



The LSLC Shell

Issue 3 Vol 1 Winter 2006



Lynda's Corner:

Hello friends of LSLC,

Welcome to our winter edition of the LSLC Shell.

In July, we continued our now established loyalty recognition program by delivering a special surprise to our Top 10 clients in honour of their continued loyalty and appreciation of LSLC's services.

Our Top 10 for this past half year are:

- ☀ **Body Culture** - Developers and presenters of personal image & personal development seminars for teenagers and others
- ☀ **Career Dynamics** - Career counselling and executive coaching business
- ☀ **Dog Rocks** - Developers and distributors of Dog Rocks a unique product that stops your dogs pee from burning your lawn and goldfish rocks a product that helps keep your gold fish water clean
- ☀ **Endota Spa** - Franchise network of day spas
- ☀ **For the Girls Hair and Make Up** - Offers workshops for individuals and groups in how to do your own makeovers
- ☀ **Mozi Designs** - Designers and wholesalers of home and gift wares
- ☀ **SED Consulting Group** - Business management & consulting franchise network
- ☀ **Seeking Media** - Provider of an online media database service
- ☀ **Shearman's Plumbing Service** - Plumbers with a new business in drain cleaning and repair
- ☀ **Uncork** - Developers of wine cellar management software

Two of our Top 10, Endota and SED are franchises enjoying rapid growth and success! Working with these and our other franchise clients, I have noticed that the key to franchise success includes commitment to a vision and strategic plan, understanding of franchisees needs and making those needs a priority and seeking a win-win outcome for all involved. Both Endota and SED have an excellent collaborative approach with their franchisees and professional advisors plus they have water tight systems in place to rely on.

SED Consulting is profiled in this edition which has a special Franchise focus. Hope you enjoy it!

Regards Lynda.



LSLC News:

Telstra Business Women's Awards- UPDATE! Lynda judged one of this year's leading entrants!

Following on from the Autumn LSLC Shell, exciting news is that Lynda has been shortlisted for the Westpac Business Owner Award of this year's Telstra Business Women's Awards. She will be interviewed by a panel of judges on the 4th of September and is one of only 12 shortlisted applicants, so keep your fingers and toes crossed!

Victorian Volunteer Award

As part of the 150th anniversary of the Parliament of Victoria, Lynda was presented with an award by Bob Stensholt MP, in recognition of her continued efforts within the local community as Vice President of the Ashburton Trader's Association and as a founding member of The Edge Charitable Trust, which was set up to help disadvantaged children in the Ashwood, Ashburton and Chadstone areas.



LSLC News:

LSLC on the MOVE:

Many friends of LSLC would appreciate our open plan office arrangements, however due to our continued growth and respect for our clients privacy we have decided to move...across the hall! Our new office has all the same elements of the LSLC environment and so much more! All of our contact details will remain the same, but instead of turning left at the top of the stairs just turn right. We will be in our new office from September 11.



Client Profile: SED Consulting Group

SED Consulting Group (SED) are Business and Management Consultants who since 1996 have helped clients manage the challenges of building robust enterprises.

Through a state-wide network of high calibre, experienced professionals, SED delivers practical, tailor made services to help clients maximise business potential, achieve sustainable earnings and identify opportunities.

SED's Businessinsights™ business management model provides a framework for businesses of any size or structure to manage challenges.

Among the services offered by SED through its network of Licensed Business Partners are:

- Business Advisory Services including: business planning, market research, operations management, mentoring, succession planning and marketing plans.
- Management Consulting including: organisational reviews, feasibility studies, strategic planning.
- Export development.
- Health Consulting.
- Ingenuity- specialist skills and knowledge in working with indigenous communities.
- Learning and Leadership Dynamics including: team building, leadership development, career coaching and work life balance.
- Practice Management including: staff motivation and training.

SED originally approached LSLC to assist and advise them during the development of their business growth strategy, which utilises a franchise system. As a result of Franchising the SED group now has offices throughout metropolitan and regional Victoria and is now going national with offices due to open in Tasmania and South Australia and interest coming from Queensland and New South Wales.



Client Profile: (Continued)

SED continually seeks to fine tune its franchise operation by improving Licensed Business Partner support and ensuring that both the franchisor and franchisees benefit from the arrangements.

LSLC continues to advise SED as they consolidate their position as a state wide market leader in Business and Management consulting.

Mark Shultz (Managing Director) had this to say about working with LSLC:

“Lynda’s approach to legal advice is not only at a very high standard but also very refreshing for this sector. Her availability, willingness to discuss and preparedness to advise has been a key component to the success of our business. We knew we needed to secure good advice if we were to achieve our objectives and we are thankful that we were referred to Lynda in this first instance.

As a policy, we do not usually recommend other professional services, however such is our respect for Lynda that we are prepared to unreservedly recommend Lynda to our client base if requests for such advice are sought...in our business, there can be no greater acknowledgement of a person’s capability and approach than the be referred to other clients.”

Lynda loves working with SED as they give her the freedom to be creative with her legal solutions and have readily accepted her as an extension of their team.

If you are in need of consulting services to improve your business or are interested in learning more about becoming a Licensed Business Partner in the SED Consulting Group go to www.sedconsulting.com.au or call Mark on 5331 2565.



Feature Article: Are You Ready To Franchise?

Franchising Your Business

Australia is the most-franchised nation per head of population in the world. Franchising is an exciting marketing method and way of growing your business. However, it is not easy and the establishment of a franchise has to be done with skill, patience and capital. “Common sense” and “excellent relationship building skills” should also be added to the list.

Advantages of Franchising

Franchising is a tool that is suited to both product based and service based industries. The advantages of franchising are many with the main ones as follows:

- ✿ Franchisor organisation can earn profits without high capital risk
- ✿ The franchised network can grow rapidly and growth is achieved using the financial and manpower resources of the franchisee
- ✿ The franchisee is an independent business owner managing their “own” business using your system which means they will tend to be more motivated
- ✿ Franchisor can service national customers

Tips prior to Franchising

The most successful franchises are those which have been planned properly. Here are some tips to ensure the feasibility of your franchise:

- ✿ Your business must be successful, distinctive and easily replicated.
- ✿ Pilot test the system through company owned and operated outlets.
- ✿ Seek proper professional advice from your lawyer, accountant, banker and a franchise consultant or business coach if necessary.
- ✿ Write an operations manual.
- ✿ Choose franchisees very carefully and slowly. Make sure there is a stringent selection process.
- ✿ Develop a first class training program for franchisees.
- ✿ Avoid giving financial forecasts and overselling your business.
- ✿ Focus on franchisee satisfaction and profitability and building good relationships.
- ✿ Keep developing your Franchise and maintain standards. You should develop a quality assurance program to ensure consistency across all outlets.
- ✿ Ensure your marketing and PR is of excellent quality.
- ✿ Ensure that you have a Franchise Agreement prepared by a solicitor with Franchise experience.

Legals

Franchising in Australia is governed by the Franchising Code of Conduct which provides the most stringent national regulations for franchising introduced anywhere in the world. Compliance with the Code is imperative but franchising your business will highlight a number of other general legal issues that will need to be addressed, so prior to making the decision to franchise your business it is a good idea to get some preliminary advice on what those legal issues are.

Education

The Franchise Council of Australia offers franchise specific training through the Franchise Academy. Three specific qualifications are available: Certificate III and Certificate IV in Business (Franchising) and Diploma of Business (Franchising). Other skills based training is also available in the four key areas of Franchising: Retail, Business to Business, Mobile and Home Based.

For more information on Franchising, contact LSLC or have a look at the Franchise Council of Australia’s website www.franchise.org.au. The ACCC is also an excellent source of information especially in relation to the compliance obligations of Franchisors. See www.accc.gov.au

Extracts taken from Franchise Council of Australia website. Edited by Lynda Slavinskis.

This newsletter is for information purposes only. Nothing in it should be construed as legal advice nor relied upon as such. If you have a specific legal query please contact us on 9885 5105 or e-mail lynda@lslc.com.au.