

# Franchising Australia

Advertising feature

## MYOB on board for the awards

The Franchise Council of Australia is "delighted to announce" MYOB as exclusive sponsors of the 2008 Excellence in Franchising Awards.

Like the FCA and the Awards, MYOB shares a common goal to maximise the potential of Australian small businesses and franchises. MYOB develops and delivers award-winning software, services and support for more than 700,000 businesses and over 10,000 accounting practices worldwide.

To many Australians, the MYOB story is well known — from humble beginnings in 1991, to iconic Australian brand known the world over, MYOB has consistently used its products and services to help businesses across a broad spectrum of industries.

The story of MYOB translates directly to the franchising sector and the Awards. MYOB's products and services empower and support businesses, like the Awards, to achieve success.

And it is in this spirit that MYOB and the FCA will deliver an Awards program to showcase the best in Australian franchising.

For more information on MYOB please visit [www.myob.com.au/](http://www.myob.com.au/)



"About a year after that I bought all of Australia, New Zealand and the UK."

## 'I wouldn't sell for less than \$10 million now'

Haydar Hussein used to work in a bank — as his father had before him. After nearly ten years in banking, he started a one-man cleaning business after hour called The Cleaner Choice.

After work he would do a couple of cleaning jobs, catch up with friends, then on the way home do a couple more jobs.

Haydar eventually left the bank and became "a little cleaner man in his own little van." And they lived happily ever after? No.

He bought a Jim's master franchise, for cleaning.

Haydar tells the rest of the story in his own words:

"Everybody around said you're crazy. Why are you paying all this money to use someone else's logo?"

"I said 'I can see things you can't see'.

"I bought my first territory for \$25,000, which covered one quarter of Melbourne. That was seven years ago. My business is now turning over about \$34 million per annum. "There is no way in the world I could have got my own cleaning business to

do that. Whoever buys a franchise will achieve their goals quicker.

Unfortunately you have got to pay up front to do it.

"Within six months of starting with Jim's, 2001, I bought another quarter of Melbourne.

"Six months later I bought all of Queensland. Six months after that I bought all of New South Wales.

"Six months after that I bought all of Victoria, and about a year after that I bought all of Australia, New Zealand and the UK.

"The initial purchase, the first quarter that I bought in Melbourne for \$25,000, would be worth about \$400,000 now.

"Each purchase was leveraged to achieve the next. The new ones were all brand new territory. I wouldn't sell my holdings for less than \$10 million today.

"Getting into the UK is a big step. So that's taking a lot of work right now. That is what we do. Once we have fixed up our backyard we look at doing and a new backyard. At this stage of the game I see every Jim's



opportunity as being as good as any other inside Jim's. "It's just that the prices change. Its just like property.

"In fact we sometimes describe it that way. But we say it is better than buying property. There's a lot potential in a lot of areas.

"Jim's has just hit the milestone of 2700 franchisees.

"This is a good achievement but I believe there is no reason why we can't have 5000-plus franchisees.

"I think we are just getting started."

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House is Australia's largest homewares retailer of kitchenware, cookware and tabletop products, with over 100 stores nationally.

Our innovative retail model, which has been franchised for over 23 years, benefits from the fashion and lifestyle expertise of parent company Global Retail Brands. The retail group is currently associated with high profile brands French Connection, Seed & Nine West.

Build your business with comprehensive training, plus ongoing support through our national advertising, merchandise and operational capabilities.

If you want to be a part of the most recognised homewares retail brand and operate your own business, this could be the ideal opportunity for you.

**House.**

OPPORTUNITIES EXIST NOW!

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