



Aspecial advertising report **Franchise and Business Opportunities**

# Milko makes a happy return

**F**ROM selling juice to mowing lawns and grooming dogs, people are doing just about anything they can to get rid of their bosses.

Buying into a franchise can bring greater job flexibility and, if chosen carefully, the chance to make some good money.

With people becoming increasingly "time poor", franchise opportunities in domestic services are particularly strong.

"People don't have the time to do their chores these days," Franchise Council of Australia CEO, Richard Evans, said. "One hundred years ago, the highest employment sector was domestic services. What we are seeing now is a return to domestic services as a source of small business opportunities.

"The domestic service sector has become one of the biggest sectors again over the past 20 years. "There are more house cleaners, car cleaners, pool cleaners, dog cleaners - all the things that people don't have time to do for themselves."

A recent franchise company, Aussie Farmers Direct, caters for those who don't have the time to do their own grocery shopping.

Based on the concept of the traditional milkman, Aussie Farmers Direct franchisees home deliver fresh milk, bread, eggs, fruit and vegetables. Founder Graham Adams started the company after his milk industry employer was taken over by a multi-national. "I remember the days when the milkman was around but I thought I could update it for the 21st century," he said.

"We are cutting out the middleman and are very competitive and the food is a lot fresher."

In under two years, it has expanded to over 30 franchises in Melbourne and was launched in Sydney last month. Adams is now aiming to establish 300 franchises along Australia's east coast.

Recent market research by 10 Thousand Feet found the food industry is still a popular franchise option, attracting 21 per cent of prospective franchisees.

Well-established names such as Hungry Jacks, Red Rooster and Donut King lead the game, while new players, such as Boost Juice are also moving up in the ranks.

But according to Evans, buying into a big brand doesn't necessarily translate into optimal profit. He advised prospective franchisees to seriously consider cheaper, lesser-known brands.

"Everyone wants to be a McDonald's owner, but with something like Ecowash they might get more return on their investment," he said. "There are 900 franchises in Australia. Most people can only name about 10 of them, but the other 890 might have a great return."

For those who have always dreamed of being their own boss, buying into a franchise has its advantages over starting a small business from scratch.

"Australians are generally conservative - they want to be able to own their own house and be their own boss," Evans said. "But because they are conservative they don't want to take risks themselves.

"A franchise can be their own business but they're not doing it on their own. They have a system and operation manual which has already been proven to work."

However, buying into a successful franchise isn't a sure path to fortune.

"You can't be successful in business unless you put the effort in," Evans said. "Before they enter into a franchise, people need to put in their due diligence in terms of research. They need to make sure they have the support networks to help them, the family support and the financial support."



Aussie Farmers Direct: Franchisee Tim Gallagher on his round