



INFO PACK

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# FRANCHISE SYSTEM

BECOME A MEMBER OF OUR GROWING TEAM

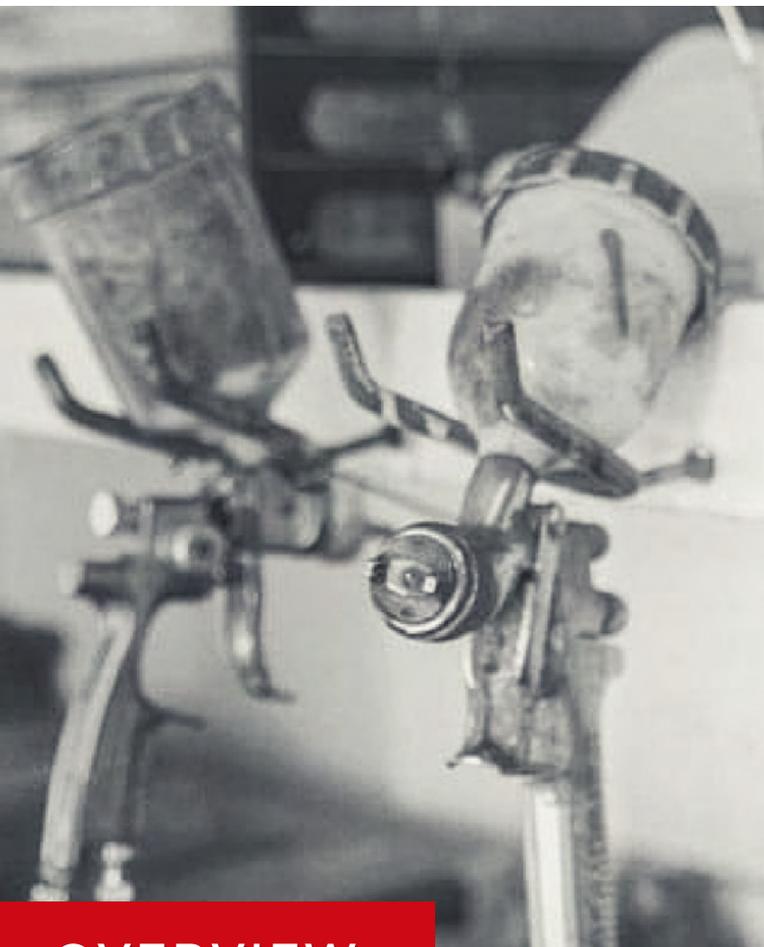
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EXPERIENCE THE ADVANTAGES OF OWNING YOUR OWN BUSINESS



## OVERVIEW

# FRANCHISE PROJECT OVERVIEW

## Franchising made easy

Across Western Australia there are 1.6 million passenger vehicles with an average age of 11 years.

In Perth, passenger vehicles travel an average of 11,000 kilometres per year.

The total revenue of the motor vehicle body, paint and interior repair industry in Australia is estimated to be \$7.8bn for 2020. The Industry is defined as companies that primarily engage in repairing, panel beating or spray painting damaged or smashed motor vehicles.

The industry also includes companies that replace, repair or tint motor vehicle glass, and companies that perform interior or exterior repairs, car wash or cleaning services.

For over 15 years, Bumpa Man has been operating in a specialist niche within this large industry, supplying mobile auto body repair services to the Perth metropolitan market. Our niche is small cost effective repairs that increase a vehicle's value and enhance the appearance and is exemplified by our S.M.A.R.T. (Small to Medium Area Repair Technique) repair system. Although we operate in the smaller and mobile end of the market, we have access to over 70,000 colour combinations and use the latest paint matching technology to ensure the highest quality finish. With very little overheads, our services are competitive and have a high margin of profit.





# OVERVIEW

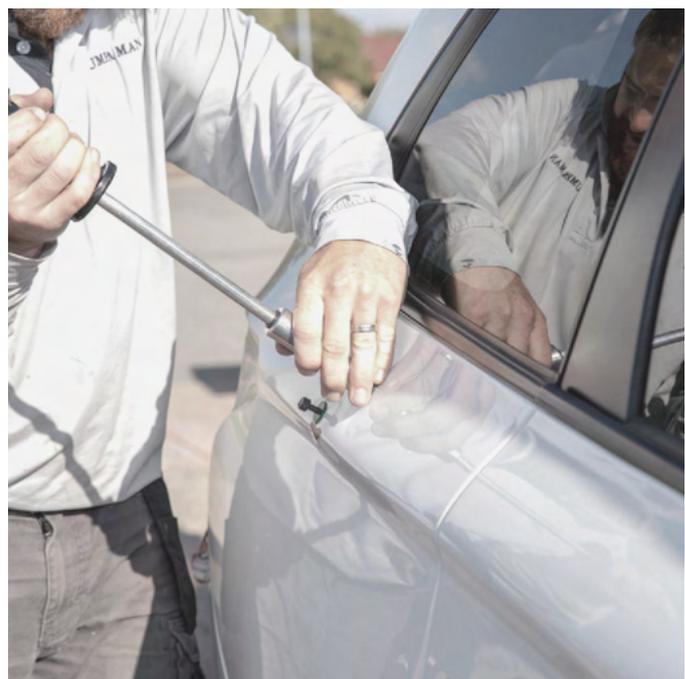
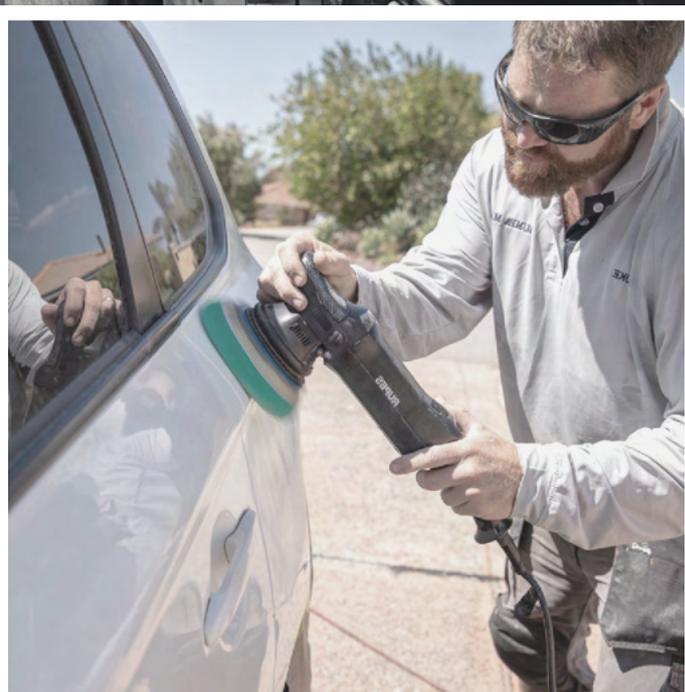
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Bumpa Man's success is based on exceptional customer service and quality workmanship using quality products. The amount of repeat business and word of mouth advertising is testament to that.

There is now an opportunity to own a Bumpa Man franchise and participate in the growth of our brand.

Bumpa Man offers a range of auto body repair services including:

- Paint Repair
- Headlight Restoration
- Bumper Repairs
- Detailing packages
- Paint Protection
- Buffing & Polishing
- Touch-up paints
- Tube Liners
- Brush Touching
- Plastic Welding
- Stone Chip Repair



The services are offered to the trade market (e.g. car yards, car repair centres) and the retail market (private individuals) on a mobile basis – Bumpa Man comes to you.



WANTING  
TO  
START  
A  
BUSINESS  
&  
NEED  
SUPPORT?

FIRST STEP

# TRADE BASED SYSTEM

## Motor vehicle professionals demand the best

Bumpa Man will give you the tools you need to establish a solid, trade-based platform from which your business can grow.



Bumpa Man also works and holds contracts with trade-based clients including new and used motor vehicle dealerships, fleet owners, hire car companies, and auction houses, and has done for many years, providing consistent and quality repeat customers all year round no matter what the economic conditions are.

This forms the basis of our weekly work and provides regular and consistent turnover.

To provide a healthy balance to our client mix, we also undertake targeted marketing to retail clients who appreciate their motor vehicle and want it looking its best.



FIRST LOOK

# TRAINING AND SUPPORT

## Ten weeks full wholesale to retail on-the-job training

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Earn while you learn

One aspect at Bumpa Man that we are very proud of is our reputation and the repeat business we get from doing a quality job.

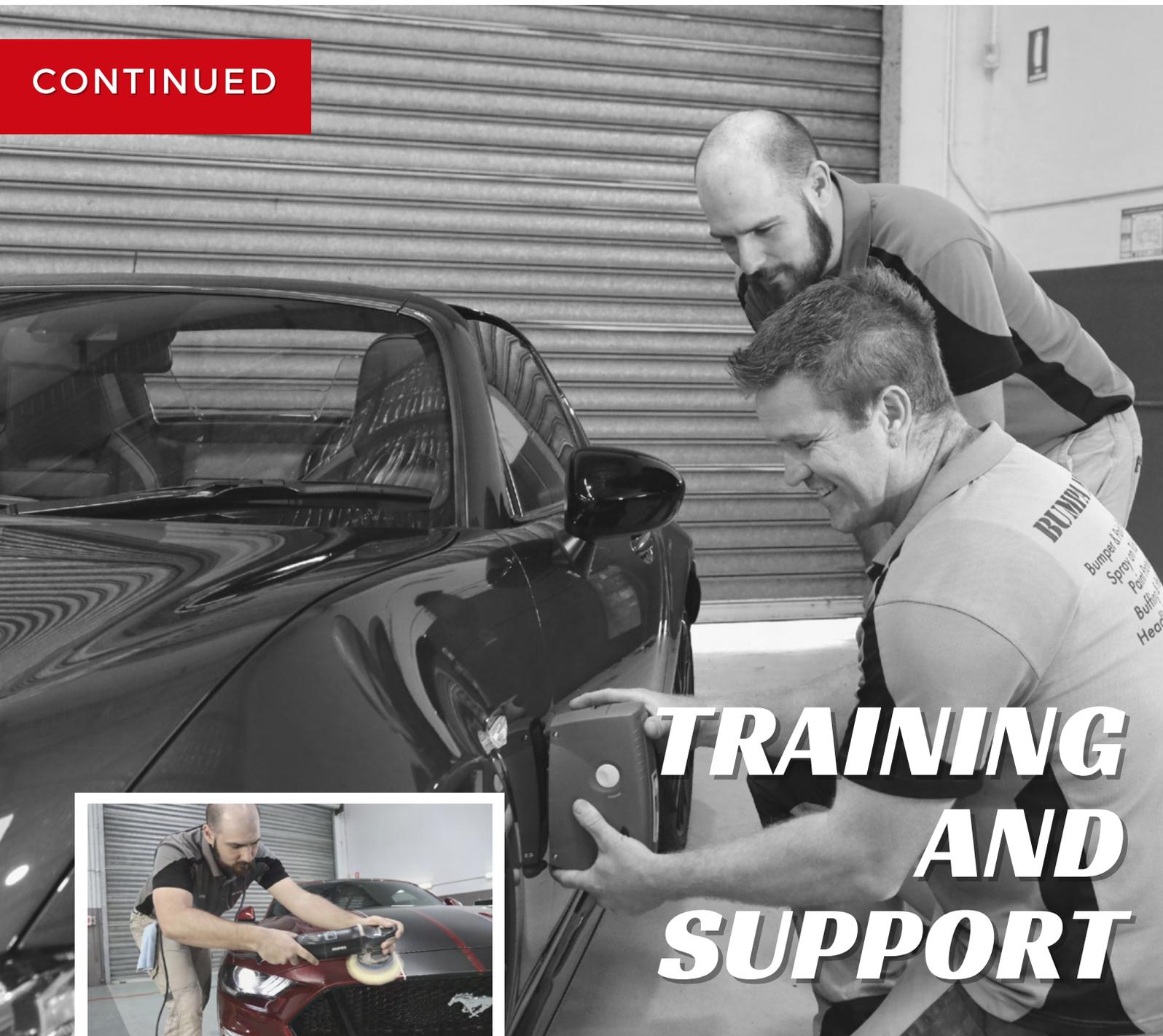
For this reason, we take your training very seriously and insist on 10 weeks of on-the-job paid training and tuition to ensure that you have the skills and techniques to achieve our standards and represent the company.

Your success is our success and we will have you trained in the Bumpa Man S.M.A.R.T repair techniques and licenced by the WA Government to carry out vehicle repairs.

*"I was really happy with all the training I got at the start of my franchise and grateful for the ongoing support that I receive. I have the skills to succeed in my new profession and I am enjoying the lifestyle and income that owning your own business can bring".*

Owen (franchise owner)

CONTINUED



# TRAINING AND SUPPORT

The key component that a franchisee needs to bring is a positive attitude, enthusiasm and an appreciation for customer service. We provide 10 weeks of paid training and tuition in all Bumpa Man auto body repair services.

Our training will ensure you achieve WA Government certification as an motor vehicle repairer and technician status in our S.M.A.R.T. repair systems.

We also have on-call field support and assistance and ensure the latest equipment and technology is used in our processes.

Bumpa Man is committed to providing ongoing technical and business support for your franchise to be a success and part of the growing team that will continue to provide excellent customer service with quality workmanship.

## No Experience Necessary

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Franchisee's will receive ongoing technical and business support for your franchise to be a success



ADMIN

# FINANCIALS AND BOOKKEEPING

## No fuss financials to make bookkeeping a breeze

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We take care of debt chasing and pay you each week so that you can work on the business and producing income.

Once you have completed the job, use marketing leading account software to issue invoices and statements to your customers, track your business progress and provide you with reports on performance.

All you will need to do is your BAS and Income Tax returns.

*There's never been a better time to buy into a Bumpa Man Franchise with \$150k tax write-offs until the end of the year – perfect for tools and vehicle repayments. Bumpa Man also offers a payment plan.*

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LEAD GEN.

advertisement sign- rev- result landing page leads traffic  
email list google search engine optimization social media commission referrals targeting  
clicks conversion rate product

# digital marketing

# CENTRALISED MARKETING

 [FACEBOOK.COM/BUMPAMAN](https://www.facebook.com/bumpaman)  
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 [LINKEDIN.COM/COMPANY/BUMPAMAN](https://www.linkedin.com/company/bumpaman)

**Search engines,  
social media  
& more**

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Bumpa Man realises how important marketing and promotions are to the ongoing business of the company, repeat customers and new clients and wastes no time running with promotions on social media platforms and provides a massive 100k spent on centralised marketing. As a result, Bumpa Man auto repair car maintenance service has a trusted reputation in the community, with genuine reviews and top ranking on Google and Facebook.

We have a dedicated marketing and business development team to support all franchisee's with,

- Social media marketing & advertising
- Extensive cross-platform content marketing
- SEO & SEM
- Local search & business listing management
- Social media training
- CRM and lead management
- and much more

They will have your business accounts, profiles and listings, set up in no time, so you can benefit from our marketing network as soon as possible.

## FAQ



# FREQUENTLY ASKED QUESTIONS

## General knowledge for first time franchisees'

Want to know more?

Don't hesitate to ask:

Ph: 0409 296 025

[franchise@bumpaman.com.au](mailto:franchise@bumpaman.com.au)



**Q: What are the ongoing fees/costs?**

**A:** As with any franchise a royalty fee is applicable, all details in FDD.

**Q: What is the buy in fee?**

**A:** Bumpa Man Franchise and training fees are \$30,000 + the cost of vehicle and or monthly repayments, equipment, licensing and insurances. BM offers a monthly payment plan for franchisees (50% of \$30k).

**Q: Is on the job training provided?**

**A:** Yes, a 6 - 10 week paid comprehensive on the job training is provided.

**Q: Will there be ongoing support?**

**A:** Full support is only a phone call away from your local area manager and industry technicians.

**Q: Where does the work come from?**

**A:** Whilst Bumpa Man is doing extensive online advertising to capture retail clients, you will be required to build your own customer base on a wholesale level in the form of car dealers, mechanic's workshops, rental and fleet companies. How to successfully achieve this will be covered in your training.

**Q: Do I need to get any type of insurance?**

**A:** Yes, you will require a number of insurances including but not limited to public liability, general business insurance and motor insurance. Bumpa Man can put you in touch with the same broker that we have used for the last 15 years to make sure you have the correct cover.

**Q: Do you know the return I will receive?**

**A:** Your return will depend on the work you are willing to put in, however upwards of \$140K is very achievable.

# FAQ

## FAQ'S CONTINUED

**Q:** Will marketing be included, if so, who pays for it?

**A:** Yes, BM has an ongoing marketing plan and structure on a corporate level, but it is encouraged to do your own organic local marketing within the BM brand guidelines. Franchisees will be required to put in a \$50 p/w fee into a marketing pool. This will include but be limited to, on and off-site SEO and Google AdWords. Franchisees will have full access to our dedicated marketing team.



**Q:** Are there weekly payments?

**A:** After an initial wait time you will be paid weekly and have no bill chasing to do.

**Q:** Are you a member of any Automobile repair associations?

**A:** BM are fully licensed under the Department of consumer protection.

**Q:** In regard to the work, will I have a say in any of how to source it?

**A:** Yes, in fact it is encouraged that you are proactive in sourcing the work.

**Q:** Is administrative support available?

**A:** Yes, although you will be required to run your own bookings all accounts will be followed up by a BM admin team.

**Q:** Will I have a contract or agreement?

**A:** No franchise will be granted without an agreement.

**Q:** Can I work in any area I want?

**A:** You will be restricted to a wholesale area to start, but as a retail repairer you will be designated an exclusive territory of your choice.





**OUTCOME**

# LOOKING FORWARD

## Bumpa Man franchisee's can expect

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- A one-on-one training course, which at the end you will be a licensed smart repairer.
- An exclusive commercial territory to build a competitive business.
- A fully decked out work ute with all the tools required to perform at a high level.
- On call support.
- A flexible working environment, promoting a strong work-life balance.
- The financial independence and limitless potential that comes with owning a business.
- Access to our corporate marketing team.
- Access to a high performing CPA.



**Franchisee  
Owen Mason**

"Since joining the Bumpa Man team, I have found a whole new level of job satisfaction. Being in control of my own business is definitely a big responsibility but at no point have I felt that I haven't had support. I know if I ever need advice with a job, it's only a phone call away. The training process was extremely thorough and gave me the right tools to start my business on the right foot".



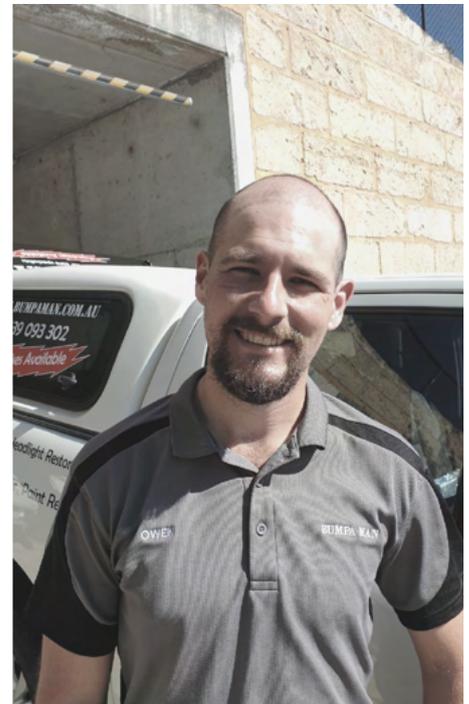


# Bumpa Man TEAM MEMBERS



**Director**  
**Luke Gennoe**

Owner & Founder since 2006.  
MRB licensed spray painter / panel beater.  
Luke is a passionate automotive repair technician that is business driven and will stop at nothing for client satisfaction.  
Contact Luke Ph: 0409-296-025



**Franchisee**  
**Owen Mason**

Franchise Partner since 2019.  
With 10 years in the automotive detailing industry, Owen brings a level of experience many strive for. His attention to detail is meticulous and second to none.  
Contact Owen Ph: 0439-093-302

