



8. Local Area Marketing Guide

As a Natrad Store you have an exclusive territory as described within your franchise agreement as your 'Reference region'. Franchisees are encouraged to utilise the information contained in the Local Area Marketing guide to assist in choosing special offers or promotions during the year.

Natrad's Regional Managers assist store owners to understand the demographics in particular reference regions. Plus, a full list of "trade clients" within your reference region can be provided. This is referred to you as "your trade customer list" in all reference material.

A guide to local marketing activities can be found in the Natrad Operations manual, which is available to all Natrad franchisees.