



Signarama™
The way to grow your business.



The **BENEFITS** of Converting
Your Business into a
SIGNARAMA FRANCHISE

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In the past few years, franchising has emerged as an integral part of Australia's economical landscape. According to the Franchise Council of Australia, around 80,000 units operate as business format franchises, an increase of approximately 8.2% since 2012. And it seems like the numbers aren't dipping anytime soon.

Franchising is a highly competitive vehicle for business expansion. Australian food brands like Bing Boy, Oporto and Hungry Jack's owe their success to the practice. Because of these brands' success stories and their ubiquitous presence in the marketplace, franchising has transformed itself into an ideal business venture for entrepreneurs all over the world.

If you have an existing business that you think lacks growth, taking on a Signarama franchise could be your ticket to success. Read on to find out why.

What is Signarama?

Signarama is the most successful sign franchise in the world. Entrepreneur magazine named Signarama the #1 sign franchise in 2015 for the company's excellent and commendable contributions to the industry. Whether you've recently just started your business or you're looking for more profitable opportunities, a sign franchise with Signarama could be the way to go.

All the Benefits

SUCCESSFUL BUSINESS MODEL

Starting a business from scratch exposes you to a lot of risks that can jeopardise your financial progress. Choosing to franchise with Signarama, however, reduces those risks. Signarama is a trusted brand with a proven record of accomplishment in the market. When you have a franchise with us, you are entrusting your money to an established brand with years of experience in the industry.



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All the Benefits

A SHARED AUDIENCE

We all know that customers are more likely to trust an established brand name over an independent business. Why? It's all about brand recognition. Signarama entered the market over three decades ago, creating one of the largest networks in the industry. A Signarama franchise automatically entitles you to a share of our existing following – our customers are yours.

READY-TO-OWN OPTION

If you're new to business and you're doubtful about your abilities to run a franchise, there's no need to worry. We have ready-to-own opportunities that are yours to grab, whether it's a quick franchise setup in Australia or anywhere else in the world.

TRAINING

Jumping into unfamiliar business ventures is a thrilling feat. Therefore, we ensure our franchisees are well educated on the systems and processes that make our business successful. Signarama equips you with the knowledge and preparation that you need to begin your franchise.

We offer a five week initial training that includes:

- ▶ Two weeks of training in Signarama's Center for Entrepreneurial Excellence, Florida
- ▶ One week of on-the-job training with one of Signarama's established franchisees
- ▶ Two weeks of in-depth marketing training at your own store



All the Benefits

MARKETING

Our marketing programme is more than just a set of brochures and long seminars. We have worked on producing the most effective marketing materials and schemes to help you achieve success. With Signarama, you'll learn to grow your own customer base by practicing face-to-face marketing techniques combined with digital marketing strategies, such as social media management, content writing and Search Engine Optimisation (SEO).

CONTINUOUS SUPPORT

Some franchisors brag about helping their franchisees launch their businesses, but stop there. Signarama, on the other hand, will always be available to help you. Our team believes that ongoing support is necessary to stay competitive in the industry. We want to encourage your entrepreneurial spirit by giving what you need, when you need it.

You'll have access to:

- ▶ Mentor programmes
- ▶ Special achievement recognition
- ▶ Strong alliances with vendors and suppliers
- ▶ Regional support
- ▶ Countless discounts

LOCAL AND INTERNATIONAL FINANCIAL ASSISTANCE

Signarama is an official Accredited Franchise by the Australia and New Zealand Banking Group (ANZ). If you qualify for a franchise with us, you will receive up to half of your business funding from them. Other funding opportunities are also within your reach from United Franchise Group is our parent company.

The different options available to turn your business from an idea to a profitable business may seem daunting; that is why Signarama is your best bet. With a franchise from our company, you have the backing of our reputation and a higher likelihood of success – take advantage of that today.

Learn more about our business at www.SignaramaFranchise.com.Au and start a new journey with us.

