertising**

(This does not include the cost of a mobile van, as it is presumed that you will lease a new vehicle according to Apollo Standards.)

## **Estimated Return on Investment**

After achieving the optimal projected turnover of your area as a mobile site, we envisage that after paying your wage, your estimated results may be:

Estimated profit before tax of \$28,000 – making your estimated Earnings before interest Tax Depreciation and Amortisation (EBITDA) to be 42%.

To cover your costs with a gross profit margin of 49.97% you will have to make sales of \$453,000 p.a or \$35,750 per month. Wages paid in this example are \$70,000.

(Financial information provided in this document are sourced from the Disclosure are projected and are to be used as a guide only. You need to seek Figures exclude GST.)



# Mobile Franchise

A mobile franchise may be suggested in a new area if demographic analysis identifies that the population concentration to derive an appropriate return of investment is too large hence a showroom may not be optimal and a mobile site preferred. Naturally, a mobile territory can transform into a showroom site.

We are currently offering new territories to potential franchisees for a discounted fee from \$66,650. That's a saving of \$49,020.

Why such a discount? The following is a comment next to the pricing of the franchise

The Apollo Franchises are successful, and it is our philosophy to receive our returns over time from the business you create rather than from a large upfront fee for a yet to be proven franchise site.

## **Incorporated in the value of this franchise is:**

- Website, Social Media and SEO setups
- Access to marketing, including radio and television commercials, press ad and vehicle signage artwork.
- Training (internal & external) head office, financial operations. Warehouse & factory visit including accommodation.
- Legal costs of franchisor
- Accounting costs of franchisor
- Franchise association fee
- Your company set up
- Account set up including business and ATO registrations.
- HR documents and OH&S documents
- Branch visit and accommodation
- Franchise operation manuals
- Set up of computer, servers, phone and CRM software to integrate with head office
- Domain name and phone number
- One tablet plus printer
- Branded clothing business shirt & polos
- One set of product samples
- Attendance to the annual conference (travel at own cost)

**Apollo has all the systems in place to  
give you a great start.**



### **Fixed Location Franchises**

You may wish to transition to a fixed location after you become familiar with your territory and its capacity to achieve breakeven turnover. So after a period of monitoring in conjunction with Apollo, we will help you evaluate the best location for new showroom.

### **Additional costs for new showroom:**

- Furniture
- Fitout and signage
- Legal
- Computers and Telephone system
- Showroom display samples
- Computers and Telephone system
- Showroom display samples
- Telephone, Water and Electricity connections

It would be your responsibility to enter into a lease on the premises and a bond will be required.

The additional costs associated to transition to a fixed location will need to be assessed at this point as it cannot be estimated beforehand.

## Existing Apollo Branches

Existing areas may be offered for sale from time to time. The pricing of an existing branch will be on a case-by-case basis depending on performance and actual return the area generates.

At the time of your application, we will advise if there are any existing branches for sale.

## How to get your Business Moving

If you are interested in becoming an Apollo franchisee please complete the application form, this will allow us to assess your ability to finance and run a franchise.

When your Application Form has been approved, we will request a \$1,000 commitment fee. A formal interview will be set up at either Head Office or a location convenient to you if you are out of state. Your application will be discussed, and you will be asked to complete a DISC questionnaire, which will help us assess your fit with Apollo's values and corporate culture.

Police checks and a finance check will be carried out at this stage, and we can also arrange for you to have a meeting with a current franchisee if you wish.

If you are unsuccessful at the preliminary stage, your commitment fee will be refunded to you. Should your application be successful the fee will be deducted from your franchisee fee.

Upon successfully undertaking our preliminary check procedures, we will provide you with a Franchise Code of Conduct, an Apollo Ethics Code of Conduct, a Franchise Disclosure Document, and a Franchisee Confidentiality Agreement.

Apollo may then offer you an agreement to be viewed by either your solicitor, accountant, or financial adviser. Your solicitor, accountant or financial advisor will need to supply written confirmation that you have sought their advice, and their opinion was provided.

Finally, the agreement will be signed, franchisee fee paid, and Apollo will supply you with a program and plan to cover training, site visitation and induction program.







**“ A showroom site gives you the most optimal opportunity to achieve your financial goals. Such a site is only selected if the population and demographic analysis meets the criteria and achieve appropriate Sales. ”**

# Franchise Testimonials

**Jeff**



"Having been an Apollo Blinds franchisee for almost 30 years, I can confidently say it was the best business decision I've ever made. The support and opportunities provided have been invaluable. So much so, that my daughter and son-in-law purchased another region a few years ago".



**Wagga Wagga**

**Elizabeth**



"Our experience with our Apollo Blinds franchise has been exceptional. We've been so satisfied that my Husband and I purchased the business from a family member who owned the franchise for 16 years. It's truly a testament to the quality of the brand and the opportunities it offers."



**Leisue Coast**

**Rob**



"Transitioning from my previous job to becoming part of the Apollo Blinds has completely transformed my lifestyle. Initially investing in the Gold Coast area, I was thrilled by its success, prompting me to expand my horizons by acquiring another franchise in Brisbane. This decision has brought me immense satisfaction and fulfillment. I am truly delighted with the path I've chosen."



**Brisbane  
& Gold Coast**

**Jason & Catherine**



"The Apollo Blinds system simplifies everything about running a business. It's so streamlined and intuitive that virtually anyone can manage it with ease. It's like having a blueprint for success at your fingertips. We purchased the franchise 3 months ago and have made more money than we anticipated in such a short period of time".



**Dubbo**



# Franchise Testimonials

**Tim**



"My journey began as an employee of the Port Macquarie Franchise, and fuelled by confidence in the brand, I took the leap to purchase my own franchise. The reach and reputation of the Apollo brand are simply remarkable. It's incredible how much easier it is to close a sale when customers already recognize and trust the brand"



**Tamworth &  
Armidale**

**Maggie**



"One of the standout features of Apollo Blinds is the exceptional quality of its products. With such high standards, it's a guarantee of satisfaction that sets us apart from the competition."



**Northern Rivers**



# Franchise Information Pack



Franchise Application Form



Confidentiality Agreement



Franchise Disclosure Register



Information About Franchising  
from ACCC



Information Statement for  
Prospective Franchisees



Franchise Start Up Check List

# Take a closer look at what an Apollo Blinds franchise offers you.

## HEAD OFFICE AND FACTORY

Sydney 172 Silverwater Road, (Corner Holker St) Silverwater NSW 2128

## SHOWROOMS

**Sydney** 172 Silverwater Road, (Corner Holker St) Silverwater NSW 2128

**Brisbane** Unit 1, 48 Kingston Road, Underwood QLD 4119

**Newcastle** 414 Pacific Highway, Belmont NSW 2280

**Canberra** Unit 1, 6 Wiluna Street, Fyshwick ACT 2609

**Port Macquarie** 6/1 Blackbutt Road, Port Macquarie NSW 2444

**Coffs Harbour** 3/12 Isles Drive, North Boambee Valley NSW 2450

**Wollongong** 210 Princes Highway, Albion Park Rail NSW 2527

**Tamworth** Shop 3, 164 Peel Street, Tamworth NSW 2340

**Wagga Wagga** 5-7 Pearson Street, Wagga Wagga NSW 2650

## MOBILE SHOWROOMS

Armidale, Ballina, Dubbo, Gold Coast, Orange, Sunshine Coast

## THINKING BLINDS... THINK APOLLO



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