



Batteries **Expert**⁺

Introduction Document
for Future Franchisee

Looking for a Batteries Expert⁺ franchise?

Who are the partners that we look for?

Owning a Batteries Expert franchise is more than about the money. It is about a long term partnership. We need more than people to open a store and sell a product. We are looking for ambassadors to our brand. We are searching for specific personalities that allow us to build a business relationship successfully.

Caution : Entrepreneurs wanted!

Most franchises don't look for entrepreneurs. They look for people willing to fit into a « mold ». We, on the other hand, thrive with innovative entrepreneurial type individuals among our team.

We need entrepreneurs that desire success within an organization as part of a team. As the « coach » of the team, we are willing to provide any needed assistance and support through the phases of growth that you will live through. From opening your store to reaching a degree of autonomy, to the desire and readiness for a second, or, as we are currently seeing in our network, even a third location, we need driven individuals looking to succeed.

There are of course standards, boundaries and limits in any franchise system that must be adhered to in order to have an identical concept in all franchise locations. Do not hesitate with any questions regarding said limits. They must be clear in your mind before you choose to join our team.



Communication is key

As mind readers aren't professionals available for hire, we created many tools for communication such as annual meetings, consulting counsels that meet every trimester, monthly visits from our network coordinator, customer service reps available daily and even an internal portal for all our franchises available 24/7.

In return, we need partners willing to let us know what they need. What are the challenges met on a daily basis and how we can help. What successes they have accomplished and how?

Without efficient communication our internal team cannot pass the ball to permit all our franchisees to score. It is an essential part of our business relationship that we will be looking at from the beginning of the selection process.



Batteries Expert profile

Essential to us

Enthusiasm for our brand is essential to ensure your success as a franchisee. We will be looking for people with not only enthusiasm for our concept but for the future of the network as a whole. This means homework for both of us.

We need you to be aware of your local market, be it competition or specific knowledge of the demographics in your area. We can and certainly do help with this. Nevertheless, you are the person ultimately responsible for the success of your franchise.

We will plan together on how best to raise market awareness of your new franchise amongst potential customers, as well as analyzing with you your goals and ideas.

Prerequisites

For launching any business there are of course some prerequisites which cannot be avoided. Below is a listing of certain qualities and assets essential for our future franchisees.

- Motivation
- Tenacity
- Strong support structure
- Willingness to learn
- Maturity (Must be an innovative but also a realist)
- Financially sound

Selection process

As part of our selection process we require that the franchisee profile form be filled and returned to us. The form is available online at www.batteriesexpert.com or directly from a network coordinator as part of our franchise information package.

We are Batteries Expert

Who are we?

Batteries Expert is a family based operation started in 1964 creating a network of experts across Quebec and recently expanding into Ontario. During those years, we have evolved from a home based business in the family garage to a banner with 71 distribution locations across the province of Quebec and 10 locations in Ontario. We are now a full-fledged franchise with the reputation for being ready to do what is necessary in order to ensure the longevity of our success.

What is a Batteries Expert Franchise?

Our franchisees are positioned in the market to be « THE » location for all battery types, from the hearing aid battery to the lawn tractor battery, passing through car batteries, AGM, button cells and more. Our current expertise goes even as far as offering the opportunity to rebuild certain batteries that are not readily available as replacements in the market place.

As our market goes green, we are also the reference in off-grid alternative energy needs, from the solar panels, regulators and chargers to 12 volts water pumps, 12 volts refrigerators, propane instant water heaters and everything else in between.

Our team, your support

Through constant effort and adaptability, we have created innovative communication channels to stay close to our franchisees and the consumer. We keep in mind the difference between the various types of customers in the constantly evolving market. Either through internet, print ads or everything else in between there is a dedicated team willing and able to make the most of the local market chosen as the location of a franchise.

Batteries Expert understands the need for professionals in marketing, merchandising, training, technical support and customer service in order to offer our franchisees the support they need to stay ahead of the market.

Our innovative and motivated team is constantly improving our market positioning with the help of our franchises to ensure the next 50 years are even better than the first 50.

Start-up requirements

Finding a retail location is essential. As the franchise concept is based on the retail customer it is expected to be in a moderate to high traffic area.

Locations in industrial parks and out of town limits are not conducive to a retail type of business and will be considered accordingly.

In order to meet the demands of an evolving market, BE Franchise offers the concept of Batteries **Expert**⁺ a store that offers the complete experience:

- Complete BE concept / including workshop
- B2C Commercial area
- A location that is a minimum of 2,500 square foot (1,700 square feet in store, 800 square feet for workshop/facilities, for charge areas and overstock)
- Sales Customer Service and Installation
- Knowledge of sales and customer service techniques
- High level of technical knowledge
- High level of skills and technical knowledge for installations (auto, truck, RV, boat, trailer, and others)
- B2B program available in partnership with TCED
- Client-target: Consumer B2C
- KPI (Key Performance Indicators) = 100%
- Independent Franchise (except under the authority of BE Franchise INC.)
- Full range



Saint-Basile-le-Grand

Franchisee start-up costs :

- Franchise cost : \$45,000
- Inventory (depending upon size of retail location) : \$55,000 to \$85,000
- Store hardware (Shelving, tools, computer equipment, etc.) : \$19,000 to \$40,000
- Signage (depending on availability) : \$5,000 to \$15,000
- POS system : \$3,000 to \$4,000
- First year's advertising : \$5,000 to \$10,000

Franchisees are responsible for overhead costs evaluated depending on market value :

- Rent
- Salaries
- Relevance fees of 2 %
- Development fees of 1 % of purchases, billed every trimester.
- National advertising fees of 3 % billed bi-annually.
- Utilities
- Internet access and phone lines
- Stationary

This was an overview of cost to be expected by any franchisee. As complete cost can start anywhere around \$150,000 to \$250,000. Please communicate with a network coordinator for a more specific evaluation of your cost.



" Your
satisfaction 
is **OURS!** "

 **BE Franchise** INC.

4203, rue King Ouest (2^e étage)
Sherbrooke
(Québec)
J1L 1P5

1 800 661-3330

batteriesexpert.com

PERSONAL INFORMATION

Last Name

First

Middle

<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------

Address

City / Province / Postal Code

Preferred method of personal contact

Number of children/Ages

Date of Birth

Social Insurance Number

Home Phone

Spouse's Name

Work Phone

Spouse's Occupation

Fax

Spouse's Date of Birth

E-mail Address

BUSINESS / CAREER BACKGROUND

Name of Business

Type of Business

MOST CURRENT

Address

City / Province / Postal Code

Phone

Responsibilities/Accomplishments:

Fax

Your Title

Start Date

Salary

Name of Business

Type of Business

PREVIOUS

Address

City / Province / Postal Code

Phone

Fax

Your Title

Start Date

Responsibilities/Accomplishments:

Salary

EDUCATION

School

City

Year Graduated

Degree

HEALTH

Physical Limitations

- Excellent
- Good
- Fair

PERSONAL BALANCE SHEET

Assets

Savings

Securities

RRSP

Home

Other Real Estate

Automobile

Other Assets

Total Assets A

Liabilities

Bank Loan

Other Loans

Taxes

Credit Cards

Mortgage

Other

Total Liabilities B

Net Worth A-B

Office Use

Bank

Branch #

Phone

Address

Contact

Type of Accounts

1

2

3

Type of Loan

1

2

3

PERSONAL BACKGROUND

Have you ever been convicted of a criminal offense?

Yes

No

If yes, give details:

Have you, or a company in which you were an owner, officer, or director ever declared bankruptcy?

Yes

No

If yes, give details:

Are you a defendant in any legal action?

Yes

No

If yes, give details:

Are you currently a partner or owner of any business?

Yes

No

If yes, give details:

Would this business be owned by you or a group?

Alone

Group

If owned by a group, please provide details:

Will you devote your full time to your franchised business?

Yes

No

If no give details:

Preferred Location

List any hobbies, community services or special interests

How did you learn about Batteries Expert?

- Store or Franchise Literature Batteriesexpert.com CFA website (cfa.ca) Other website
- Referring Person Print publication Ad Online Ad Tradeshow

Please specify: (ie. name of publication, website, person, tradeshow etc.)

What appeals to you about the concept?

Why do you think you will be a successful operator?

What is important to you when evaluating a business opportunity?

What are your annual gross earning expectations?

When do you plan to start your business?

- Under 3 months from now 3-6 months from now 6-12 months from now More than 12 months from now

If exceeding 12 months, please specify start date

What are your three strongest attributes?

- 1
- 2
- 3

What are your three weakest characteristics?

- 1
- 2
- 3

REFERENCES

Please provide 3 non-relative references.

Name	Relationship	Phone
<input type="text"/>	<input type="text"/>	<input type="text"/>

Address	Email
<input type="text"/>	<input type="text"/>

Name	Relationship	Phone
<input type="text"/>	<input type="text"/>	<input type="text"/>

Address	Email
<input type="text"/>	<input type="text"/>

Name	Relationship	Phone
<input type="text"/>	<input type="text"/>	<input type="text"/>

Address	Email
<input type="text"/>	<input type="text"/>

I, the undersigned, understand that the information I have given in this Batteries Expert Confidential Application is for the purpose of being evaluated as a Batteries Expert Franchisee (owner-operator) and warrant that all such information is accurate, true and complete. I authorize Batteries Expert and their representatives to make inquiries and investigation of my personal background, credit, character and abilities and to contact anybody whether listed above or not, in order to obtain credit and personal information about me. I release Batteries Expert and their representatives from all liability that may be incurred as a result of such inquiry. This consent may be transmitted to the credit bureau and other relevant parties from whom Batteries Expert may be seeking information about the undersigned.

Signature

Date