



Cartridge World®

Trusted Printing Solutions



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**Cartridge World
Opportunities**

Australia & New Zealand

Welcome

A message from Peter Mitropoulos, CEO

Firstly, let me thank you for your interest in Cartridge World and the franchise opportunities we offer.

As a trusted global brand, founded over 20 years ago in Australia, Cartridge World now has 600 stores spanning across 35 countries. Here in Australia and New Zealand, our franchise network consists of 130 stores with an ever-increasing footprint of agency outlets.

We are keen to share the benefits of being a Cartridge World franchisee and I trust the information provided within this brochure will provide you with some useful insights into our world.

Secondly, as you start the journey towards becoming a Cartridge World franchisee, you can be certain that you are joining a business which has not only stood the test of time but is progressive and is excited about our future growth.

Franchisees and their businesses form part of the global Cartridge World family; a family which builds upon the core values of its brand combined with quality products, excellent service, and an infrastructure of resources to deliver outstanding results.

These core values and the Cartridge World brand provide credibility and recognition, not only as an Australian owned business, serving local communities, but also as an environmentally responsible brand. It is these attributes that myself, and the whole team at Cartridge World, are truly proud of and committed to each and every day; they are the reason we belong.

I look forward to hearing why you want to belong to Cartridge World.



A handwritten signature in black ink, appearing to read 'Peter Mitropoulos'. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Peter Mitropoulos
CEO

Be Your Own Boss

Enjoy the lifestyle you want, the freedom you need, and the income you deserve with your own Franchise

Let's get started by telling you a little bit about us.

Before embarking on any meaningful relationship we think it's important to know a bit about each other's past.

We'll go first...

HOW IT ALL STARTED

Way back in 1988, entrepreneur Bryan Stokes started Cartridge World seeing an opportunity in the market.

Fast forward to 1997, and together with franchise, management and finance expert Paul Wheeler, the very first Cartridge World franchise was sold.

CARTRIDGE WORLD TODAY

In the years since then, Cartridge World has gone from strength to strength, with over 130 franchises, and 50 agencies in Australia and New Zealand, and over 600 worldwide. The business model has been updated from its original format to the modern model of today.

Our franchises provide Cartridge World's own brand plus original manufacturer consumables, printers, stationery and a whole host of other printing solutions and services.

We are the world's no.1 in supplying quality printer cartridges at a low cost in an environmentally friendly manner. Print green, print with confidence!



A GROWING NETWORK

With a host of franchise opportunities and various flexible business models, you could develop and build a territory.

Our proven business models are successful in over 35 countries and we are looking for people who are passionate about developing a business.

So...if you have the desire to succeed and an entrepreneurial flair, you might just be the person we are looking for to grow our successful expanding network of stores.

Have a read through this useful info pack and contact us for further details.

Why Choose A Cartridge World Franchise?

We have successfully launched 100's of franchises in over 35 different countries.



FREEDOM AND INDEPENDENCE

Owning a franchise allows you to be your own boss but instead of starting from scratch, you're following a proven business model. Becoming a Cartridge World franchisee allows you to become part of an established and successful brand making it easier for you to attract customers and make a profit.

FANTASTIC EARNINGS POTENTIAL

Over 50% of homes have at least one printer in the household so printer cartridges are always in demand. In addition, all businesses have the need for replacement printer cartridges, in some cases as often as weekly.

At Cartridge World we know people look for low cost alternatives to the printer manufacturer cartridges and they usually need the cartridge there and then, something that online retailers cannot provide.

As a Cartridge World franchise owner, you are on hand to service the customers who need their replacement cartridge straight away. By joining Cartridge World you are perfectly placed to take care of - and profit from - this vast demand.

PROVEN BUSINESS MODEL

We've spent the past 20+ years fine-tuning our business model so you don't have to. By becoming a franchisee, you will be the local face of an environmentally-friendly global brand.

INITIAL HELP AND SUPPORT

Our unique and comprehensive training scheme will leave you feeling confident in running your own store. Our start-up training scheme includes learning the basics at our state support offices, getting to grips with your position at one of our training stores and constant ongoing support throughout your business ownership. You will also learn the basics of selling, and be provided with the intricate details of some of Cartridge World's unique selling points, in order to educate your customers (and yourself!) on the Cartridge World Value Proposition.

KEEPING AHEAD OF TECHNOLOGY

Our in-house Research and Development departments are constantly researching the latest in print technology to ensure we maintain our high standards and can continue to meet our customers' needs. In addition, we also work alongside preferred suppliers to ensure we are always offering the best products and competitive pricing to our customers.

What's in it for me?

- Use of established brand and proven business system
- Lower risk of failure
- Strong brand recognition
- Low cost of entry
- Ongoing training and support
- You are in business for yourself – not by yourself
- Opportunity to grow

Do Your Bit To Help The Environment

Cartridge World's heritage started back in 1997 refilling, remanufacturing and recycling empty ink and toner cartridges to keep them from landfill.

This exciting new partnership further reinforces our heritage as being the only aftermarket ink and toner supplier to offer a pure green solution.

What makes Cartridge World tick?

- ✓ Environment
- ✓ Products
- ✓ Quality
- ✓ Service



Established in 1992, Planet Ark is one of Australia's most respected and trusted environmental organisations. Planet Ark are focused on solutions and making positive environmental actions accessible to everyone.

PURPOSE

Protect the planet's ability to thrive by engaging businesses, government, schools, and the community.

Work with, not against businesses to improve their environmental impact.

Motivate and assist people to make simple changes to their attitudes and actions.



Successful Franchise System

Our tried and tested business formula provides our franchisees with a first class support network to ensure they are getting the most out of their business.

POWERFUL BRAND

The strength of the Cartridge World brand provides instant credibility that not only comes from a mature system of over 600 stores globally, but also from a responsible brand that works towards a greener environment every day.

RECOGNISED PRODUCTS

Cartridge World is the leader in printers, and printer cartridges. We provide parts, consumables, and servicing for all major brands including HP, Brother, Canon, Fuji, Oki, Xerox and Epson, etc. We also provide our own Cartridge World brand cartridges for most home or small business printers, whether they are multifunction, colour or mono.

We offer printers suitable for the home and office, including multi-functional centres with machines available on lease and contracts.

MARKETING

Cartridge World will help drive more customers to



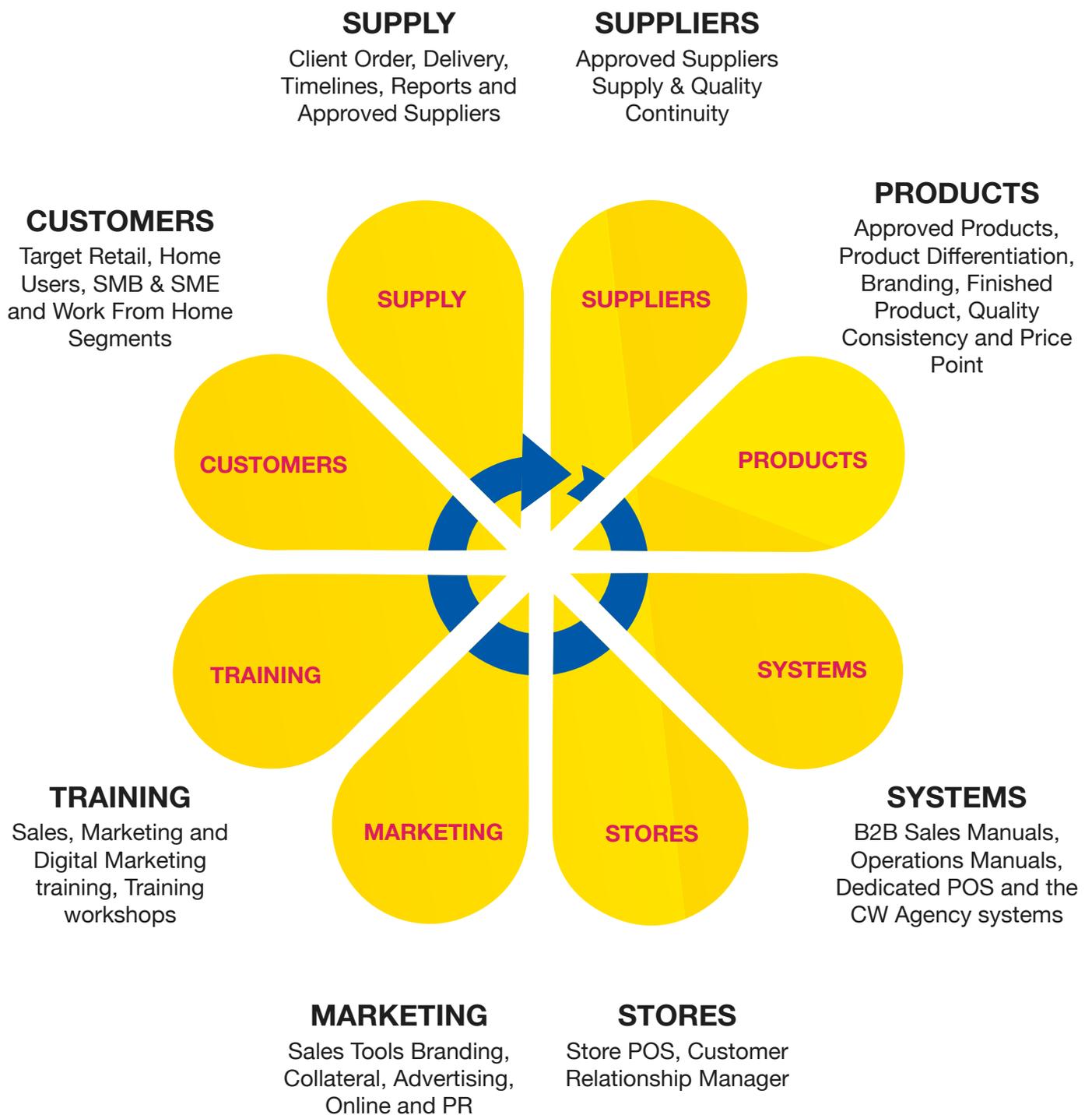
your store by implementing an integrated marketing strategy using a variety of methods including national television, radio, social media, a website with store finder and online advertising. You will also gain access to our Marketing Resource Centre, where you will be able to create and order marketing materials to help promote your store locally.

THE SYSTEM

The Master Franchisee and their team will be on hand to offer direct business support. As well as our initial training, Cartridge World offers ongoing training and support through Regional meetings, online technical forums, Annual conferences, Technical and Customer Service help lines. Plus various webinars across many subjects.

Cartridge World have an exclusive Technical Services Team (TST), with over 100 years combined experience, to assist franchisees in any issues they may face on a daily basis.

Model Components



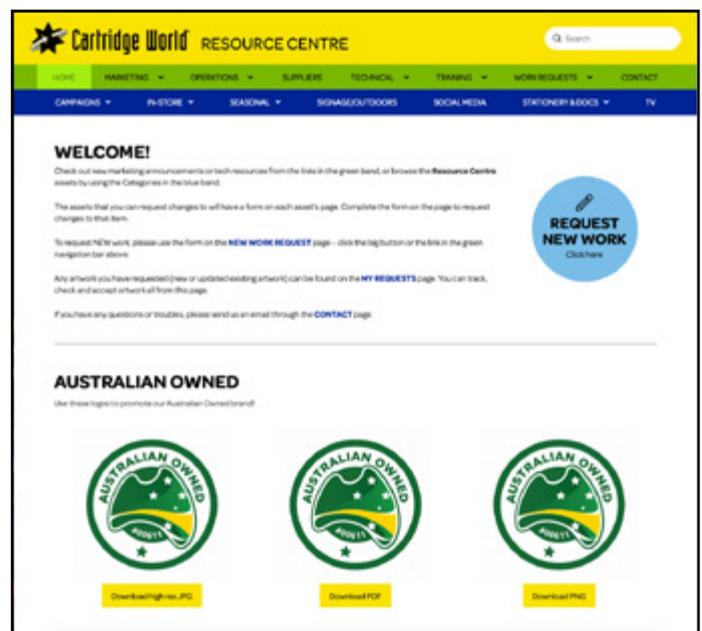
Marketing & Resource Centre (MRC)

The Cartridge World Resource Centre is constantly updated to allow Franchisees to tailor their local marketing whilst adhering to our corporate guidelines, and ensuring that the brand identity is consistent across the country.

The Resource Centre plays a pivotal role in centrally storing technical information, creative assets and operating documents, whilst also giving you the ability to create custom in-store material required to promote your local business.

Services the Resource Centre can provide:

- Price tickets (including editable PDF files)
- Posters (A4, A3, A2, A1, A0,)
- Flyers (DL, A5) including double sided for individual stores or generic
- Electronic cards
- Press ads
- Store closure/opening posters (editable or non-editable)
- Public holiday closure posters (editable or non-editable)
- Christmas assets (such as posters, social media images and cards)
- Store vouchers
- 'Under new management' posters
- 'We're moving' posters
- Business cards
- Stationery such as folders, PowerPoint templates & letterheads
- Email banners and footers
- Campaign related material, digital and media
- Supporting campaign assets (posters, flyers, social media & web imagery)
- Social media assets
- Website assets
- Catalogues – up to 6 pages



Product & Service Support

The Product Group and Technical Support Group (TST) is responsible for support to the Cartridge World network and development of new products and services.



PRODUCT GROUP

The product group is responsible for sourcing new products and services suitable for Cartridge World.

At Cartridge World we are very proud of our brand and our own Cartridge World Branded products. One of our biggest points of difference between the Cartridge World Brand and other brands in the marketplace is our absolute commitment to quality. We only put the highest quality product that has passed our strict quality control protocols inside our box. In addition, we are the only Brand apart from the printer manufacturers to truly offer a product that can be recycled.

TST (SUPPORT GROUP)

The TST group's primary focus is providing assistance to the Franchisee for any technical support that may be required. Our support team's knowledge and professionalism is second to none and they are always willing to assist. Our support team is truly world class in our industry!

Becoming A Cartridge World Franchisee

To make joining the growing Cartridge World network as simple as possible we've split the whole recruitment process into 8 steps.

Everything from application to training is covered and you'll always know exactly where you are.

1. REQUEST FOR CONSIDERATION

Send us your initial application outlining your background and skills. We are looking for people who are passionate about developing their own business.

2. INITIAL MEETING

Once we've received the request for consideration, our state Master franchisee will call you to arrange a meeting.

3. BACKGROUND RESEARCH

We'll look at the potential in your preferred areas by utilising our territory data.

4. SECOND MEETING

This will be a practical meeting where you'll be shown existing franchises nearby and you can use these visits to speak one-to-one with franchise owners and hear firsthand experiences of their business success.

5. BUSINESS & BUDGET PLANNING

We encourage you to come up with your business plan so you have full control of the way your business works. We will also assist you with your cash flow forecast so you can feel confident presenting it to your funding source.



6. DECISION TO PROCEED

Once accepted, the process of opening your franchise begins. We will assist you in finding an approved property for your business or settling into an existing store should you require help.

7. FRANCHISE AGREEMENT

Time for you to sign on the dotted line and begin the training process.

8. TRAINING AND SHOP OPENING

Our training program consists of training in our state office/s and further training in operating store/s plus continual ongoing training in various forms.



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Being Cartridge World owners has been a great experience.

We have truly enjoyed building our customer base and seeing our stores grow and prosper. Our number one goal has been to provide quality customer-focused service and that priority has built a solid foundation of repeat customers. Saving people money and helping the environment makes our Cartridge World business personally rewarding.

Julie Anderson & Jane Porter

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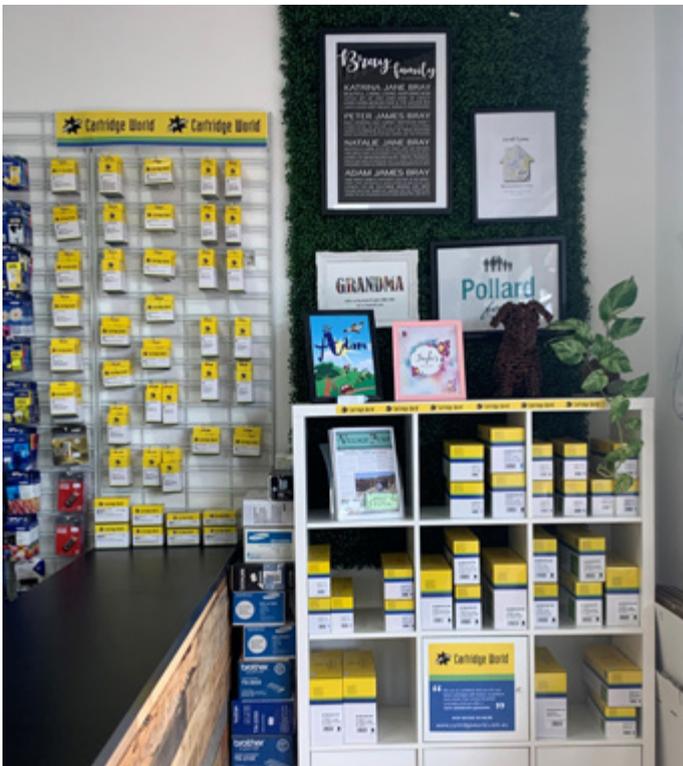
Agency Opportunities

CARTRIDGE WORLD AGENCY

In 2020 Cartridge World Australia launched its very successful Agency program. This program is available to other small businesses who have a desire to grow their sales and walk-in traffic.

By partnering with Cartridge World, the agency receives a range of benefits, including:

- Stock (provided by CW on consignment)
- Full range of stock available
- Advertising
- Marketing
- Signage
- POS software
- Inclusion with other franchisees and agents
- Business Development Manager
- Full support
- Agents are treated as a full franchisee



While it is important to focus on growing your existing retail business, the CW Agency program will open many other opportunities that a single retail operation can't.

An Agency creates the opportunity for you to develop your area's full potential by reaching consumers and areas your store currently does not. Most franchise areas have a large population (or cover large distances) and that means the consumer can purchase from many other retailers that may be closer to where they live or work.

The Agency program allows you, as a franchisee, to leverage one of your most important assets of your business – your exclusive territory, with very little financial commitment, no additional staff and extremely low risk. You can use the Global brand, which consumers all know and love, to generate an additional stream for your retail operation.

The current landscape of business in Australia is very much in favour of a key initiative like an Agency.

Almost every retailer you will approach is looking for new opportunities in today's climate) and you are in the privileged position of presenting that ideal opportunity. You have ascendancy – don't underestimate your powerful position as Franchisee of the Cartridge World Brand. You can offer potential Agents the opportunity to increase their profit (and yours!), increase their customer base and improve their overall profile.



Most importantly, you are offering them the opportunity to carry a range of products normally only available to Cartridge World franchisees. They do not have to compete with online or with "White Box" aftermarket sellers – they will have access to a unique Global brand!

Customer Reviews

 **Russell Shields**
1 review AU

★★★★★ Verified 2 days ago

Very efficient

Very efficient - stock I was seeking was not available;le but was ordered and available next day.

 **customer**
1 review AU

★★★★★ Verified 6 Apr 2021

Reliable and quick delivery

 **Magill Motor Bodies**
1 review AU

★★★★★ Verified 6 Apr 2021

Best service going around

Best service going around. I ordered the wrong cartridge, not only did they replace it with the correct one but also delivered.

 **Jenny J**
1 review AU

★★★★★ Verified 5 Apr 2021

Ink Toners

This is the 2nd time I've used Cartridge World (Blacktown and Castle Hill) and on both occasions I could not fault the service. I ordered a full set of toners for my printer and had them the next day. A major retailer could not supply. Prices were slightly cheaper than others also.

I would recommend Cartridge World any day!

 **Deb Cleveland**
2 reviews AU

★★★★★ Verified 28 Mar 2021

Happy customer

This was a repeat order. good value for money, easy to order online and order arrived very promptly.

 **customer**
2 reviews AU

★★★★★ Verified 2 Apr 2021

Staff always goes above and beyond to...

Staff always goes above and beyond to help- Very refreshing :)

 **customer**
3 reviews AU

★★★★★ Verified 26 Mar 2021

Excellent customer service...

Excellent customer service...very prompt. I got my parcel before the Australia Post tracking info was up! :)

 **Germaine**
1 review AU

★★★★★ Verified 23 Mar 2021

Amazingly fast delivery

Amazingly fast delivery. Ordered in the afternoon, received toner before 8am the next morning.

 **Terry Rice**
3 reviews AU

★★★★★ Verified 19 Mar 2021

Brian from Hove store (SA) was very...

Brian from Hove store (SA) was very helpful with advice on how to order. When toner arrived he rang and offered to deliver. Great service

 **Jenny**
1 review AU

★★★★★ Verified 17 Mar 2021

Urgent Order

My order was urgent and was dealt with very efficiently by the Blacktown store. I was contacted immediately when my toner was available. Thanks for your help.

 **customer**
1 review AU

★★★★★ Verified 4 Apr 2021

Prompt delivery and good prices.

Prompt delivery and good prices. Website is easy to navigate.

 **Trustpilot**

★★★★★

TrustScore 4.7 | 1,317 reviews

Frequently Asked Questions

THE BENEFITS OF A CARTRIDGE WORLD FRANCHISE

- Traditional business hours
- Minimal labour costs
- Low cost to open
- Get into business fast
- Defined sales territory
- Repeat customers
- World class training and support
- High margin toner products
- Retail store optional

DOES CARTRIDGE WORLD ASSIST WITH STORE SET-UP?

Cartridge World will provide guidance and assistance with site selection, store design and merchandising materials. A comprehensive initial training program will prepare you technically and operationally for your business. An opening inventory and equipment list will be established for your store needs.

DOES CARTRIDGE WORLD PROVIDE ONGOING SUPPORT?

Yes, the Master Franchisee will provide guidance and resources to assist you in operating your business. Our Resource Centre and TST is designed to provide you with up to date technical and product knowledge.

WHAT OTHER CUSTOMER SERVICES DOES CARTRIDGE WORLD SUPPLY?

- Agency Program
- Why Buy a Printer Program
- Managed Print Service (MPS)
- Customer leasing & finance
- Online sales
- Own store online page
- Social media
- Facebook
- LinkedIn
- Twitter
- Store Google pages
- SMS program
- Point of Sale System

WHAT COMPANIES DOES CARTRIDGE WORLD PARTNER WITH?

- Optus
- Amazon
- Planet Ark
- Force International
- Distribution One
- S.E. Rentals
- Printer Pulse (automatic consumables ordering system)
- Fastway, Afterpay, Close The Loop, Franchise Council of Australia... Just to name a few!

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