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BUYING A FRANCHISE – BUYING A BRAND

One of the greatest benefits of purchasing a franchise as opposed to setting up a business from scratch is access to the franchisor's established brand. A good corporate brand can set a business apart from its competitors and have an enormous effect on business success. One such brand is Snap Printing, one of Australia's most successful providers of printing, design, document, copying and management services.

Snap Printing may be one of Australia's oldest printing companies – the group started as a sole printer in 1903 – but it is well known as being modern and technologically up-to-date through its use of strong branding strategies.

Don McLean, Snap Printing's General Manager Marketing believes Snap's branding is what sets the business apart from its competitors.

"Snap continues to be the leader in the market and has the strongest brand health scores across awareness, consideration, usage and motivation," Don says.

"In relation to our competitors, Snap clearly owns the attributes of being a leader in the industry and being responsive to specific needs."

Don said that a recent survey of Snap's target market showed that Snap was by far, the industry's most recognised printer.

Snap Printing recorded a whopping 94% awareness as opposed to 58% and 24% of Snap's two closest competitors.

Don says the results are not surprising given the branding effort made by the company.

"Snap heavily invests in marketing, sponsorship, public relations and advertising strategies to establish branding and provides a range of material to support local marketing efforts. In addition, we have a clear corporate identity and style guide to ensure a consistent look and feel across all of our outlets."

"Our blue and yellow logo is instantly recognisable and stands out clearly in all corporate material published."

As well as the marketing effort, Don says Snap Printing has built its brand on quality service.

“Anyone in business knows there is no point having a good logo if you provide poor service.”

“Snap’s strong brand is as much due to the excellent service provided by all of Snap’s franchise owners across the country as it is any marketing activity,” Don says.

“We are all too aware that if someone goes into one of our stores and receives poor service, the whole group suffers.”

To this extent, Snap offers its franchisees ongoing training opportunities and support to ensure they are able to provide customers with consistent, quality service.

The group’s franchise model offers a totally integrated management and support system. Every aspect of the operation has been tried and proven, and is continually improved.

In addition, the group continually looks at quality improvement processes and new technology so that Snap Printing remains at the forefront of the industry.

Snap printing centres use the latest technology for simple stationery to sophisticated brochures and presentations, meaning franchisees can offer a wide variety of solutions to customers.

The hard work is paying off, according to Don. According to the survey mentioned earlier, Snap is strongly associated with meeting deadlines, having professional staff and having services that are easy to use.

The end result for franchise owners is that they are running a business that customers want to use. The group’s results, Don says, speak for themselves.

“In the last financial year, network sales in Australia increased by 6.98% and Snap Printing achieved some \$135 Million in sales,” Don said.

“These figures show that strong branding and business success are closely linked.”

Snap Printing is an Australian owned firm with international network, comprising 150 owner-operated printing centres across Australia and more than 25 centres across New Zealand, China and Ireland.

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