

# franchise in focus

Success in franchising is about focus. Focus on research initially, to ensure you choose the right franchise for you. Focus on figures, to make sure the numbers stack up. A focus on following the 'system' to ensure you maximize success and minimize mistakes – without doubt franchise ownership success relies heavily on your ability to focus on the many jobs at hand.

Alison Hope personifies 'focus' and is a true example of franchising success. Even from high school, Alison focused on what type of business she wanted to own. University or a 'normal' job were never high on her priority list.

Now, at 26 years old, Alison has been the proud owner of a Home Entertainment Express franchise for four and a half years, servicing the Penrith and Lower Blue Mountains areas. But her decision didn't come easily- Alison maintained right from the beginning that she would do as much research as possible to find a franchise that suited her individual needs.

"I did do a lot of research before I ended up investing in a Home Entertainment Express franchise", says Alison. "I firstly looked towards local newspapers and franchise magazines to get an idea of what was out there and what opportunities were available. I then spoke to a number of professionals in the field of franchising, as well as people who owned a franchise. Because this was such a huge decision in my life, I wanted to make sure that I found the franchise that fitted with my lifestyle and expectations."

Alison's interest in the entertainment field was shown from the start when she started looking heavily into video shops- dominated by some very well known franchises. It was also recommended to her that mobile food vans or ice cream vans were considered- all of which Alison discounted when she researched the benefits each offered against her lifestyle needs.

Finally, it would be an exciting new franchise that would catch her eye and change her life forever.

"When I came across Home Entertainment Express, I was initially attracted by the fact that it was so different from any other franchise I had come across. Shortly after my initial enquiry, I soon realised it could satisfy all my needs."

Alison listed her franchise requirements as:

1. Offer longevity in a fast paced changing world
2. Recognise and understand their customers needs now and tomorrow
3. Involved in a fun industry that she enjoyed
4. Offer healthy returns with the ability to grow at her own pace
5. A proven success with their operating franchise system
6. A franchisor that has a hands on approach, encouraging her to feel comfortable to ask questions and seek advice continuously.

As Alison discovered, Home Entertainment Express' success came from their personalised service and commitment to their customers. Being a mobile company meant there were none of the usual overheads such as rent, electricity and staff wages that are usually tied to franchises. This cost effectiveness ensured high profit returns.

Alison also enjoyed the flexible lifestyle a Home Entertainment Express franchise provided- owners were able to work their own hours and in the area they lived in with exclusivity.

"The support that was offered from Home Entertainment Express from the very first step was amazing", recalls Alison, reminiscing of the difficulties she faced when deciding to start her own business. "(Managing Director) Mark Miller played a fundamental role in helping me make my decision. He was able to provide me with all the information I needed and offered honest advice during the whole process- something that was lacking with some other franchises I looked into".

"And the support has been continuous over the years, reflected in the amount of new Home Entertainment Express franchises throughout Australia and their amazing success."

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In Alison's first week of commencing her new business, she made revenue of approximately \$1,200. Now after four and a half years and three full-time staff under her belt, she turns over more than \$20,000 a month.

"As an owner/operator, around 60% of turn over falls to the bottom line which is fantastic as I am motivated by profitability not just turnover."

Since her move into franchising, Alison has been named 'Franchisee of the Year' three times, has paid off the mortgage on her house and is now starting a family - something she says only could have been possible with her focus on finding the right franchise, and in turn finding Home Entertainment Express. Flexible lifestyle, a high income, support and fun. Alison's focus has truly paid off.



**Alison Hope enjoys the unique service she is able to provide to her customers**

**Year commenced: 1991**

**Year franchised: 1997**

**No. of outlets: 53**

**Entry level: \$45,000 - \$60,000**

**Franchises available: Australia wide**

*If you would like to enquire about a Home Entertainment Express franchise, please contact Mark Miller on (02) 4389 3285 or [info@homeentertainmentexpress.com.au](mailto:info@homeentertainmentexpress.com.au).*