



2. Who We Want As Franchisees:

An effective Natrad Franchisee is someone qualified, who runs a profitable business, is capable to build an expanding base of loyal customers, and who supports the values of professionalism on which the Natrad system and brand are based. The particular attributes required of our franchisees covered off in the company's application form include;

- Current financial position and ability to fund establishment costs
- Sales expertise, attitude and comprehension of the Natrad Australia service concept
- A franchisee's commitment to a long-term partnership with Natrad Australia
- Past employment/ professional and business experience in retail service environments
- Personal and professional goals and objectives, reason for change
- Remuneration and job satisfaction expectations

When interviewing potential franchisees depending on their particular industry background and type of trade experience, our selection criteria cluster into four key areas that we define as:

- **Managing the demands of the business** - attributes that enable the Franchisee/Licensee to consistently and effectively implement and maintain service levels and a safe system of work on a day to day basis.
- **Managing relationships** - attributes that enable the Franchisee/Licensee to gain the support of people on whom the business depends, i.e. customers, peers, franchisor, suppliers, staff, etc
- **Managing the business information** - attributes that enable the Franchisee/Licensee to work effectively with information and monitor key performance indicators in the business.
- **Entrepreneurial drive** - attributes that enable the Franchisee/Licensee to continually develop their service areas to their full potential and to carry out the work at the required professional standards.

Ideally, interested parties will already be qualified tradespeople (or have previously been) employed in a sales or management capacity in the automotive or auto aftermarket industry in their local market. This "target group" will be the Company's first consideration for recruiting preferred franchisees. Candidates may also be selected from other related industries i.e. Transport, Manufacturing or, Service – business groups that provide similar work experience and focus on establishing and growing skills/processes associated with the sales and marketing of automotive products and accessories.

2.1. Franchise Performance Management System

A franchisee must be approved at the time of their appointment and prior to commencing business as a Natrad sales agent.

It is also a requirement to develop and submit regularly, annual business plans that assist the franchisee to grow and develop themselves and the business, and for Natrad to continue to implement an on-going management performance system for the entire franchise network.

Natrad Franchising assist all Franchisees to develop a management and employee learning and development process, and then access training programs that are targeted at specific competencies for both the franchise manager and their employees.