

Magnet-Me

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MAGNET-ME VALUE PROPOSITION

Magnet-Me is leading a revolution in the events industry in Australia! We are currently providing exciting opportunities for photographers and entrepreneurs to run their own businesses, as we expand our successful business model.

We are fully prepared to train and support you, as you embark on this highly profitable business venture, that offers you unparalleled freedom and financial rewards.

At Magnet-Me, our focus is on creating everlasting memories at various events, through the use of instant photo magnets. Throughout any given event, countless special moments are captured, and we swiftly transform these photos into magnets for guests to take home..

Our investment package includes all necessary equipment, comprehensive training, ongoing support, and much more.

- ◆ Low setup costs
- ◆ High-profit margins
- ◆ Minimal overheads
- ◆ A healthy work-life balance

Magnet-Me prides itself on offering its licensees the highest level of accessible support and training & knowledge, through our proven systems and operations. We invite you to take a look further, I'm sure you will be impressed!



Haim Kadar

CEO & Founder
Magnet-Me





MAGNET-ME HISTORY & CONCEPT

Founded in 2013 by Haim Kadar, Magnet-Me was born out of an incredible business opportunity. Haim recognized the potential for photo magnets to become a tremendous success in the marketplace, as nothing like it existed at the time.

The concept is elegantly simple: we design personalized frames for the photo magnets in collaboration with the client. During the event, our photographers roam around, capturing as many photos as possible, of the attendees.

These photos are swiftly processed using our software and instantly printed. They are then displayed on a magnetic board, allowing guests to collect their photo magnets. This continuous process ensures that both the event attendees and the host receive their own set of photo magnets.

Additionally, the host receives a USB stick containing all the photos taken at their event. Overall, it is a truly unique and memorable way to commemorate any occasion.

After running successfully in Melbourne for the past decade and refining our business model, we are now ready to mentor and train individuals like you to achieve their own success. We are actively seeking business-minded individuals to join the Magnet-Me Family. We invite you to explore this opportunity further.

Magnet-Me has rapidly gained popularity across various types of events with the opportunities proving to be endless..

The opportunities in the event industry are endless, you will be able to offer unique memorable solutions to:

- ❖ Families
- ❖ Weddings
- ❖ Corporate Events
- ❖ Gala Nights
- ❖ Birthdays
- ❖ Schools
- ❖ Universities
- ❖ Charities/Fundraisers
- ❖ Shopping Centers
- ❖ Expos and trade shows
- ❖ Festivals and funfairs
- ❖ Sporting events
- ❖ Product Launches
- ❖ And more and more...





THE FRANCHISE MODEL

MARKETING TERRITORY

As a Magnet-Me franchisee, you will be allocated a designated marketing territory to operate and promote your business. However, since Magnet-Me is a mobile business with no control over where events will be held, franchisees are allowed to work anywhere, even outside of the marketing territory.

❖ **Exclusive Marketing Focus** - Each franchisee is assigned a specific marketing territory to focus their marketing efforts.

❖ **Territory Boundaries** - Your marketing territory will be clearly outlined during the onboarding process. These boundaries are determined based on population density, demographics, and market potential, ensuring fair and ample opportunities for growth.

❖ **Marketing Activities** - Within your designated territory, you are encouraged to concentrate on your local marketing initiatives, such as attending events, networking, and digital advertising.

DEDICATED LANDING PAGE FOR THE FRANCHISEES

As part of the Magnet-Me franchise system, each franchisee is provided with a personalised landing page for their territory. This dedicated landing page is designed to showcase your business, enhance your online presence, and attract clients.

❖ **Personalised Branding** - Your landing page will be tailored to reflect your specific franchise, high-quality visuals and branding elements consistent with the Magnet-Me identity, your portfolio, contact information and lead capture form specifically for you.

❖ **Your Path to Success** - Your landing page website is a powerful tool designed to support your business growth as a Magnet-Me franchisee. By leveraging this platform, you can effectively promote your services, connect with clients, and enhance your personal engagement with clients online.

LEADS AND BOOKINGS

Magnet-Me's head office actively supports franchisees by managing national marketing campaigns that generate leads and bookings. When potential clients contact the head office or engage through central campaigns, their inquiries and bookings are directed to the appropriate franchisee based on their location and availability. This ensures you benefit from both your local efforts and the broader reach of Magnet-Me's national initiatives.

MAGNET THE MOMENT!

The best part is here! Let's capture events into unforgettable memories on magnets!

Delivering events is a key responsibility of Magnet-Me franchisees, ensuring clients receive high-quality service and memorable experiences. Every event is a chance to grow your business! By engaging with guests, building strong connections, and capturing leads, you'll maximize bookings and establish a standout reputation in your market.





FRANCHISE OFFERING

We believe that a true partnership is a secret to success. At the end of the day

Your success is our success!

Once you become a part of the Magnet-Me family, we will ensure that you are fully equipped with all the skills required to run your business successfully.

Even though you are considered a franchisee and are part of a national organisation, each team is a stand-alone entity, with the freedom and flexibility that comes with running your own business. Magnet-Me provides the framework and the license works as an independent business.

You will be guided through each Step of the way to Success with :

- ❖ On-site & Off-site Training
- ❖ Manuals books and procedures
- ❖ Online tutorials
- ❖ Technical training and ongoing support
- ❖ Efficient workflows
- ❖ Tools and techniques for successful sales
- ❖ Advertising, marketing, and lead generation
- ❖ Photo magnets dedicated software





THE FINANCIAL OPPORTUNITY

The income generated from each event varies depending on factors such as the target audience, the specific services requested, and the duration of the event. Typically, the pricing for our services is determined by the number of hours required and the number of guests in attendance.

While we do not impose a specific pricing structure, we strongly advise adhering to our recommended guidelines, while still maintaining the option to make exceptions.

We have divided the types of events into 2 categories - Corporate Events and Family Events.

The expenses will be similar for both of those events and the income could range between **\$800 - \$2500+ per event**

- ◆ Corporate Events
- ◆ Family Events

Although the expenses associated with both types of events will be similar, the revenue from Corporate Events is generally higher. This is often due to their larger budgets compared to Family Events.

Corporate Events:

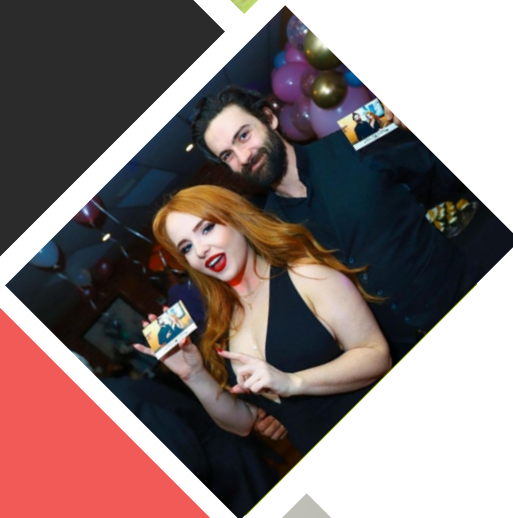
Universities, Christmas Parties, Gala Nights, TradeShows, Sporting Events, Social and Awards Nights, Schools, Graduations, Shopping Centres, etc..

Family Events:

Weddings, Engagements, Birthdays, Bar/Bat Mitzvahs, Christenings, Anniversaries, etc..

TRUSTED BY THE BIGGEST BRANDS







ESTIMATED INCOME



Corporate Events (Award, Xmas Party, Gala Night, EOF Party etc)

Description	Cost
Income	\$1,800
Package: 4 Hours up to 200 guests	
Expenses	
Materials (300 - 4x3" magnets)	\$150
Miscellaneous	\$20
Royalty at 10%	\$180
Total Expenses	\$350
Net Profit	\$1,450
Leads (1 - 2)	\$50 - \$100
* Leads are optional to purchase	
Net Profit if purchase leads	\$1,400 - 1,350



Family Events (Wedding, Engagment, Bat/Bar Mitzvah, Birthday etc)

Description	Cost
Income	\$1,300
Package: 4 Hours up to 200 guests	
Expenses	
Materials (300 - 4x3" magnets)	\$150
Miscellaneous	\$20
Royalty at 10%	\$130
Total Expenses	\$300
Net Profit	\$1,000
Leads (1 - 2)	\$50 - \$100
* Leads are optional to purchase	
Net Profit if purchase leads	\$950 - 900

All fees listed are excluding GST.
Packages above estimate for average events.
The estimated cost for owner operated business.
Photographer/staff member hourly rate - \$40 - \$60.



Our super high profit margin is one of our keys to success and is a contributing factor to our extremely quick ROI.

Magnet-Me offers a wide range of events to capture and create an everlasting personalised photo magnet for everyone to take home as a keepsake! The photo magnets can be personalised and branded with names, text, logos, and a QR code.

We take pride in our unmatched print quality, employing cutting-edge technology to produce vibrant, long-lasting images. Our magnets are laminated and crafted from durable PVC material, making them both waterproof and UV-protected, ensuring longevity.

The booking process is online, quick and easy! Customers who book their events with Magnet-Me are required to pay a 30% - 50% deposit upfront to secure the date of their event. With a 30% - 50% deposit, guaranteeing peace of mind and efficient planning. On the day of the event, Magnet-Me team arrives fully equipped to capture moments, printing and providing high-quality photo magnets on-site in real time. Guests can instantly collect their personalised keepsakes from a displayed magnet board, creating an engaging and memorable experience that adds an extra layer of excitement to any event.



Thank you for taking the time to read our franchise info package.

The Business offers an enormous opportunity for a new, enthusiastic and innovative person or company, to capitalize on the demand of this industry, the geographical territory and continue to grow the business.

If you have any further queries please call Haim directly on **0468 423 739** or email me at: **info@magnetme.com.au**

Assuring you of courteous, professional customer care and attention at all times.

Yours sincerely,
Haim Kadar



Magnet-Me



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