

Franchising with Bloomtools

Frequently Asked Questions

Updated March 2009

Introduction

So you're interested in being a Bloomtools franchisee?

This whitepaper will take you through some of the most common questions potential franchisees will have about Bloomtools, including finance, the system, training and support.

Please contact us after you have read this whitepaper if you have more questions or if you would like to move on to the next step in the Bloomtools franchisee process. You can contact our Franchising Manager Tracey Voyce at our HQ on the Gold Coast on 1300 399 399.

Find out more on the Bloomtools website here – www.bloomtools.com.au



Letter from Bloomtools Founder and Director

The internet is an amazing industry to work in. It is exciting, rewarding and ever-changing.

Since 1994, the internet has grown immensely from a basic communication option to an essential part of the business mix. Websites have evolved from expensive and hard to change online brochures, to fully functional sales, branding and communication tools that generate real results for the businesses that use them well. Bloomtools is one of few website companies that have kept up with these changes and we are constantly on the forefront of new technology, business applications and developments in the industry.

Our point of difference in the market has always been our complete online solutions – high quality, reliable tools that are easy to use and help businesses get more customers, make more money and save more time. Also, our up-to-date knowledge of the internet and business coupled with our elite team of developers, graphic designers and marketing consultants sets us apart from other companies.

Our decision to go worldwide has been driven by our desire to share our unique product offerings with more businesses, and to fill a massive need in the business market for reliable, knowledgeable internet partners who fully understand how to get the most from the internet.

Bloomtools is committed to the success of each and every franchisee. We provide all the training, guidance and support our franchisees need to grow their business and our well-oiled, seamless production line will ensure franchisees deliver on-time, quality products to their clients. We also provide franchisees with an online business administration system to simplify their day-to-day operations, giving them more time to spend building their business.

If you share our passion for the internet and making a difference for businesses, becoming a Bloomtools franchisee will be a great journey that will both inspire and challenge you. We look forward to being your business partner, supplier, supporter and friend throughout your expedition.



James Greig

Bloomtools Founder and Director

Frequently Asked Questions

1. Who is Bloomtools?

Bloomtools is a software company that designs and develops websites, internet marketing systems and tools to accompany them. Our products are designed by an award-winning team of programmers and graphic designers and are technologically advanced, functional and creative. Our business has been operating since 2004 and began franchising in 2007. Our clients love us because of our passion for the Internet, professional service, up-to-date knowledge and valuable tools that generate real results.

Read the full Bloomtools story here - www.bloomtools.com/about-bloomtools.html

2. Who runs Bloomtools?

Bloomtools is run by an experienced and dedicated Board of Directors. This team consists of Bloomtools Founder and Operations Manager James Greig, Franchising Manager Tracey Voyce and Finance Manager Phillip Gale. These three expert business people bring extensive knowledge and decades of experience to Bloomtools and are responsible for its growth and success. Also, Non-Executive Director Philip Ciniglio brings over 30 years of franchising experience to the executive team.

Read more here - www.bloomtools.com/board-of-directors.html

3. Who is the target market of Bloomtools?

Bloomtools target clients are the hundreds of thousands of small to medium businesses in Australia that are in their growth stage. These businesses know the future of marketing their business is via the internet, especially in the challenging economic times we are currently facing, but they struggle with where to start and how to go about it. They need a reliable internet partner like Bloomtools to help them break through the confusion and build their online presence.

Bloomtools has spent a lot of time carefully researching this market and crafting products and services that meet the needs of these businesses. Even the Bloomtools name is a reflection of our understanding of our target clients – “we create simple internet tools to help businesses bloom”.

As a Bloomtools franchisee, you get the very exciting task of working every day with the entrepreneurial and growth-minded owners of these businesses to assist them in maximising the value of their business with the internet.

4. What do I sell as a Bloomtools franchisee?



As a Bloomtools franchisee you will be selling our range of website and internet marketing products and services. These include:

- Dynamic, self-editing websites with a world-class content management system
- All-in-one email and SMS marketing systems
- Search engine optimisation consulting and programs
- Ecommerce tools (such as shopping cart and hotel booking system)
- Interactive tools (such as membership directory system and podcasting)
- Communication tools (such as photo gallery and blog)
- Internet training, consulting, coaching and ongoing support

Read more about our tools here - www.bloomtools.com/about-our-tools.html

5. Do I need to know how to design and build websites?

No, you don't. This is the best thing about a Bloomtools franchise – franchisees don't need to have any technical skills because our experienced team at Bloomtools HQ designs and builds all the websites and tools you need so you can focus on servicing your customers and building your business.

Once you have signed up your client and chosen the best tools for their business needs, our elite team of experienced software architects and graphic designers will build their website to the highest international standards for you. This means that you don't need to have any technical or graphic design skills to be a Bloomtools franchisee. Instead, you will need knowledge of sales and marketing and a passion for helping businesses grow and succeed.

6. What type of person is suited to a Bloomtools franchise?

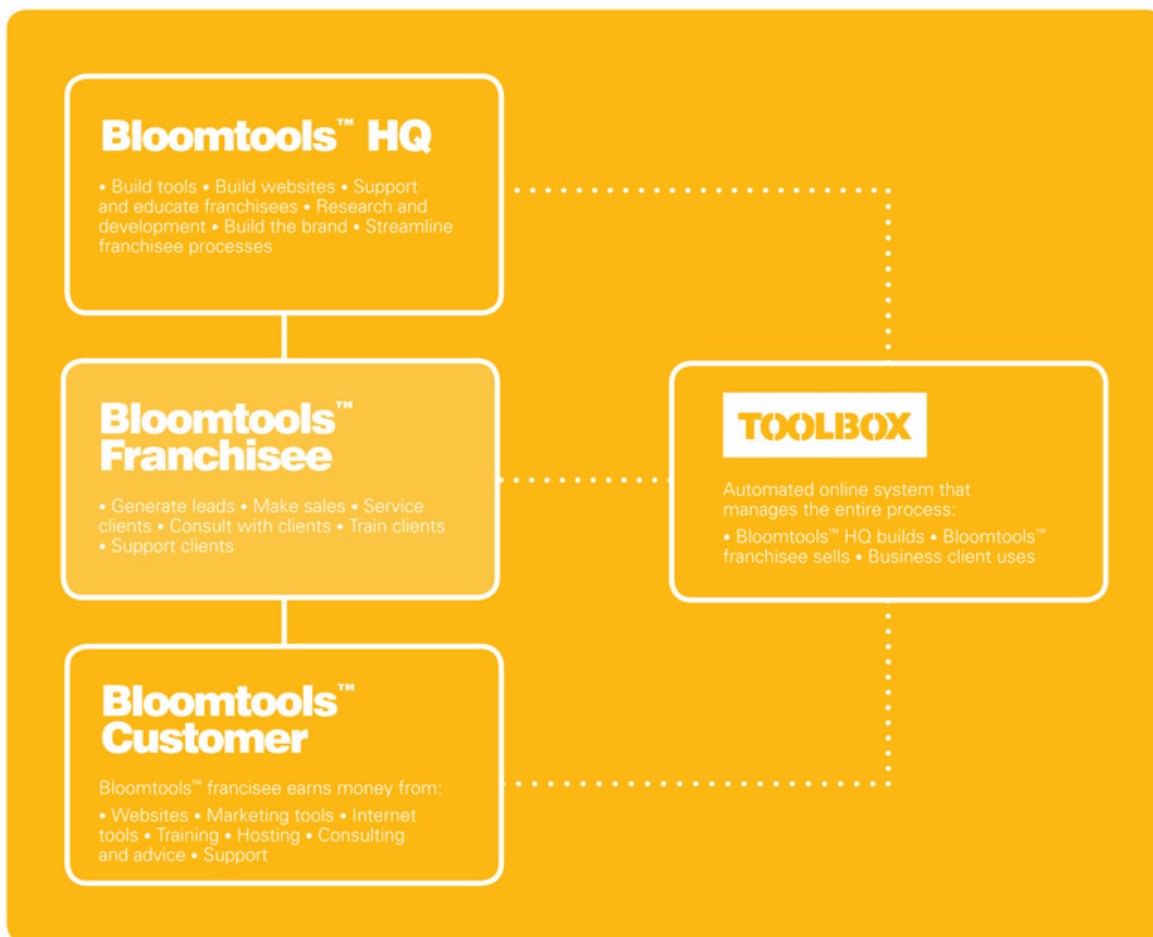
As mentioned, you don't need any design or website development skills to be a Bloomtools franchisee. Our current franchisees come from all walks of life – a doctor, a lawyer, an insurance company executive and a business coach are just some of the people we have on board the Bloomtools team.

We believe that the most successful franchisee is someone that:

- Is passionate about the internet
- Is focused on getting results for clients
- Has had some sales or business experience
- Is keen to build up a profitable business

It's also important that you are self-motivated and positive because building your own business from scratch can be very challenging. Good marketing, communication and problem-solving skills would also be an asset.

7. How does the Bloomtools system work?



8. What will it cost to set up a Bloomtools franchise?

Generally you will be looking at around \$39,999 to purchase a Bloomtools franchise. The licence, training and your initial marketing total \$39,999 plus you will need to factor in the

cost of working capital, lawyers fees and equipment on top of this. Please contact us for more information on pricing.

9. Am I just paying to be your sales agent?

Absolutely not. When you buy a Bloomtools franchise, you are not just buying yourself a job – you are getting a solid business in a booming market that you can grow at your own pace. In these tough economic times, a Bloomtools franchise is a great option for someone that has found themselves out of a job and is after the security of their own business.

The return on investment is such that you will be able to hire sales and administration staff to help you get more clients and also have a network of resellers operating under you to grow your business even further (resellers are subject to the franchisor's approval). Please contact us for more information.

10. Do I operate my business from a shopfront?

Bloomtools franchisees have the choice of running their business either from a shopfront or from a home office. Initially, most franchisees will choose to operate their business from their home or a small office, because they will have a fairly flexible schedule and will not require a full office. However, as a franchisee builds their business and takes on more clients, it will be necessary for them to have a shopfront or office to operate from, so clients can come to them and so they can hire staff. If a franchisee chooses to operate from a shopfront, it must be designed and fitted out to match Bloomtools' specifications.

11. Will I employ my own staff?

Initially, Bloomtools franchisees can effectively operate their business without the assistance of staff. However, once the business starts growing and the number of clients increases, you will need to hire an administration assistant or project manager to help run the business and potentially more sales people to help grow your business.



12. What training do I receive?

Bloomtools HQ provides a comprehensive initial training program for all our franchisees followed by regular workshops, seminars, online training sessions and business coaching that cover the full spectrum, including:

- Sales and lead generation
- Customer Relationships Management
- Industry knowledge and standards
- Business management
- Products and services

13. What ongoing support do I receive?

As a Bloomtools franchisee, you are supported by a dedicated team at HQ and several online help resources that can be accessed by you and your clients 24x7.

- A Franchisee Support Manager for all your business, sales and marketing needs
- Team of support technicians to help you manage your clients
- Online toolbox to log and monitor support requirements and communications with HQ
- Online knowledgebase of products and strategies

14. What sort of territory will I get?

You will buy an area based on suburbs and/or population and there will be minimum restrictions on marketing. Please contact us for more information on Bloomtools territories.

15. Does Bloomtools supply me with leads?

Leads created from Bloomtools HQ's marketing activities will be directed to the appropriate franchisee based on their territory. Any leads that come directly to Bloomtools HQ will be distributed to the franchisees based on location.

16. Do I have to do any of my own marketing?

Bloomtools HQ will conduct national marketing for the brand around Australia. This marketing will include a website, print and online advertising, search engine marketing, events, public relations and promotions. In addition to this, individual franchisees will want to carry out additional marketing and lead generation strategies themselves, such as alliances, seminars and editorial in their local areas. Bloomtools provides advertising, public relations

and marketing templates for franchisees to use and the HQ marketing team works with all the franchisees on their individual marketing requirements.

17. How much money can I make?

With the popularity of the internet today, it is essential for all small and medium businesses to have an online presence that is professional and up to date. This means there will never be a shortage of clients for franchisees and therefore, their earning potential is unlimited. When you pass through the interview stage of our franchising process, we will show you some working finance models to give you more of an idea on how much money you can make with a Bloomtools franchise.

18. What is the process of becoming a Bloomtools franchisee?

Step 1 – Read the information on the Bloomtools website

Step 2 – Request more information by calling Bloomtools HQ on 1300 399 399

Step 3 – Complete standard franchisee inquiry forms

Step 4 – Organise a meeting with the Bloomtools Franchise Manager to learn more about becoming a franchisee

Conclusion

Thanks for reading this whitepaper about becoming a Bloomtools franchisee. We hope it answered any initial questions you may have.

If you would like more information about franchising with Bloomtools, please contact us by calling 1300 399 399 or through our website www.bloomtools.com to arrange to speak to our Franchising Manager.

