

creating a better FUTURE

CLEAN PLANET IS TAKING GREEN CLEANING NATIONWIDE

⇒ Eco-friendly franchise Clean Planet is looking for master franchisees to take its commercial cleaning business nationwide. Having established 25 franchisees in Auckland since launching last year, founder Russell Werry says that the company could grow several times as fast with master franchisees in other regions.

'We have huge interest from potential franchisees throughout the country and now need people to help recruit, train and market the service. Clean Planet's unique positioning as the country's first truly sustainable cleaning company is appealing to franchisees and business customers alike. Everything, from our choice of Euro 4 emissions-compliant vehicles to the fabric of our uniforms has been chosen with sustainability in mind, and we also manufacture our own cleaning products at our Mangere Bridge factory.'

Russell says that their approach gives Clean Planet a real competitive advantage. 'We can meet standard commercial cleaners on price and still offer a service that is better for the environment – and for our clients' staff and customers. That makes it a no-brainer to move to Clean Planet. Our clients range from some of Auckland's cleanest workplaces, such as Labtests NZ, to some of its dirtiest such as Fletcher Steel. The fantastic results we achieve blow the whistle on those who say they have to pollute in order to clean. Our mission is to provoke a green revolution



RUSSELL WERRY,
FOUNDER OF
CLEAN PLANET

in New Zealand's dirty old cleaning industry. Many of our franchisees feel the same way. They have talked to other companies but come to us because they can see the benefits.'

CLEANING FRANCHISES

Around half of the existing franchisees started part-time. 'That enables them to keep their existing job as a stepping stone to building a full-time business,' Russell explains. 'Including equipment, the total investment is around \$20,000 plus car, and we also provide full training and guaranteed work. We don't want people who are just buying a job; we want enthusiastic and honest people with the ability to make the most of opportunities all around the country.'

MASTER FRANCHISES

While cleaning franchisees clean premises in the late afternoons and evenings, the role of the master franchisee is rather different. 'Masters concentrate on sales and management,' Russell explains. 'They liaise with existing clients, bring on new ones, recruit and coach franchisees and manage the overall operation in their area. They need to be 'people people' with a real talent for relations and leadership. Investment varies from \$50-100,000 depending on territory and once established most could provide an annual return exceeding \$150,000. The masters' training covers the operational side but is clearly much more management-focussed.

'We have the demand, we have potential franchisees lining up, now we need people excited about taking Clean Planet throughout New Zealand. If you share the vision, we want to hear from you.' ■

ADVERTISER INFO



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