# Welcome to Football Galaxy

Football Galaxy, a company born to provide the football community with a unique and innovative retail experience, has fast become one of the leading football retailers within Australia. With the interactive in-store experience, broad range of products and highly specialized staff, Football Galaxy has become synonymous with quality and first class service.

Partnering up with the two biggest brands in world football, Adidas and   
Nike, Football Galaxy has become a leader in the industry. Catering to the player, supporter and club, Football Galaxy has fast gained an enviable reputation within the football community.

# Why join Football Galaxy – Franchise Opportunity

At Football Galaxy we have combined our considerable skills, resources and experience to create an opportunity for people to own and operate a Football Galaxy store.

# Share Our Technical Expertise

* 60+ years of soccer and business experience
* Comprehensive product range
* Relationships with key suppliers including Nike, Adidas, etc.
* Business management manuals
* Ongoing business coaching and support

## Training

Football Galaxy invests heavily in training you to the required standard. This includes shop floor experience as well as support office operations. You will be trained on all aspects of the football galaxy business including products, customer service, financial reporting and marketing.

## Ongoing Support

The Football Galaxy Support Office provides leadership throughout the opening process and every week of operation, helping you to be in business for yourself whilst having the access to ongoing support and coaching not normally available as an independent business owner.

## Marketing and Advertising

Football Galaxy franchisees pay a marketing levy that allows them to receive system-wide group marketing support, allowing for bigger advertising opportunities and brand development. Both group and local area marketing strategies are developed to ensure that you will become one of the leading football specialists in your area.

# Franchise Success – Join the Team

No experience is required – simply combine a passion for customer service and football with business acumen. Owning and operating a Football Galaxy store sees you helping customers in one of their favourite recreational activities. It’s a great business to be involved in and our products, retail and support office provide all the necessary training and ongoing leadership to support the design, build, opening and operation of your store. All of our products are supplied by well-known suppliers including Nike, Adidas, etc. This means your team can focus on customer service and retailing.

# Football Galaxy Frequently Asked Questions

Following is a list of generic responses to Frequently Asked Questions that you can build on in the development of your Franchise Information Package.

**What is a Franchise?**

A franchise is an arrangement for the distribution of a service into the market place. At least two parties are involved; the franchisor, who lends the Trade Mark and business system, and the franchisee, who pays a royalty and an initial fee to do business under the franchisor's name and system. Technically, the contract binding the two parties is ‘the franchise’, but that term is often used to mean the actual business that the franchisee operates under the franchisor’s system.

**What do I get with my Football Galaxyfranchise?**

When you become a Football Galaxyfranchisee you have access to the Football Galaxyname, concept, business systems, support and ongoing business development. You become part of the Football Galaxynetwork, sharing experience and advertising costs, and benefiting from all our knowledge and developed skills for our industry. You are provided with everything that you need to commence trading.

**Will I be running my own business?**

Yes. While franchising means you will never have to be in business by yourself, you certainly are in business for yourself!

**What background and experience do I need?**

The right attitude is the most important asset that you can bring to the business and is what you really need in order to be a Football Galaxyfranchisee. You have to be a team player kind of person. We look for these and other characteristics in people wishing to join us.

Also, you will be required to fill out a Confidentiality Agreement and an Application Form.

**Does Football Galaxyprovide training?**

Yes. Football Galaxy provides full comprehensive training in all aspects of the system, as well as giving you additional support with those ‘once off’ activities which need to be done when you set up a new business. Our training is presented in a structured program and we have checklists to make sure everything is covered.

The Football Galaxy Induction Training (initial training) will take about two weeksand you must be prepared to allocate your time to this. Football Galaxywill provide ongoing training according to your feedback and our interpretation of your needs.

**How much capital will I need to invest in my business?**

The total business opportunity could amount to $300,000 or higher, depending upon the opportunity in question. This amount provides for everything required to start business. The Disclosure Document gives you all the details in a comprehensive manner.

**What do I get for my Franchise Fee?**

In the formal sense it is the fee you pay to be granted the Intellectual Property rights and privileges that go with operating a Football Galaxyfranchise.

**What ongoing fees do I have to pay?**

You pay an ongoing Service Fee for the use of the Football Galaxyname and system and with that comes a great deal of business advice and support. You will also contribute to advertising and that too is detailed in the Disclosure Document.

**Can I sell my Franchise?**

Yes. The business is yours to build up and sell if you wish although Football Galaxy do need to approve the new franchisee.

**How long is my Franchise Agreement for?**

It runs for five years. At the end of that time you will be able to renew for a further five years. There is a small Renewal Fee to cover legal costs. As our success is measured by your success, it is in our interest to ensure you stay with us for as long as you desire.

**I am interested and I think I qualify, what do I do next?**

Telephone Nick or Tom at Football Galaxyand they will answer some basic questions to see if our business appeals to you and see if you can imagine yourself having fun and running a franchise all at the same time!

We will then ask you to complete our Confidentiality Agreement and Application Form. After the application is in our hands we will contact you and begin the process of taking you through a careful and detailed review of our existing business before you make any final decision.

At Football Galaxywe welcome your inquiry and thank you for your interest in our business.

# NEXT STEPS

If a Football Galaxy store is something you are passionate about we would love to talk to you.

**Please call Tom (0420 434 473) or Nick (0435 512 685) and we will be happy to share some of our technical expertise.**