



THE OPPORTUNITY



INTRODUCTION

No matter how tough the times, we can always make a good living – if we take a different approach, if we do things better, if we have a competitive advantage and if we promote ourselves better than the rest.

Franchising is the fastest growing and most secure sector of our economy! And the real star in that crown is the burgeoning Home Services market. Ordinarily 80% of businesses fail in their first two years. And of the remaining 20% a further 80% fail before their 5th birthdays!

Experts say that the socio-economic upheavals we have seen since the start of the Global Financial Crisis are set to continue and even get worse over the next few years. Politicians of all persuasions accept that it is inevitable.

The following quotes are from Robert Kiyosaki, a respected American author.

“There are many people who are waiting for this global recession to end and for happy days to return. In my opinion they are like dinosaurs, feeling the chill, yet waiting for the weather to change. There is a saying that goes ‘Cheer up- it could be worse- so I cheered up and sure enough it got worse! I predict that we are in the midst of the greatest economic upheaval this world has seen. The financial future for those who change with the times is bright and profitable. The future may be miserable and cold for Dinosaurs.

....the next twenty years will bring about many more dramatic changes. Companies that are in business today may not be in business tomorrow. Professions that are necessary today, may not be tomorrow. My saying is this THERE IS NO RECESSION, THERE ARE ONLY PEOPLE BEING LEFT BEHIND!” (emphasis mine)

Franchising is completely different. It is one of the exceptions! Proven businesses can expand on their formulas for success by sharing that success with others via franchising. There are many different franchises available varying greatly in complexity and start-up costs.

Where does TV Magic sit amongst these?

TV Magic franchises are part of a successful business system, refined for 8 years, simple to operate, with low entry costs, low ongoing royalties and much higher than usual rewards.

There are no prerequisite qualifications for becoming a TV Magic Franchisee and the opportunity is ideally suited to both owner/operators and investors.

If you like the idea of tapping into a burgeoning market, learning how to provide superior workmanship (and thrilling your clients!), and making a handsome living for little physical effort this may be the franchise for you.

INITIAL INFORMATION DOCUMENT

The purpose of this brief document is to whet your appetite for the opportunity that is TV Magic. We believe that it is an opportunity that provides one of the most satisfying and fun ways to earn a living that you will probably have ever come across. Once you have satisfied yourself that this is something that you could and would like to do, we will move on to the next step and to spending “one on one” time with you.

THE COMPANY

TV Magic has been designed to be a nation-wide home theatre, TV tuning, and antenna installation company. Put simply, we do better what others do, and we do what others cannot do at all! Our mission is to be the most professional, innovative and savvy company in our field. We use the highest quality instruments and hardware, and are recognized and renowned for our techniques, our training and our workmanship.

To maintain these high standards we work continuously on staying current with technological developments and the requirements of the marketplace; and we train our people to grow in knowledge, and in technical and personal skills.

COMPANY VISION

“TV Magic is dedicated to providing clients with their own amazing and memorable home theatre/TV viewing experience. We tailor our personal services to meet and exceed our client’s expectations. Whether that be ‘simplicity’ or ‘the latest technology’ – TV Magic will provide just that. And we will do it right first time and at value for money prices!”

SYSTEMS AND CORE PURPOSE

To be industry leaders you have to use the finest technology. TV Magic demonstrably owns the very best bespoke software. This pioneering customised software has world- beating features and provides Franchisees with a massive competitive advantage.





TIME IS MONEY

After an intensive on the job training programme, imagine being able to access any technical information you need at will on the job! On completion of training you will be provided with an electronic operating manual containing over 5000 images and videos to help on the job. These will be accessible from your touch screen tablet. This will enable you to do your job with maximum efficiency as well as pull off what others in the industry can only dream about!

SERVICES PROVIDED

TV tuning, Home Theatre Installation, TV installation & wall mounting, Home Cinema design, projector/screen installation, Multi-room media, Extra TV points, TV reception services, TV antenna installation, Foxtel, Satellite installation, Satellite system diagnosis and repair.

At this stage TV Magic boasts no less than 25 distinct services. Each of these is a distinct revenue source and can be sold to existing and future clients. In the past TV Magic operatives did well when they were restricted to an initial 4 services – the addition of 21 revenue sources provides huge marketing opportunities going forward.

TERRITORIES

TV Magic territories are being rolled out across Australia. Our marketing works and our systems are tried and tested. Our research has established that “More work than I can handle” (too many jobs/customers) can easily be generated from the territories that we have created. As the Franchise Network develops, new Franchisees will be granted the right to operate across additional territories without current Franchise representation or in territories where existing Franchisees have more work than they can handle until the new Franchisees themselves grow to the point where they have “too much work” in their own territory. Territories are strictly limited and are available to the first applicants who pass our interviewing and qualifying process.



PRODUCTS AND SERVICES GUARANTEE

TV Magic has strict guidelines on the manner in which the company's services and products are supplied or sold. We firmly believe that the customer must always be considered to be right. It is a well-known principle that a satisfied customer tells 2 or 3 people about their experience but an unhappy customer tells 10. We have brilliant word of mouth and Good Will statistics and we intend to keep them that way!

SUPPORT

Your training as a Franchisee will be comprehensive as will be our ongoing support for you and your business. The training regime is based on psychological science based training methods to optimize the speed at which you learn. Expect to receive as much or as little training at any one time as you need or ask for.

Your success in the end will come down to four things:

- Technical skills
- Business management/money management
- Sales/attitude/personality methods
- Following the systems you are given for all the above rigorously

TV Magic places a great deal of emphasis on ensuring our Franchisees are happy and successful. At the end of the day, as a Franchisee your success is down to you but we will do all in our power to help and to motivate you to that success.

STRATEGIC FRANCHISE DEVELOPMENT

TV Magic is dedicated to the training and ongoing success of our franchise network and to enable us to concentrate on that has retained One Stop Franchise Shop (OSFS) to handle the task of recruiting Franchisees on our behalf. Profiles on Tony Morrell and Blair Harding the OSFS executives responsible for helping TV Magic with its strategic franchise development programme are included in the Key Personnel section of this document.

START UP COSTS

TV Magic Franchises for your chosen territory are currently available for \$69,000 inc. GST. This includes your initial franchise fee, and the right to operate the system, use all the trademarks and intellectual property, vehicle signage, stock uniforms, tools of trade, CRM, SOM, TMTR, sundry duties, legals etc. The only exclusion is your work vehicle. A full detailed breakdown will be provided in the Disclosure Document which will be provided at a later stage in the selection process.



ONGOING FEES AND CHARGES

As a TV Magic franchisee you will pay a low \$700 monthly franchise royalty not a percentage of what you earn. This way, the harder you work, the more you get to keep. The only other ongoing fee is an advertising levy which TV Magic guarantees to spend exclusively in your territory. If this levy is not disbursed in full in a given year, the unspent portion will be repaid to you at the conclusion of the year. Under certain circumstances such unspent funds may be collectively used in national or state advertising programmes. This will only be done with the consent of the majority of Franchisees

REWARDS

An analysis of the initial Franchise operating in Queensland will be provided later in the recruitment process to enable you to get a feel for what is possible with a TV Magic Franchise. Of course no Franchise – anywhere – can tell you precisely how much money you will make in any given territory. There are too many variables with each Franchisee. Our goal is to equip you for success and do our best to make you as successful as we can from a personal fulfilment and financial perspective.

WHAT WE REQUIRE IN OUR FRANCHISEES

- Teachability
- Most successful franchisees have an open mind. They like to learn and improve.
- An interest in and respect for technology
- We find that it is not the “technogeeks” who necessarily perform the best. An interest in keeping abreast of developments and respecting the technology helps to motivate you to take full advantage of initial and ongoing training
- Getting a buzz out of satisfied clients
- Enjoy driving/travelling to clients and enjoy interacting with clients
- Owning and operating your own business can be deeply satisfying especially when you leave behind a string of excited customers at the end of the working day.
- The money to fund your purchase and make an absolute commitment to your future



KEY PERSONNEL



Shane Seymour

Shane Seymour has been involved with TV work for over 10 years (since 2003). He has directly or indirectly assisted over 10,000 customers: - helping them with technology and delivering the optimum TV viewing experience. Shane has personally investigated the market for TV Magic services Australia-wide and spent time in many cities and towns to perfect the company's marketing.

Shane is the founder of TV Magic. Over 10 years his concentration has been on developing and building a highly successful business model that can be scaled all over Australia. The company's systems and training are par excellence and with the company's unique bespoke software reproducible anywhere.

Shane gets a real kick out of helping customers; which is the reason why he has built a team culture and business that focuses on exceptional customer service. He is dedicated to providing Franchisees with a profitable, fun and satisfying lifestyle.



Nick Howell Franchisee Training Manager

Nick has been involved with TV work for over 5 years. He has shown an outstanding flair for breaking records within the company and setting new standards. Nick began his career as a Ford Mechanical Technician and has the knowledge and the skills to lead any technician to success and was recently appointed Franchisee Training Manager.



Sarah Outerbridge Administration And Legal Affairs

Sarah has played an active role throughout TV Magic's company history. In addition to being a business owner herself (and director of her own law firm – Stallion Lawyers) Sarah deals with administration matters and directs the legal elements of the company's business.



Beth Outerbridge Administration

Beth is an Administrative Assistant with TV Magic and has considerable experience dealing with clients and the company's internal systems. Beth is an integral member of our Franchise Support Team.



KEY PERSONNEL



Blair Harding Business Coach & Director One Stop Franchise Shop

Blair Harding was a self-made millionaire by the age of 26 and has had 16 years of intensive Business Development experience in a variety of industries including Hospitality, Retail, Travel & Tourism, Building & Construction, Property Development and Sales & marketing. He is currently ranked in the top 1% of Business Coaches Globally.

Blair has lived and worked on three continents and visited 106 countries. He currently coaches businesses with up to \$50 million annual turnover. In addition to this he is a director of two property development companies, owns a \$3.5 million Retreat on the Gold Coast (under full management), owns Ferrari Hire Gold Coast Pty Ltd and recently sold his interest in a Day Spa.

Blair coaches TV Magic and is also a director and founder of One Stop Franchise Shop Pty Ltd. dedicated to providing Franchisees with a profitable, fun and satisfying lifestyle.



Dr Tony Morrell Director - One Stop Franchise Shop

Tony Morrell has held CEO and General Manager roles with a number of Australasian companies across a wide range of sectors including export, marketing, construction, printing, commercial furniture, solar energy and tourism and was responsible for developing Underwater World Sentosa which was Singapore's #1 tourist attraction for over a decade after its opening in 1991.

Tony went on to found Australia's biggest executive recruitment company and was its Executive Chairman. He founded several white and blue collar franchise networks in his own right and his advice has been sought after by other companies looking to franchise. He expanded his consulting role to international management consultancy advising major clients in Asia, Europe, the United States and Australasia. In amongst his corporate demands he found time to qualify as an Osteopath and operated Australia's most successful Osteopathic Practice.



Daniel Ryan Software Development

Daniel has had an enormous involvement with TV Magic including sub-contracting for TV Magic in 2008-2009. With a university degree in software programming, Daniel now has his own company developing and building custom software for businesses. Daniel built and invented the TV Magic CRM customer software that left all the Microsoft platforms out-dated!

Daniel is also 50% business partner with Franchisor, Shane Seymour in Cable Magic (supply chain for TV Magic).



FAQ

Q. Does this information pack tell me all I need to know about becoming a TV Magic Franchisee?

A. No. This information is merely the starting point. It is designed to give you enough information to decide if it might be for you. As soon as you have made that decision we will be embarking on a journey to fully detail the opportunity and the process of becoming a Franchisee.

Q. What benefits are there in becoming a part of TV Magic?

A. TV Magic is simple to operate, has low start up costs, incredibly low overheads and a fully established product supply chain (Cable Magic). Joining TV Magic makes you part of a national operation with access to our Business Support System – a tried and tested suite of marketing, products and support services. You will also receive all of the additional benefits and buying power that only an established national operator can provide.

Q. Do I need any previous technical/business experience?

A. No. The most important things to us are self-motivation, a willingness to learn, and a strong desire to succeed- we teach you the rest. TV Magic is ideally suited to the owner/operator with these characteristics and an aspiration to provide superior customer service.

Q. How much can I make from a TV Magic franchise?

A. As in any business – and any franchise – how much you make will depend on you. TV Magic will assist you with formulating and achieving your goals- all backed up by a tried and proven system. We will teach you all you need to know to be a brilliant TV technician and run a profitable business. However no one can guarantee success but you. The financial modeling that we provide you with later in the franchising process will provide indications of what a suburban Franchise may return and the typical expenses associated with that. Again these models are to help you with your evaluation of the potential and in no way a guarantee. If you don't get up and go to work no projections are of any relevance!

Q. Do you tell me how to run my franchise or can I run it the way I want?

A. The whole idea of purchasing a TV Magic franchise is that the IP and the systems are tried and tested. There is no need to reinvent the wheel. You must run your business along the guidelines we set down. This is to maintain a consistency of customer experience and to maximize your profits and opportunities for success.

Q. So how do I know what procedures to follow?

A. The Franchise Agreement you sign sets out your obligations in relation to the operation of a Franchised TV Magic territory. The confidential Operations Manual outlines the standards and specifications to which you must adhere, and contains vital notes, guidelines, policies, instructions and directions critical to your success.



WHERE TO NEXT?

Those of you who digest this information and decide they would like to progress further with the selection process please fill out the attached Expression of Interest Form and return it to us within the next few days... Time is of the essence.

Send your completed form to the following address:

TV Magic
Level 9, Corporate Centre Two, 1 Corporate Court,
Bundall, QLD 4217

Completing this form doesn't mean that you will automatically proceed but it does allow us to qualify you as a viable candidate. The application process is designed to provide both parties with the initial information needed to take the process forward, schedule some "one on one" time together and ultimately provide you with all the information you need to make an informed decision on becoming a Franchisee.

If for any reason a TV Magic Franchise is not for you we really hope to see you one day as a customer!





\$1000 + daily income potential

Recognisable brand and market presence

State of the art bespoke software

Savviest franchise in our field

**Simple to operate, high potential,
proven business model**

**Build a business you can be proud of and exciting
your clients with solutions you provide for them**

**Work for yourself but not by yourself.
Fantastic Training & Support**

The Best Equipment and Supplies

**More than 25 sources of
income/services/products**

Exclusive territories

Enormous job satisfaction and fun

**Member of the Franchise Council of Australia
adhering strictly to ethics and standards of the
Franchising Code of Conduct**