A franchise opportunity with Mail Boxes Etc.
Welcome to Mail Boxes Etc.

Thank you for your interest in a Mail Boxes Etc. franchise. We are confident about the opportunities that we can offer and we hope you will find the answers to your initial questions in this brochure. If you would like to know more, simply complete and return the application form and we will be in touch to agree the next steps.

www.franchise.mbe.co.uk
franchise@mbe.co.uk
A global network

Mail Boxes Etc. is one of the world’s largest non-food retail franchises. Founded in 1980 in California, the network grew quickly to 5,000 stores in North America. This success story continued across Europe, where there are more than 1,000 Mail Boxes Etc. stores. We have since developed a network in excess of 125 stores in the UK and Ireland.

This global reach makes ours a widely recognised brand and we are still growing – the network has developed rapidly in recent years. In the UK we have truly national coverage, from Inverness to Plymouth.

We are proud of the MBE brand. To our customers, it stands for expertise, choice, reliability and excellent service. To our franchisees, it offers the chance to become part of a globally-recognised network that provides the everyday support services that our customers have come to rely on.

What we do

Mail Boxes Etc. is a one-stop concept that offers a mix of different services to help meet people’s everyday needs. Our customers range from members of the general public to small businesses, students, overseas visitors and the art and antiques sector. However, they all have one thing in common: they want help and advice from a real person and practical solutions to their needs. And they turn to us because we are there on the high street, ready and waiting to provide the assistance, expertise and customer care they require.

Our core offering is local and international parcel delivery via a choice of big-name carriers, together with expert packing; print and copy, with design services where required; mailbox rental and ‘virtual address’ services for individuals and businesses; Royal Mail postal services; office supplies and stationery, plus support services like internet access, fax and telephone answering that help to make each local MBE store a hub for the community it serves.

Ours is not a ‘virtual’ business – these are services that thrive on face-to-face contact and encourage the growth of customer relationships based on our knowledge and skills.

Our franchisees enjoy the variety that the business offers, and they appreciate the way it fits into their lives. Our customers are nice people, and it’s a great feeling to be able to help them with information, advice and services that make their lives easier. If you enjoy dealing with people and appreciate the flexibility and diversity of our offering, a Mail Boxes Etc. franchise will reward you many times over.
The business concept

UK and worldwide parcel delivery
Mail Boxes Etc. stores are experts in packing and shipping. We ship any item, large, small or awkwardly shaped, breakable, high-value or irreplaceable. We handle urgent documents and packets, through to parcels and freight. No-one offers a wider choice of carriers: we are authorised shippers for UPS, Parcelforce Worldwide, DHL, FedEx and TNT.

We advise our customers on the speed and class of service to suit their schedule and budget, as well as handling the paperwork. For business customers, we provide a specialised export advice service. We also offer skilled packing and custom boxing, online tracking and unbeatable compensation cover, as well as selling packaging materials.

Copy and print
Conveniently placed on the high street, we can meet all our customers’ print needs, with the widest range of digital colour and black & white print and copy services, plus lithographic printing for higher volumes and unusual shapes or sizes.

Many stores also offer a design service. In-house machines can cope with most jobs, while our state-of-the-art centralised facility – one of the most advanced in Europe – ensures professional quality lithographic print production, with end-to-end job management, quality control and fast delivery.

Mailbox rental and virtual office
From start-ups and expanding businesses to international students and expatriates, many people find it convenient to rent a mailbox. We can provide them with a prestigious high street address that offers privacy and a safe place for mail, parcels and courier deliveries. We offer secure 24-hour access for mail and parcel deliveries, mail forwarding anywhere in the world and the ability to call or email to check for new mail. Our mailbox services are regulated by Her Majesty’s Revenue & Customs, so our customers know they are in safe hands.

Complete business solution
We stock a full selection of products guaranteed to make our customers’ lives easier, as well as offering a range of Royal Mail postal services they can get at a Post Office, and much more.

Many of our services combine seamlessly to provide a ‘one-stop-shop’ for small businesses. Customers can tailor their virtual office to suit their exact needs, choosing from mailbox solutions, telephone answering, company formation, post room services, bulk mailing, fax services, postal and delivery services, print and copy, office stationery and business supplies.
Who becomes a Mail Boxes Etc. franchisee?

Our franchisees are all independent, committed, positive-minded people who want to make a success of their own business. They are customer-focused and enjoy helping people, often going the extra mile to make their customers happy. Yet they come from all walks of life and from a range of professional backgrounds. Some have worked in retailing; others in corporate life and want a change of direction. We have some young entrepreneurs who worked for an MBE store before deciding to set up their own business, while other franchisees have particular expertise in one of our core services, like shipping or print, or an in-depth knowledge of one of our market sectors, and want to develop their business around that. Some have built up their own networks of stores, while others prefer to operate just one outlet.

Whatever your previous experience, we will give you all the training, set-up support and ongoing back-up you need to get your business going and make a success of it.

“Being a Mail Boxes Etc. franchisee automatically aligns my business with high profile service partners, whose names are recognised and respected all over the world. The strength of being a franchisee is belonging to a network where you are your own boss but not entirely on your own.”

- Steve Kennedy (MBE Wilmslow)
Our Franchisees

Osman and Faraz
- MBE London

“We had owned a pizza delivery franchise and wanted to develop. We opened a new MBE store in Camden three years ago and then saw an opportunity in Oxford Circus. Since then we’ve opened three further stores in central London and we’re looking for more opportunities. In 2011 we were delighted to be named MBE Franchisees of the Year – an award primarily based on customer feedback on the service they receive in our stores.”

Girvin Vincent
- MBE Belfast

“I opened my first store in London in 1993 and was the very first Mail Boxes Etc. franchise in the UK. I subsequently moved premises several times, building the business steadily, and have recently sold my franchise in London and returned to Northern Ireland. After 18 years I still love the business, and I’ve just opened my first MBE store back home.”

Murli and Rikesh
- MBE London

“We saw many different opportunities, but none really appealed until we met Mail Boxes Etc. We particularly liked the combination and variety of its different services and struck a real rapport with the MBE people we met. We talked to their franchisees and visited stores at London, Oxford and Bristol.”

Laura Mills
- MBE Chichester

“I looked in depth at a couple of businesses but in the end felt that Mail Boxes Etc. was the franchise that appealed the most. Franchising offers so many benefits and advantages over starting a new venture on your own, not least the franchisor’s very comprehensive training and also knowing there is always help available when you need it.”
Build your business

When you join Mail Boxes Etc. you get the full support of a globally-recognised brand with a proven business model and a comprehensive induction and training system. Our head office team and local area franchisees will ensure you get all the help and back-up you need from day one. In turn, you’ll be actively encouraged to participate and contribute towards the success of the UK network.

With our in-depth knowledge of the market, business opportunities and store characteristics, we will help you find the right location for your new Mail Boxes Etc. store. Together we’ll be looking for a site that puts you right in the heart of your local business community and is well placed to attract passers-by too. Once the perfect store has been found, we’ll help you to negotiate the business terms of your lease and advise on fitting out the premises.

As well as advising you on the financial undertaking needed to get your business off the ground, we will help with introductions to the leading high street banks, who can assist with start-up funding.

British Franchise Association: Full Member

Mail Boxes Etc. is a full member of the British Franchise Association, which endorses our high standards and ethics, and confirms the credibility of our standing in the franchising sector.

“

I needed to move premises on a number of occasions. Mail Boxes Etc. gave me a lot of support in planning and implementing each move and making sure that customers were looked after throughout.

- Girvin Vincent (MBE Belfast)

“I’m proud to have been chosen by the BFA as one of only two franchisee representatives in the whole of the UK to be appointed to the BFA Board.”

- Justin Brookes (MBE Oxford)
A great team

Area franchisees
Our area franchisees and operations executives provide first-line support for franchisees on a regional basis. Each one of them has specific local knowledge and the experience of setting up and developing a Mail Boxes Etc. franchise in their area. You will find their input invaluable because they have their finger on the pulse of the business and they know how to keep their customers happy. Their primary responsibilities include helping new franchisees to find the best location for their store, assisting in the lead-up to opening and providing ongoing support which includes advice on business development and strategy, as well as help with local marketing and direction on operational issues.

Operational support
Our franchisee support system doesn’t stop at initial training. We provide structured ongoing training, together with focused support on specific issues that helps you respond to developments in the marketplace. You can also take advantage of a choice of distance learning or internet-based training and webinars, all backed up by the comprehensive resources of our corporate intranet. Technology is constantly evolving, which in turn affects customer demands, while new business opportunities arise as a result of changes in legislation and national or global events. We will ensure you have the tools to benefit from the trends and avoid any pitfalls. We also understand that personal or unforeseeable circumstances can sometimes affect business continuity, and we’re here to help.

Comprehensive training
Once you’re on board as a Mail Boxes Etc. franchisee, you immediately become part of a friendly and supportive organisation. We provide a comprehensive induction programme to get you on your feet, so you won’t ever feel out of your depth.

You’ll start with two weeks of hands-on field training in one of our accredited training stores, followed by a week of lectures and seminars that focus on areas like marketing and sales, product and service knowledge, operating procedures, staffing, business management and customer service. This programme is augmented by a week of pre-opening training and support from Mail Boxes Etc. personnel and representatives from our suppliers. You’ll also receive comprehensive back-up notes and franchisee manuals that contain all the operational guidelines you need.
Marketing support

We have been building the Mail Boxes Etc. brand over many years and have an enormous amount of experience in what works to attract and retain customers. We are passionate about sharing that experience with our team.

As a new Mail Boxes Etc. franchisee, you will be supplied with a marketing handbook that is designed to help get your business off to a great start. It includes details of key customer groups, from students and small businesses to schools and solicitors, and how to position your offering to appeal to their specific needs. You will also get help with sales promotion and creative materials, advice on how to carry out effective public relations campaigns, and your all-important six-month marketing plan – designed specifically for your store.

Our marketing strategy includes a blend of national and local activities. Nationally, we concentrate on brand building and creating awareness in the marketplace for our products and services. This includes co-ordination of online (such as email marketing) and offline (such as in-store promotions) campaigns – all designed to drive customers to your store and increase sales.

To support your local marketing plans, we provide a suite of promotional materials personalised to your store, including window displays, posters, leaflets, postcards, direct mail and advertising templates.

Many of our franchisees were closely involved with marketing before they joined the network. We welcome their input into the planning process and we have a marketing group made up of franchisees with a particular interest in this area.

“We get great support from head office, particularly with creative materials and new marketing initiatives.”

- Patrick Woodlock (MBE Reading)
What next?

Mail Boxes Etc. is a dynamic, thriving network of high street stores that provide a combination of services to meet the everyday needs of customers from all walks of life. It is a flexible and responsive business model that is perfectly placed to embrace the challenges of a changing marketplace and turn them into opportunities. We are looking for talented, committed and enthusiastic franchisees to join our network. If you think we are right for you and we believe you are right for us, we’ll be delighted to welcome you on board.

For more information, please complete and return the confidential application form and we will be in touch to talk about the next steps.

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01608 649 239

Financial information

Our franchise system provides a complete turnkey operation. Allowance has been made in the start-up costs for all franchise fees, training, assistance with site selection, shop fitting expenses, legal fees, equipment, supplies and inventory.

How much money will you need to put in?

The exact start-up costs can vary depending on the location, size and condition of the property and the equipment specification, but the initial investment required to open a Mail Boxes Etc. store ranges from around £60,000 to £100,000. Up to 70% of the total franchise cost can be taken as a loan with one of the high street banks, subject to status; so the initial personal investment is in the region of £20,000. We can provide extra help, particularly for young entrepreneurs who have limited resources, by working with banks to provide solutions to help them break into franchising. We will be happy to provide detailed examples of start-up costs once we have received your completed application form.

How much money will you make?

Turnover for mature MBE stores generally varies between £100,000 and £600,000 a year, and profit margins are high. The success of your business will depend to a great extent on how much work you are prepared to put in. You will also have the support of an experienced franchisor with a globally recognised brand and an established business model. For a relatively low start-up cost, you can expect your business to grow rapidly, with turnover building quickly in the early years in most cases.

How will we help you succeed?

We work closely with our franchisees to help them maximise the income from their store. Whether you want a multi-store operation or a single outlet, we will be delighted to put together a business plan to suit your financial position and aspirations. And once you are on board, our head office team will do everything possible to support and advise you, while your fellow MBE franchisees will help and inspire you with their real-life experience.
Confidential Application Form

Name: ___________________________ Gender: ___________________________

Address: ___________________________ Post Code: ___________________________

Date of Birth: _________________________ Telephone: _______________________

Email Address: _______________________

Education
University/College/School: ___________________________ Qualifications: ___________________________

Employment/Business History

<table>
<thead>
<tr>
<th>Dates</th>
<th>Company</th>
<th>Title/Role</th>
<th>Annual Income</th>
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Where do you wish to locate your Mail Boxes Etc. Franchise?

1st Choice: ___________________________ 2nd Choice: ___________________________ 3rd Choice: ___________________________

How did you learn about us? (please tick and specify)

☐ A Website ___________________________ ☐ MBE.co.uk ___________________________

☐ Referral (who) _________________________ ☐ MBE Store ___________________________

☐ Other ___________________________

Financial Information

Signature: ___________________________ Date: ___________________________

Current Net Worth:

☐ Under £50k ☐ £50k-100k ☐ £100k +

Amount of cash available for investment (must be over £15k):

☐ £15k-25k ☐ £25k-40k ☐ £41k-70k ☐ £70k +

Will you enter into a partnership? ☐ Yes ☐ No (if yes, please ask partner to also complete an application form)

When would you like to open your Mail Boxes Etc. Store?

☐ ASAP ☐ Within 6 months ☐ Within 1 year

If the turnkey start-up funds are not available, where will the funds come from to meet these requirements?

☐ Small Business Loan ☐ Bank Loan ☐ Personal Line of Credit

☐ Mortgage ☐ Family

I am submitting this Application Form to obtain further information about a Mail Boxes Etc. franchise. I understand I am under no obligation whatsoever. I/we certify that the information that I/we have provided on this questionnaire is complete and correct. I/We understand and agree that any misrepresentation by me/us on this application form will be sufficient cause for cancellation of the application and/or other legal remedies on Mail Boxes Etc.’s behalf. I/We hereby authorise Mail Boxes Etc., or its authorised agent to obtain any of the above information and I/We authorise the release of such information to Mail Boxes Etc., or its authorised agent. I/We hereby release from liability Mail Boxes Etc., and its representatives for seeking such information. I/We further authorise release of this information/application to Mail Boxes Etc. vendors only after the purchase of an Mail Boxes Etc. Franchise. Information and material disclosed to the Applicant will be of a confidential nature and will constitute trade secrets of the Franchisor having immovable value. The Applicant agrees to keep secret all such information and material and agrees not to impart or make known any of the same or anything relating to the same to any other person, firm or corporation, other than professional advisors unless authorised to do so in writing by the Franchisor.

Signature: ___________________________ Date: ___________________________

Referral (who) _________________________ MBE Store ___________________________

A Website ___________________________ MBE.co.uk ___________________________

Magazine ___________________________