

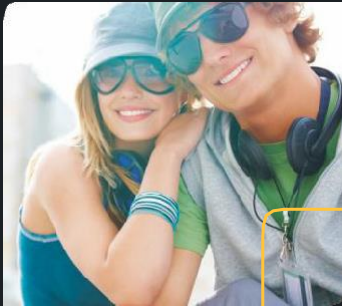


# Franchise Information Pack



# Introduction

This information pack outlines what a BrightEyes sunglass store franchise can offer those with self motivation, a willingness to learn and a strong desire to succeed. It also outlines the steps involved to become a BrightEyes sunglass store franchisee. Owning and operating a BrightEyes sunglass store franchise can be the most satisfying & fun way to earn a living that you'll ever know.



## Sunglass Industry

Sunglasses are no longer only purchased for eye protection. The sunglass industry has grown into a vibrant and dynamic industry which caters to various customer needs and trends in the area of sport, fashion, image and value.

The Australian sunglass industry is currently estimated to be worth over \$800 million annually in retail sales. BrightEyes sunglass store sales account for almost \$20 million of these sales. BrightEyes sunglass stores are the largest franchised retailer of sunglasses in Australia.

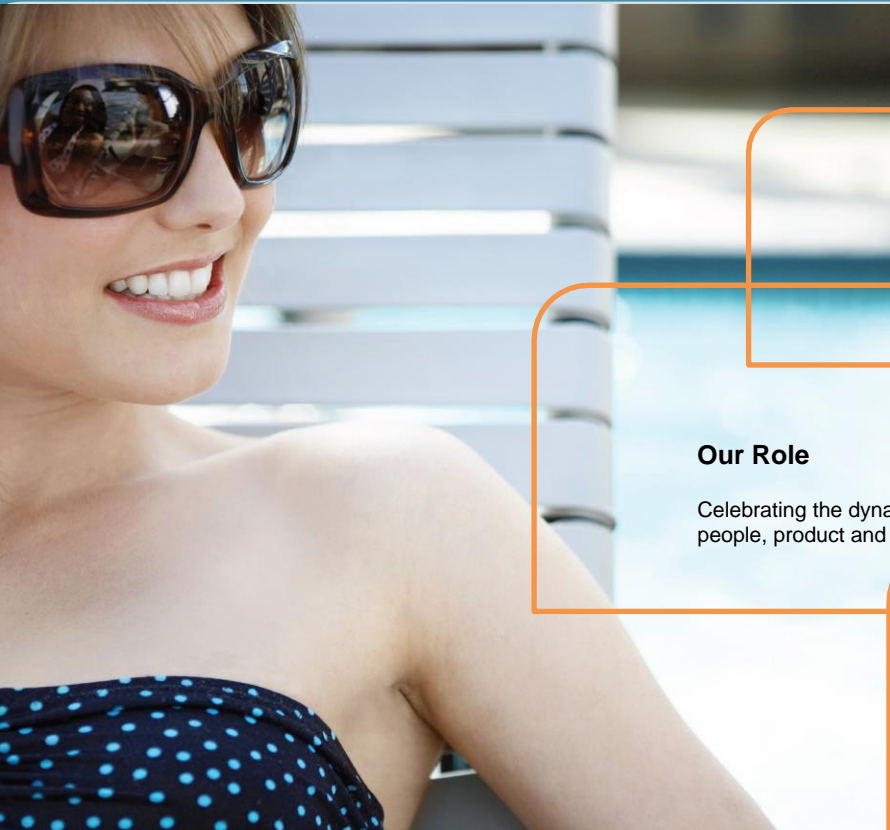
## History of BrightEyes

Established in 1985, BrightEyes Sunglass Stores Australia is one of Australia's largest privately-owned retail sunglass networks with approximately 50 stores nationwide.

Over many years of operation the BrightEyes franchise system has steadily been built into a successful business. This has been achieved as a result of the following:

- The right product in the right location at the right price.
- Having a sound business and marketing knowledge.
- Franchisees combining to provide those same sound principles at retail point and providing the strength of owner/operator business management.
- Applying the rules, information training, marketing and supplier information sections in this manual.

# Bright Eyes brand blue print



## Bright Eyes Purpose

Enhancing Australia's  
active lifestyle

## Our Role

Celebrating the dynamic mix of  
people, product and activity

## Our Essence

See life

## Personality

- **Infectious** – Our genuine passion towards enhancing Australia's active lifestyle fuels our infectious personality. Friendly, fun and highly personable, BrightEyes encourages a positive outlook on life.
- **Smart** – We are the experts in fashionably functional eyewear and, as such, we exude stylish intelligence, knowledge and intuitive insight.
- **Uncomplicated** – Life is complicated enough, so we are not interested in adding unnecessary clutter and confusion. BrightEyes is all about convenience and accessibility – no fluff, no guff.
- **Dynamic** – Active, fresh, contemporary and alive, BrightEyes evolves with the needs, desires, wants and expectations of our customers.

## Values

- **Genuineness** – Our genuineness is exemplified by our products and customer service. We treat our people and our customers with sincerity, honesty and empathy.
- **Energy** – Energy, passion and aspiration are the driving force behind our success. At BrightEyes we are not simply selling eyewear, we are selling an enhanced way of life.
- **Freedom** – Our goal is to equip people with eyewear that inspires a sense of freedom, vision and ambition. The BrightEyes brand believes in the freedom of performance, individuality and activity.
- **Accessibility** – BrightEyes values inclusivity and accessibility by choosing to reject exclusive snobbery or pretentiousness. Through accessibility we aim to build a loyal and trusting community around our brand.

## Brands

**bolle**



**GUESS**



**NICOLE'S COLLECTION**



**OROTON**

**P R A D A**  
eyewear



**S T I L E T T O**

**URBAN**

**VERSACE**

## Locations

BrightEyes Sunglass Stores are located in major metropolitan and regional shopping centres as well as high-profile lifestyle locations such as Airlie Beach and Broome.

We currently have approximately 50 BrightEyes Sunglass Stores nationally, making us one of Australia's largest privately-owned retail sunglass networks. Both existing and new stores are available for sale in various locations around the country, so there is sure to be one near you.

## Product Range

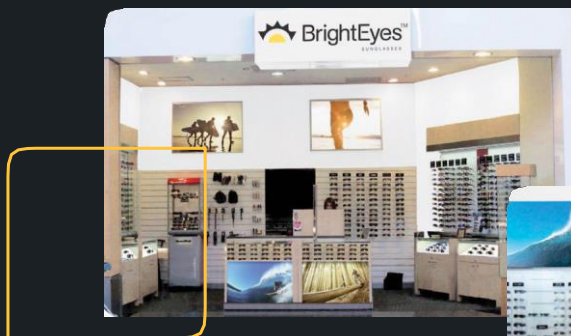
The BrightEyes Sunglass Store product range is extensive including leading brands such as Oakley, Ray Ban, Prada, Maui Jim, Urban, Stiletto, Nicole's and Mangrove Jacks.

These exclusive brands give us an important point of difference in the market and allow us to target a more value-conscious customer. We pride ourselves on stocking the latest styles, supplying a full range of sunglass accessories and having the most extensive range of polarised sunglasses in Australia.

## Product & Service Quality Guarantee

BrightEyes Sunglass Stores are committed to providing only the highest quality products, service and advice. All new fashion eyewear is fully guaranteed against faulty workmanship and meets the stringent regulations of Australian Standard AS/NZS 1067:2016. Complete customer satisfaction is guaranteed when purchasing at BrightEyes sunglass stores.





## Store Designs

BrightEyes sunglass store designs include both 'store' and 'kiosk' formats. They are created to our specific model by a professional design team and installed by a professional and fully accredited shop fitting company.

## Support

To be a BrightEyes sunglass store franchisee you don't need to have any previous retail experience. What you do need is self-motivation, a willingness to learn and a strong desire to succeed – we can teach you the rest.

You will own your own business but you won't be alone. From the initial selection of your store site, we will negotiate a competitive lease; arrange store design plans and approvals through to the final fit out of your store. We will be there with you every step of the way.

Prior to your store opening our training staff will be there to help unpack and merchandise your start-up stock. Franchisees are provided with a comprehensive Training and Operations Manual (for on-going reference) and our training staff will teach you what you need to know to help you run a successful franchise.

Once you have opened your store you will only be a phone call away from ongoing support together with field visits from your dedicated franchise business manager and regular marketing campaign support.

As part of the BrightEyes sunglass store team, you will benefit from our superior bulk buying power. We are continually attempting to find new ways to increase franchisee profit and improve arrangements with product suppliers.

## Multi Sites

Approximately 20 % of the BrightEyes sunglass store franchisees have multiple sites. That is people who entered the system with one store, but soon realised the benefits and rewards of owning and operating multiple stores.

More and more new franchisees that join the system are expressing interest in owning more than one site and, unlike many other systems; BrightEyes sunglass stores give you the opportunity to do just that.

## Establishment Costs

BrightEyes Sunglass Stores can set up a franchise package for you for as little as \$150,000. This includes your initial franchise fee (which constitutes your initial license to operate the system, use of trademark and intellectual property), your store fit out, sundry duties and legal expenses and approximately \$35,000 in start-up stock.

## Ongoing fees & charges

All franchisees are required to pay an ongoing monthly royalty based on their store's sales turnover. This royalty helps to cover the ongoing support from head office in the day-to-day operation of the system, its administration and other associated costs. The BrightEyes royalty is currently 5% of sales turnover.

All franchisees are also required to pay an ongoing monthly promotional fund levy based on the store's sales turnover. The promotional fund levy goes towards promoting the BrightEyes sunglass store brand name through a combination of programs including direct marketing campaigns, front door campaigns and gift with purchase promotions. The BrightEyes promotional levy is currently 1.5% of sales turnover. All franchisees are also expected to spend an additional 2% of sales turnover on local store marketing.

## Rewards

Rewards are measured in many ways but the two most common are that of financial and job satisfaction. Apart from the financial aspect, there is a certain satisfaction of running your own business and being your own boss.

With regard to the financial rewards, no franchise system can tell you exactly how much you will make at any given site, or guarantee profitability, especially one that has not been tried or tested. Like any new venture there is always an element of risk but being part of a successful system helps reduce the risk. We rely on you the franchisee to make it a success with hard work and dedication.



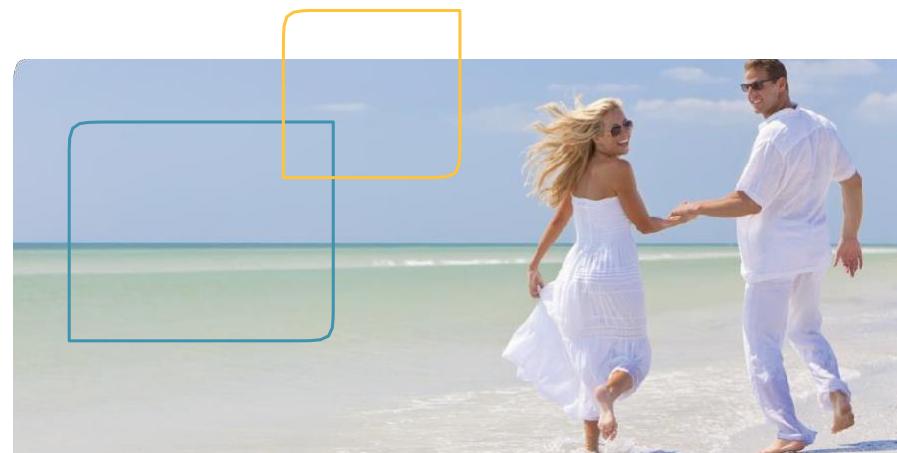
At this point in your enquiry, we do not give specifics or even generalities of our corporate expectations with regard to trading figures. Once your application is accepted for consideration, we are then able to send you a financial information pack. This pack is based on the numbers provided by our franchisees and allows us to share with you turnovers and costs associated with running of the business. These models are examples only and should not be taken as a representation of how any particular site will perform.

## Point Of Difference

With all the franchise systems that are available in Australia what makes BrightEyes Sunglass Stores stand out from the rest?

BrightEyes Sunglass Stores are part of a business system that has been operating successfully for more than 25 years. It offers a business model that is simple to operate, with relatively low level entry and low ongoing royalty payments. No prerequisite qualifications are required to become a franchisee and it is suitable for an owner-operator or investor.

BrightEyes Sunglass Stores are not for everyone but they are perfectly suited to those willing to learn and put in effort for reward. If you enjoy providing superior customer service and like the idea of opening the shutters when you arrive in the morning ready to trade, with no need for early morning preparation or late night clean up, then you should consider taking the next step to become a BrightEyes sunglass store franchisee. Owning and operating a BrightEyes sunglass store franchise can be the most satisfying and fun way to earn a living that you'll ever know.



# Key Points

- One of the largest privately-owned sunglass retail network in Australia
- Approximately 50 stores nationally
- Operating successfully since 1985
- Carries both leading international and exclusive house brands
- A simple to operate proven business system
- Suits owner-operator or investor
- Low cost entry level and low ongoing royalty payments
- Full training and ongoing support provided
- Member of Franchise Council of Australia
- Follows the ethics and standards of the Franchise Code of Conduct
- Keeps franchisees updated via a weekly newsletter & conferences
- Listens to the input of franchisees via its Franchisee Advisory Council
- The most satisfying and fun way to earn a living that you'll ever know



## Frequently Asked Questions

- Q.** Does this information pack tell me all that I will need to know about becoming a BrightEyes franchisee?
- A.** No. This information pack is only designed to give you general knowledge about a BrightEyes franchise and the process involved in becoming a franchisee. BrightEyes will provide you with more detailed information upon receipt of your application.
- Q.** What benefits do I get from being part of the BrightEyes group?
- A.** BrightEyes is simple to operate, has low start-up costs and a fully established product supply chain. By joining BrightEyes you become part of a national operation. As a BrightEyes franchisee you get access to our Business Support System – a tried and tested suite marketing, merchandising and retail support services. You will also receive all of the additional benefits and buying power that only an established national operator can deliver.
- Q.** Do I need any previous retail experience to be approved as a BrightEyes franchisee?
- A.** No. What you do need is self-motivation, a willingness to learn and a strong desire to succeed. We will teach you the rest. BrightEyes is suited to the owner-operator with these basic qualities who enjoys providing superior customer service.
- Q.** How much can I make from a BrightEyes franchise and what will it cost me to start up?
- A.** Packages start from \$150,000. This includes your initial franchisee fee, shop fit out costs, start-up stock and training. How much you make will depend on you. BrightEyes will assist you with finding a site, provide you with a tried and proven system and teach you all that you will need to know to sell sunglasses but no one can guarantee success. The financial model that you will be provided with at a later stage will give you an indication of what average BrightEyes stores may return and the type of expenses that a typical store may incur, however these models are in no way intended to represent the return you will achieve at a given site.



- Q.** Am I told how I must run my store or can I run it the way I want?
- A.** Although you are responsible for the day-to-day operations of your franchise, you purchase the BrightEyes system because it is tried and tested, and you must run it along the guidelines that we set down to maintain a consistent customer experience and maximise the opportunity for success.
- Q.** Is there something that tells me the procedures that I must follow?
- A.** Yes, the franchise agreement you sign with the franchisor sets out your obligations in relation to the operation of a franchised BrightEyes store. The confidential BrightEyes Operations Manual (as amended from time to time) outlines the standards and specifications which the franchisee must adhere to. The operations manual contains important practice notes, guidelines, policies, instructions and directions which are critical towards assisting the successful operation of a BrightEyes Franchise.

## More Information

The following websites provide a better understanding about franchising in general:

- [www.accc.gov.au](http://www.accc.gov.au)
- [www.fca.org.au](http://www.fca.org.au)
- [www.franchise.org.au](http://www.franchise.org.au)

## Becoming a Franchisee

Complete the enclosed application form and return it to us with a resume and signed confidentiality letter. Then we will be able to discuss the costs and the system with you in more detail.

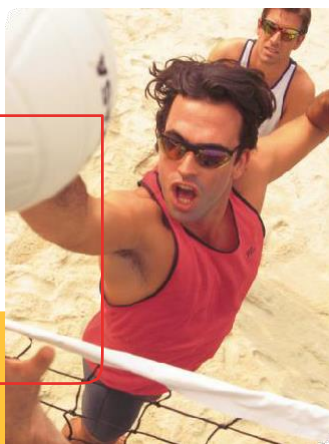
Completing this form does not commit you to proceed but it does allow us to assess you as a viable candidate. The application process is designed to provide both of us with the initial information needed to take the process forward and ultimately for you to make an informed decision about becoming a franchisee.

As you develop your interest in joining our group, a more detailed document will be supplied to you. This document is called a 'Disclosure Document' and sets out all of the relevant information that is required to be provided to franchisees under the Franchise Code of Conduct.

# Thank you for your interest







# BrightEyes Contact Us

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The information contained in this booklet is of general nature only and has been prepared without taking into account your personal objectives, financial situation or needs. Before taking any action in relation to acquiring a BrightEyes Franchise, BrightEyes recommends that a prospective franchisee obtains legal and financial advice and considers whether a BrightEyes Franchise is appropriate taking into account their own personal situation. BrightEyes Franchising Pty Ltd (ACN 089 920 445).

