



## 5. Authorised Territories

The Franchise Agreement includes an allocated territory for each franchise. This territory is used to:

- Allocate 131 phone calls
- Select customers from the database for direct mailing.
- Select customers from the Capricorn Society Database.
- As a protection for the franchise against other stores opening within that area.

Your store is the face of Natrad within your authorised territory. As part of the Franchise Agreement, you are authorised to use the Natrad logo and trademarks etc within your territory, subject to approval from the Marketing Department.

Good service from any Natrad store benefits the whole network. Therefore, if you are approached by a customer from another franchise territory it is expected you would direct the customer to their closest Natrad store. If you are currently dealing with Trade or Retail customers from another territory, please inform the other franchise. Remember, as a Natrad Franchisee you are part of the team; the stronger the team, the larger the benefits for its members.