

● The economic downturn did little to dampen the healthy appetites of pet cats, dogs, and even the backyard chooks, which is good news for PETstock.

The pet supplies retailer increased its number of company-owned and franchised stores from 40 in mid-2007 to 60 last year, and returns to the *BRW Fast Franchises* list after a three-year absence.

"It's hard to tell if the economic downturn affected us because we had some nice growth," PETstock co-founder and chief executive Shane Young says. "There's no doubt people stayed at home a lot more and spent more time with their pets, which is good."

Young attributes PETstock's jump in revenue from just under \$70 million in 2007-08 to \$87.67 million in 2008-09 to consumers moving away from supermarkets to more specialised stores. "Our volume is huge," Young says. "It's the product range. The supermarkets don't have the range."

But the fact that revenue per outlet grew from \$1.17 million in 2007-08 to \$1.46 million in 2008-09 is also attributed by Young to the coming of age of many PETstock outlets.

"A lot of new stores have rolled out and matured. They are in their second and third years of trade. People are looking for a broader range. They are looking for top-end foods not available in supermarkets."

And customers are also using the growing range of other services on offer at many PETstock outlets, including dog training courses, pet wash and grooming treatments and in-house veterinary surgeons.

Buying a PETstock franchise is not cheap. It costs from \$350,000 to buy a turnkey operation including a fit-out, stock, forklifts, signage and computer system. On top of that the franchisee must pay rent and a royalty on turnover.

The company likes to develop stores in or near home-maker centres but also likes stand-alone operations because of their easy access for consumers.

Behind all this pet pampering is an industry worth an estimated \$4.7 billion a year in Australia and employing more than 44,000 people.

While the number of household pets is close to peaking, the amount of money spent on them is still rising, says the Australian Companion Animal Council, which represents 11 industry bodies including the Australian National Kennel Council and the Australian Veterinary Association.

ACAC estimates the average yearly expenditure was \$746 on a dog and \$583 on a cat including food, vet bills and boarding costs.

But it has not all been plain sailing for PETstock and Young concedes that some stores have not performed as well as he had hoped.



James Davies

Are you Interested in a Proven Franchise Business?

No Mailplus Franchise Territory has ever Failed.

Mailplus was conceptualised and launched in 1997 and provides dedicated courier services to businesses. Today Mailplus operates over 100 Franchised Territories nationally.

What does a Mail Plus Franchisee do?

- Pick up and deliver morning mail from the Post Office and to collect and post outgoing mail each evening - it's that simple.
- Concentrate on providing excellent customer service and establishing solid relationships with customers.

What does the Franchisor do?

- Provide an experienced sales and marketing team and ensure that every aspect of finding and gaining new customers is taken care of.
- Sales calls are made, national deals are negotiated and appointments are set and closed.
- Provide finance, accounting, legal and sales & marketing services to its franchisees in a professional manner.

What does this mean for Mailplus Franchisees?

- No selling • No preparation of accounts
- No accounts receivable
- No endless hours of paperwork.



Franchise Enquiries?
Contact Mailplus today:
Ph: 1300 65 65 95 Web: www.mailplus.com.au



At **Hip Pocket** we don't just sell Workwear and Safety – we sell so much more – corporate clothing, chef and hospitality, sporting clubs, schoolwear, promotional apparel, embroidery services and more. **Hip Pocket** is an exciting, dynamic business.



To find out more visit:
www.hippocketworkwear.com.au



PETSTOCK

Rank: 23

Chief executives:

Shane Young

Founded: 2002

Revenue 2008-09:

\$87.67 million

Growth: 38.65 %*

Secret of success:

With a limited marketing budget you must focus on customer service

* Average annual revenue growth in the three years to June 30, 2009

“Not every store gets away like you expect and some overperform. It’s different from state to state.

“We had an issue with Western Australia with the six-day trading laws.” But Young says this was overcome when the corporate WA stores were franchised.

Looking to the future Young, himself the owner of a Labrador and a cat, believes the sky is the limit.

“We want nice steady growth, year on year. We are not opposed to listing.”

And PETstock could get there if Young’s attitude towards client service prevails.

“We have been very customer focused since day dot. Particularly starting a business from a young age and not having a lot of money. We did not have a big marketing budget, [so] we assured the customers we had that we served them well. The Australian retail market has had less and less customer service. We all spruik it but we don’t provide it.”

Despite the success it’s unlikely PETstock will attain its goal of having 100 outlets by the middle of this year. Young now believes it will take a bit more than two years to reach his 100-store goal.

Of the downturn he says, “we probably spent a lot of time bolstering the business. We are well equipped for growth now. We have all the business units in place.” **BRW**

JOIN ANYTIME FITNESS

The fastest growing fitness club chain in the world Now in Australia!

Who are We?

Anytime Fitness has earned the title of “fastest-growing fitness club in the world,” according to the International Health, Racquet and Sportsclub Association (IHRSA). With Nearly 1,300 Anytime Fitness clubs open worldwide, Anytime Fitness is the largest fitness chain in the world. With operating clubs in the U.S.A, Australia, New Zealand and Canada, and clubs opening in Mexico, India, the U.K. and Japan. Anytime Fitness members have access to all of our clubs worldwide, 24 hours per day, featuring leading fitness equipment from Life Fitness and Hammer Strength.

How we help you?

Join our Australian franchisees, with 65 territories already sold, 25 clubs open, and on track to 50 clubs open by the end of 2010.

- We offer you:**
- A low staff business model
 - Anywhere/ Anytime based support
 - Log into your business 24/7
 - The advantage of worldwide knowledge matched with local support from our experienced Sydney based team

With over 55% of our franchisees owning more than one club, maybe it’s your turn.

Log onto www.anytimefitness.com.au to join your local club, or why not own one yourself.

NOTE: Based on BRW fastest growing criteria of 2yrs operation we do not yet qualify to enter this year (but watch out next year!)



Call 1300 ANYTIME
www.anytimefitness.com.au