

Snap Franchising Ltd

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For immediate release

SNAP DECISION FOR NEW BUSINESS OWNER

Hearing that your employers are selling-up can be ominous news but for Te-Anu Braidie, it meant the start of an exciting new career as a business owner.

Te-Anu, who has worked at Snap Williamstown for close to a year, was told recently that the owners had decided it was a good time to sell.

"I had just arrived back home from a life-changing trip to Egypt to the news that I could be out of a job, depending on the new owners," the former centre-manager said.

However Snap Franchising had other ideas.

"They were actually selling because I had done a good job turning the business around," Te-Anu said.

"Given my experience at Snap Williamstown, Snap Franchising suggested that I would be an ideal person to buy the business," she added.

"One minute I was on holiday and the next, I was making a decision about investing in a printing business!"

"It certainly wasn't part of the plan - but here I am, a small business owner!"

In fact, Te-Anu is a mother of two boys (four and 14) and a small business owner, so she is certain to be busy juggling the demands of parenthood and business.

And while she was confident the print and design centre would continue to do well, she was well aware of the difficulties she could face due to the economic environment.

“If I can borrow from the military, I like to think I can ‘improvise, adapt and overcome’ any problems that come my way.”

Te-Anu is no stranger to the printing and publishing industry, having worked in print management, web-printing and sales for the Hobson’s Bay Leader.

As well as working full-time and raising her two sons, the oldest of whom is Autistic, Te-Anu also plays softball and recently competed in the Victorian Masters.

Te-Anu took over the reigns at Snap Williamstown on 1 July 2009. Snap Williamstown is one of 41 Snap centres in Victoria and 151 across Australia.

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About Snap

Snap Franchising Ltd is regarded as Australia’s first successful franchise with over 100 years experience in the printing industry. The Group is 100% Australian owned by the Watt family and was originally established as the Imperial Printing Company in 1903.

Dynamic management focus and strong branding has seen Snap Printing evolve from a corner shop printer to a national corporate partner boasting national clients and more than 150 centres across Australia, New Zealand, China and Ireland.