



FRANCHISE BROCHURE



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Cutting Edge Technology With Pinpoint Accuracy

We've always been a company who search for innovative ways to do things because it's more efficient and cost effective.

For more than a decade DSTech has provided services for the lighting of sports fields including lighting design, installation, maintenance, and audits.

We could see that with our contacts and networks with sports fields there was an obvious alliance between sports field lighting and sports field line marking. So, we researched and discovered a semi-autonomous machine called 'Turf Tank' that provides high quality line marking services with pinpoint accuracy.

Always early adopters of technology, we purchased the Turf Tank and started offering line marking service through our existing networks. As we predicted the Turf Tank was a hit and soon we had more demand than we could respond to which is, why we are now expanding the business via a franchise model.

So, if you are looking for a tech-savvy efficient and profitable business model then DSTech Line Marking maybe just what you are looking for. Please read through this franchise information brochure and then if it excites you, please reach out so we can talk some more.

Trent Dutton
Franchisors, DSTech Line Marking



Our Point of Difference: Super-Fast & Super-Efficient.

The main features that differentiate DSTech Line Marking from our competitors are:

1

Our focus on efficiencies through the use of technology. By using our Turf Tank we can mark a whole full-sized soccer field in just **18 minutes**. Compare this to a traditional line marking approach which would take hours.

2

Our autonomous line marking robot means that there is **no manual labour** pushing the machine around. This makes life a lot easier for the franchise partner because the field is marked more quickly, and the lines are far more accurate.

3

The autonomous line marking robot is **super easy** to program and use.

4

The whole process is very efficient because once the field has been marked it can be remarked over and over for much less cost, passing these savings on to the ground's operators. This leads to high **customer satisfaction** and repeat business.

4



Easy Business Systems with Sales Support from Head Office

One of the benefits of buying a franchise is that you are investing into a business that is already up and running successfully. All you need to do is follow the business systems to achieve similar results. While in theory you could start your own business from scratch, the reality is that there is a lot of trial and error when starting a business.

One area of business most franchisees find challenging is making sales. While franchisees are usually quite comfortable with 'doing the do' they are less confident with making sales. This is where DSTech Line Marking really support franchise partners as we have a full-time sales representative at head office whose role is to help franchise partners make sales and in doing so grow their business.

How the DSTech Franchise Model Works

DSTech Line marking core services are providing Line Marking services to facilities with 6 or less fields. If there are more than 6 fields, then it's more economical for the field owner/manager to consider buying a Turf Tank machine directly from us. If that occurs franchise partners will receive a generous referral fee.

The busiest period of the year is during the peak sports season which typically runs from late February to late September. During this period most jobs will be between 6am to 5pm Monday to Friday. There is rarely line marking work on weekends as most sports fields are in use which means your weekends are your own. Most fields need to be repainted weekly or fortnightly during the peak season.

During the off season, October to January, the only remaining fields that require regular marking are cricket fields and little athletic fields. Therefore, the good news for franchise partners is that they can take holidays during the October to January period! How many other franchised businesses can make the same offer?



What Are We Looking For In A Franchise Partner?

DSTech Line Marking are looking for franchise partners to join our team who:

- ▶ Have a strong desire to own and operate their own business
- ▶ Are prepared to follow the DSTech Line Marking business system diligently and consistently.
- ▶ Are tech savvy
- ▶ Possess a high level of attention to detail and strive for perfection
- ▶ Like working outdoors and are 'hands on'
- ▶ Have excellent customer service skills, and are good communicators
- ▶ Are well organised and reliable, turning up to mark fields on time
- ▶ Are happy to start work early during the peak period (late Feb – late Sept)

You might have had experience as a handyman or garden/landscaper. You might also have worked in Defence, or mining or manufacturing.



What's In The DSTech Line Marking Franchise Package?

The DSTech Line Marking franchise package is a turnkey business, meaning it has everything you need to start trading from day one. Our franchise package includes:

Business Systems

- ▶ 5-year term with a 5-year option to renew at no extra cost
- ▶ A comprehensive Franchise Operations Manual
- ▶ Start-up equipment including:
 - Turf Tank autonomous line marking robot
 - Enclosed Box Trailer
 - Start-up stock including paints
- ▶ Head office sales representative to help franchise partners make sales
- ▶ Customer database
- ▶ DSTech Line Marking business software
- ▶ Established supplier network

Comprehensive Training

- ▶ Comprehensive induction training program
- ▶ Ongoing training as required

Marketing Support

- ▶ Launch campaign for each new franchise territory
- ▶ Centrally managed website and social media sites
- ▶ Marketing collateral for franchise partners

Branding

- ▶ Use of Intellectual property, business name and logo
- ▶ DSTech Line Marking branded uniforms



Eight Great Reasons To Join DSTech Line Marking.

DSTech Line Marking offers franchise partners the following benefits:

1

An established proven business with a 2-year track record, and extensive industry contacts

2

A unique autonomous line marking robot which can mark lines super fast with pinpoint accuracy, without any manual labour required

3

Head office Sales representative to support franchise partners

4

Extensive and comprehensive training

5

Experts at head office to train, assist and support franchise partners

6

Repeat business, most fields need re marking weekly or fortnightly during the 8-month peak season

7

An 8-month peak season enabling franchise partners to work less or not all during the other 4 months, if they choose

8

Monday to Friday working week with no weekend work

Your DSTech Line Marking Franchise Journey.

Making the choice to operate your own business is a big and exciting step, which is why we're committed to making the process as open and informative as possible. It's an important decision for both of us, so we'll provide all the support and information you need to help you make the right choice for you and your family. **Below is our recruitment process:**

STEP 1

Send us an online enquiry

STEP 2

DSTech Line Marking gets in touch to have a brief chat. If you sound like a good fit, we will send you a Franchise Brochure, Expression of Interest Form, Non-Disclosure Agreement and Franchise Information Statement.

STEP 3 You are here

You read through the brochure and fill in the Expression of Interest Form, sign the Non-Disclosure Agreement and send them back to DSTech Line Marking.

STEP 4

We meet to get to know each other better and answer any questions you might have.

STEP 5

You pay a refundable fee and conduct your due diligence.

STEP 6

If we both decide to proceed, you go to step no 7

If you decide NOT to proceed, we refund the fee and that's the end of the process.

STEP 7

14 days after receiving the final franchise documents, the Franchise Agreement is signed, and the balance of fees are paid.

STEP 8

14-day government mandated cooling off period.

STEP 9

Onboarding is organised ready for you to commence trading.

STEP 10

When all is done, we will have an opening launch to celebrate



Frequently Asked Questions.

What qualifications do I need to be a DSTech Line Marking Franchise Partner?

There are no formal qualifications required to become a DSTech Line Marking franchise partner. You have to like working outdoors, it's an advantage if you are a 'hands on' type person and are not a technophobe! Overall, we are looking for franchise partners who are ambitious, reliable, self-motivated and want to work to build a successful business.

What do I get for my franchise fee?

You get the right to operate as a DSTech Line Marking franchise for a period of 5 years with another 5-year option to renew.

You also receive:

- ✓ Start-up stock and equipment valued at more than \$65 000
- ✓ Full training and support
- ✓ A dedicated sales representative from head office to assist franchise partners
- ✓ Centrally managed website and social media sites
- ✓ A launch campaign for each new franchise partner
- ✓ Branded uniforms and marketing collateral
- ✓ A comprehensive franchise operation manual.
- ✓ Support from experienced operators

What does it cost to buy a DSTech Line Marking Franchise?

The DSTech Line Marking franchise is \$80,000 + GST all inclusive.

Why do I need to pay a refundable fee to examine the business fully?

Providing you with all the information you require to evaluate this opportunity and for you to make the right decision requires a lot of time on our behalf. So, we need to know that you are genuinely serious about the opportunity. Rest assured that your fee is refundable should you decide not to proceed.

Do you have locations near me?

Yes. We have locations available throughout regional and metro areas. Let us know the area you interested in, and we will do our best to accommodate you.



The Next Step

If you like the sound of what you've read so far then the next step is to complete and return the Expression of Interest Form and the signed Non-Disclosure Agreement. By completing these documents all you are committing to is finding out more information about the opportunity – nothing more.

If you would like to realise your dreams of being your own boss, with a profitable and easy to operate business while only having to work 8 months of the year then please send your completed forms to:

Please complete and email to:
E: franchise@dstech.com.au
T: 1300 047 886



