

NO NASTY SHOCKS for franchise's customers

JIM'S TEST & TAG IS LOOKING FOR FRANCHISEES TO EXPAND THEIR MOBILE ELECTRICAL SAFETY BUSINESS

⇒ These days, employers need to be more careful than ever to ensure that they provide a safe environment for their staff and customers. 'OSH legislation requires you to reduce the risk of electric shock as far as practicable,' says Neil Welsh of Jim's Test & Tag. 'And the best way to do this is to ensure your tools, leads and appliances are tested for faults on a regular basis. This applies not just to heavy machinery but to all sorts of electrical equipment from heaters and tools to extension cords and microwaves.'

Which is where Jim's Test & Tag comes in. The company is the only ISO 9001 certified testing and tagging company in Australasia. Its specially-trained franchisees visit workplaces, carry out a visual inspection and electrical tests of each item, and tag it to certify that it has been tested and is compliant to AS/NZS 3760:2003. They also maintain a log book and asset register to ensure that every client is fully OSH-compliant.

Established in Australia in 2003, the franchise is a member of the Jim's Group, one of the world's largest franchises with over 3000 franchisees providing a variety of services in Australia, New Zealand, Canada and the UK. The specialist electrical testing service has grown significantly throughout Australia and is looking to bring the same high standards of workplace and industrial safety here. According to Neil, who is the Divisional Franchisor for New Zealand, Jim's Test & Tag has achieved its growth through a highly stringent selection process and comprehensive training. 'While new franchisees do not need to be qualified electricians, they benefit from stringent and continuous training,' Neil says. 'Our mission is "Prevention, protection and compliance without compromise."'

THE BEST CHANCE OF SUCCESS

The current state of the economy has caused people from all walks of life to look for new opportunities, and a proven business system such as Jim's Test & Tag is attracting a lot of interest. 'Recently we were recognised in an annual franchise survey by *Smart Investor* magazine,' says Neil. 'Over 1000 systems were analysed in order to determine which business models provide the best chance of success and Jim's Test & Tag (Australia and New Zealand) was the winner in its investment category - see afrsmartinvestor.com.au. That's a major endorsement of the business opportunity we provide.'

Jim's Test & Tag is now growing strongly in New Zealand and needs more franchisees nationwide as it establishes the kind of market leadership it has already achieved overseas. 'If you are self-motivated then there are real opportunities here,' asserts Neil. 'You need good communication skills and the ability to build and service a base of regular customers. Whilst experience of self-employment, sales and marketing, management or an electrical background will be of benefit, Jim's Test & Tag's 15-day induction training and ongoing training will provide all the knowledge you need to run a successful franchise business.'



The selection process for Jim's Test & Tag is rigorous. 'After your initial interview and performing your due diligence, you attend a two day workshop in Melbourne,' Neil explains. 'This is a formal process but there are no obligations at this stage - it is simply a chance for you to meet key personnel and have all your questions answered. It's also an opportunity for a number of existing franchisees and franchisors to assess your ability to be successful. Part of the process is for everyone to prepare their own business plan and cash flow, with our help, of course. The aim is to ensure everyone is fully informed and has realistic expectations and goals. If both parties are satisfied, then new franchisees attend our induction course - again in Melbourne. At the conclusion of the training, franchisors sit down with their franchisees and develop a specific plan of the assistance required.'

The total investment of around \$65,000 includes all training, equipment, insurance and sign-writing of a suitable vehicle. In return, the financial rewards are considerable. 'Franchisees are potentially generating annual turnovers of \$100,000, and several are doing much more,' says Neil.

OFFER A LIFE-SAVING SERVICE

Despite its Australian origins, Neil says that there is a very Kiwi culture within the division due to the ten franchisors and franchisees who currently make up Jim's Test & Tag in New Zealand. 'We stay ahead of competitors by selecting the right people, training them well and using the best technology. We hold regular meetings for franchisees and there are big expectations from the "old hands" that new guys coming into the group will live up to our trademark and our reputation for excellence. Professionalism and reliability are our bywords.'

'If you have the ability to sell a life-saving service and the ability to manage a successful business with the assistance of an experienced franchisor, then Jim's Test & Tag could be the opportunity you are looking for. 'We offer all the advantages of being self-employed with the benefit of an extended support network that will provide ongoing business and technical advice,' Neil says. 'So if you fancy joining one of the fastest growing divisions in the Jim's Group, give me a call.' ■

ADVERTISER INFO

Neil Welsh
Jim's Test & Tag
P 0800 454 654
info@jimstandtag.co.nz
www.jimstandtag.co.nz

