



MINIQUIP OVERVIEW: FRANCHISING 2011

CONCEPT

Earthmoving, all aspects of excavation and trenching, landscape ground works, rock and concrete breaking, swimming pool removal and reinstatement services. MiniQuip is a plant hirer service provider to the building, construction and residential markets.

HISTORY

We have been operating in Western Australian for 21 years.

TERRITORY

We service Perth Metropolitan and greater regional Western Australia.

TRAINING PROVIDED

Training varies depending on whether the franchisee has any prior experience. Training includes operations and business training. A full training program would be approximately three weeks in total however it is separated into the various areas of operation and administration.

MARKETING SUPPORT

MiniQuip maintains its own website, utilizes press, media and on-line advertising, and operates a centralized telephone number. The franchisor plays an instrumental role in undertaking group marketing activities and marketing through the visual display of the MiniQuip brand on all equipment.

AGREEMENT TERM

5 + 5

OPERATION

MiniQuip currently only operates in Western Australia.

INVESTMENT REQUIRED

The Upfront Franchise Fee starts from \$30,000 and the total investment will vary depending on the type of truck and equipment you decide to operate, and the quality of new and used trucks and equipment available in the market place. The cost of the truck, equipment and attachments generally starts from \$80,000.

BUSINESS ESTABLISHED

MiniQuip commenced its operations in Western Australia in 1989

FRANCHISING COMMENCED

MiniQuip commenced its franchising operation in 2010.

QUALIFICATIONS REQUIRED

No experience is necessary to join the MiniQuip team as a franchisee. MiniQuip is committed to providing high quality training, back-up and support.

COMPACT LOADER | EXCAVATOR | TIP TRUCK HIRE

