



FREQUENTLY ASKED QUESTIONS AND ANSWERS

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 hey dee ho franchise?

When you become a hey dee ho franchisee you have access to the hey dee ho name, concept, business systems, support and ongoing business development.

With over 30 years of experience in the sector, you can be confident our longevity has been sustained due to the quality of our products and services.

Each program is thoroughly researched and constantly being improved and modelled to meet our clients' expectations meaning you know you are providing the latest in childhood development.

The variety of programs provide you multiple revenue streams allowing you to grow and develop the business at a rate that works best for you and your family.

Not only do you have the ability to operate autonomously but you also benefit from working within a team of likeminded business owners. You become part of the hey dee ho network, 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! This flexibility and support allows you to schedule your time around your family's schedule. You can work in the business yourself or create your own team of employees/contractors to maximise your earning potential.

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 hey dee ho franchisee. Your peers are driven to work independently and yet share and contribute to the team culture regularly. With so many different types of people that you connect to on a daily basis, the ability to engage and communicate is highly advantageous to building and sustaining quality relationships. As each day can bring a multitude of varying tasks, your ability to organise and manage your time will but benefit your efficiency. 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 hey dee ho provide training?

Yes. hey dee ho 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 hey dee ho Induction Training (initial training) will take about two weeks and you must be prepared to allocate your time to this. hey dee ho will 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 \$40,000 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 hey dee ho franchise.

What ongoing fees do I have to pay?

You pay an ongoing Service Fee for the use of the hey dee ho name 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 hey dee ho 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 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 Nicole at hey dee ho and she 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 hey dee ho we welcome your inquiry and thank you for your interest in our business.

Call Nicole Simpson 03 9786 3104

This franchise system endorses and continues to apply the standards required by the Franchising Code of Conduct.



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