



the right move the right move

converting your business to a midas shop: the right move

If you want your business to be associated with a household name and expand your customer base, read on. Midas will consider conversions of independent automotive repair businesses in all markets, from small towns to major metropolitan areas. Here is all the information you need about how and why to convert.

what type of people do we want?

- Successful Operator** You own an independent auto-repair shop or shops and are a smart operator with knowledge of the local community.
- Effective Manager** You have proven management skills.
- Customer Loyalty** You strive to maintain a strong customer base that reflects trust and confidence in the business.
- Vision** You are ready to combine your success with ours to grow your business.

the benefits of conversion

Each conversion receives all of the advantages of the Midas market leadership position. The high awareness level of our brand name increases your visibility and chances for success.

Midas uses its buying power to benefit both you and the consumer. Leveraging a vast supplier network, Midas continues to bring an expanding line of products at competitive prices your way. Our quality products and warranty have a proven track record with consumers, and we spend multiple millions of dollars on advertising annually to remind them of that fact.

The Midas franchise system is also an ideal way for you to expand through multiple-unit ownership within a given market area. National advertising continually keeps the market aware of your business.

In short, you receive the benefits of our extensive experience, while still enjoying the freedom of running your own business.

Market Area

Midas will analyse your market area to determine if the location of a Midas shop is appropriate. We consider such important factors are population, the number of registered vehicles, market-area growth and the presence of any existing Midas shops.

Perhaps you plan to own more than one location. Midas will also take into consideration your plans for growth and assist you in your development plans.

Shop Sizes and Styles

Though five-bay shops or larger are recommended, smaller units will be evaluated on a case-by-case basis for conversion if the location and market are a good fit. The cost of conversion will vary depending upon the condition of your existing shop and other circumstances. When the conversion is complete, your shop's appearance, product offering and method of operation must conform to the prototypical Midas image.

Training

We know you already know how to run a business, so why go through training? Training will provide insight into expectations that consumers have of Midas. In order to understand the strength of the Midas philosophy, and to successfully meet consumers' expectations, you need to experience our program first-hand. All operators receive five to seven weeks of training. This includes theoretical training and first-hand experience in an operational Midas shop.

Our success is built on teaming up with people like you, sharing our knowledge and working together to exceed consumer expectations for service consistency, customer satisfaction, and responsiveness. We are confident that the knowledge and experience you bring to the franchise program will complement the Midas way. Training is only the beginning.



the steps to conversion

Converting your existing automotive-related business to a Midas shop is easier than you might think.

1. where are you located?

Midas needs to know where your business is located. How far are you from the nearest Midas shop? What is the population and vehicle count in your city or business area? Is your business in a stable or growing commercial district? Will relocation be necessary? Be prepared to discuss the market and demographics with a Midas representative.

2. read the system for success booklet

This document is enclosed, it gives you a brief description of Midas and its direction for the future, read it and it will prompt you on questions you need to ask during your meeting/interview with a Midas representative.

3. complete the midas application form

Submit your completed Application form for Midas to begin a financial and background review of your personal qualifications. Critical factors are financial strength and business ownership history.

Prior to making a decision about the viability of this conversion, Midas must review all aspects of your business. Present Midas with a business profile. This should include information about the retail sales levels, the current service mix, etc. You may also attach a photograph of your business.

Both the business profile and personal data sheet will provide enough information for Midas to decide on the merits of conversion.

4. expect a visit from a midas representative

Once Midas decides on the merits of this conversion, a Midas representative will contact you to schedule a visit to your place of business, as well as to arrange a preliminary interview. Your interview may be conducted by phone or in person at a designated location. Your Midas representative will give you an overview of what lies ahead in the Midas approval process, discuss your objectives, and answer your questions.

5. await credit check results

Once there has been a mutual decision by you and Midas to go forward with the conversion process, Midas will conduct a formal credit and background check. You will be informed of any issues that arise or require further explanation. The results of the credit check will determine the next step. Candidates whose credit check results are not satisfactory to Midas will not be considered for the franchise opportunity.

6. perform your own due diligence.

Once the credit check has been completed successfully, Midas will provide you with a complete disclosure document for you to review. Please review this document thoroughly. Be sure to share it with your accountant, solicitor or other professional assisting you in making a decision about this opportunity.

Call existing Midas franchisees to talk about the Midas program. A listing of all existing franchisees is also included in the Disclosure Document. Feel free to call any listed franchisee to discuss the Midas program.

Develop a business plan. A business plan is not only an analysis of operating expenses incurred in running a business, but a reflection of your strategy for continued business success. How will a Midas franchise help you to achieve your goals? This live document forms a basis to help you evaluate this franchise opportunity with Midas.



7. receive preliminary approval

Your Midas representative will advise you when you have received Midas approval to proceed with the conversion process. A preliminary approval is based on the results of the credit check, your interviews, and the review of your business plan with other Midas representatives. Final approval is not given until you complete the Midas training program.

8. transforming your business

Both you and Midas will determine the scope of work required to transform your business into a Midas franchise. A construction representative may conduct an on-site review to analyse the building and site modifications necessary to transform the site into a Midas shop. Your discussions will cover items such as proposed construction, maintenance, signage, service levels and service standards, etc.

9. prepare to convert your business

You are ready to convert your business into a new Midas shop. By now you have received the Disclosure Document and executable documents, once all these items have been received, reviewed and completed they need to be returned to Midas for final signatures.

10. schedule and complete your midas training

New Franchisee Training includes a combination of self-study, in-shop experience and classroom instruction. It typically takes between five and seven weeks to complete. A Midas representative will provide details about the preparation for training, shop assignment and the Midas Corporate Office Induction in Melbourne.

As a business owner, you will need to plan ahead for this time away from your business. Midas provides New Franchisee Training throughout the year. So, together we need to schedule a suitable time frame for you to commence your training prior to conversion. We are sure that your customers will be as excited about your new conversion as we are.

11. real estate and construction assistance for conversion projects

Midas has suitable people ready to assist each franchisee with the planning, development and construction required to convert their business.

The Midas franchise is granted when your shop is opened under the Midas name.

Congratulations!

We welcome you as a new Midas franchisee. You can now benefit from a top-notch franchise affiliation and the excellent brand-name recognition of Midas.

**For more information
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