

FRANCHISE SYSTEM FAQ's

What is the minimum investment required?

This varies considerably depending on the size of the store; however we estimate the total minimum investment for a new store to be approximately \$500,000 (including total fit out, all stock, documentation and Franchise Fee).

What does it take to financially qualify?

As a guide you will be required to substantiate unencumbered funds or a net-worth of at least 50% of the purchase price of the store, hence 50% debt to 50% equity, however we review each case individually and can be more flexible with the debt to equity ratio for a large store where the total investment required is substantially more than \$500,000.

What Franchise fee is payable?

On signing your franchise agreement, an initial franchise fee based on the size of your new store is payable. In addition, a percentage of monthly store turnover is payable for franchise and advertising fees. Further details in relation to these fees can be discussed upon receipt of an application form and confidentiality deed.

How long has Dymocks been in business?

Dymocks commenced trading in books in 1879 and has been franchising since 1986.

Does Dymocks help with site selection and negotiation of the lease?

Dymocks has identified preferred areas for development and will assist with both selection of a site that meets our criteria and negotiation of a lease for that site. If you have a region or specific site in mind, Dymocks can assist you to determine viability through financial modelling.

How long will it take to open a Dymocks store?

It takes approximately 3 months to open a Dymocks store once the commercial lease has been agreed between you and the landlord.

How do I learn how to run my store?

With two weeks Store Management training and further in-store training you will have a grounding in all essential aspects of the business from how to take inventory to business management systems. Your knowledge and expertise will grow with experience.

What if I have never owned my own business or worked in retail?

Whilst a background in retail or previously owning your own business would certainly be an advantage when taking on a Dymocks Franchise, it is not absolutely necessary. One of the great advantages of becoming a Dymocks franchise owner is that you will have access to all the training, systems and ongoing support needed to run a book store.

Can I own more than one store?

In exceptional circumstances, Dymocks may permit a Franchise Owner to own more than one store.

Can I appoint a manager to run my store?

Yes but you must also devote the whole of your time and attention to the business because Dymocks stores are run best with a full time owner/operator who is hands on in driving the business and bringing about a point of difference.

What happens once my store opens?

Dymocks provides ongoing training, operations and marketing support through store visits, newsletters and intranet communication as well as regional and national meetings.

What margin can be expected on books? What profit can I expect?

Due to the commercially sensitive nature of this information, we ask that you fill in an application form and confidentiality deed and once we receive these, we will contact you with further information.

**FOR ANY FURTHER QUESTIONS PLEASE CONTACT ONE OF OUR FRANCHISE DEVELOPMENT EXECUTIVES ON
(AUS) 1800 643 303 or (NZ) 0800 880 046
www.dymocks.com.au**