



FRANCHISE OPPORTUNITY

Become a part of the BSR Franchise Community



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THE OPPORTUNITY



When you join BSR Group you are joining a credible retail franchise that is well recognised and respected in communities across the country. The BSR Group grants franchises to independent business operators under the brand names of Betta Home Living, Furniture Zone and Designer Appliances operating in the electrical, furniture and household appliance related industry.

The key focus of the Group is assisting franchisees to maximise their offering to the customer and to provide support to franchisees to enable them to prosper within their local market.

KEY FRANCHISE BENEFITS AT A GLANCE

- Marketing power, including eCommerce and social media, email and text campaigns
- Bulk buying power
- Access to over 100 key global suppliers
- Programs and processes to assist in efficient store management and operation
- Ongoing training and advice, including store assessment feedback
- Access to exclusive brand products
- Product ranging analysis and in-store marketing and merchandising assistance
- Work with NARTA to implement strategies for buying and merchandising

AN OVERVIEW OUR BUSINESS STORY



BSR Group seeks to provide a comprehensive, all inclusive service through its range of retail brands including:

- Betta Home Living; an electronics and furniture retailer with a huge network of stores around Australia.
- Designer Appliances; who are the first choice for luxury kitchen and laundry appliances from today's leading premium brands.
- Furniture Zone; which is the one stop shop for all your furniture needs with dozens of brands including Sealy, AH Beard and Mlily



BSR is a proud member of the NARTA Group which is a business built on the foundation of buying that incorporates an integrated service model to provide support to their retailers and value to their brands.

As a member of NARTA (the National Associated Retail Traders of Australia), BSR benefits from the combined buying power of more than \$6.5 billion in purchases annually.

A BRAND WITH HERITAGE

In 1961, seven local independent retailers came together to combat rival electrical retail groups and formed the Brisbane Electrical Television Traders Association (BETTA). Since then, BSR has built a solid reputation on delivering superior customer service, providing us with a major advantage in the market. With over 60 years' experience in retailing we really know how to service our customers' needs.



OUR FRANCHISE CULTURE

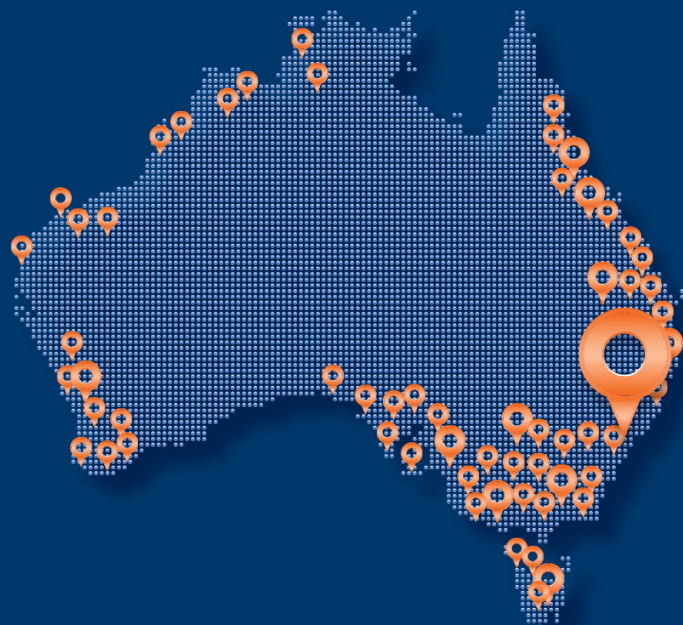
Our franchise operators are active members within their community, enabling them to develop close ties with local residents.

We encourage our franchisees to give back to their community with a portion of their earnings by supporting local clubs, schools and charities. This will assist in developing commercial and personal relationships with local media providers and other businesses.

The local community involvement and subsequent organic PR has proven to generate additional business opportunities within their community.

OUR STORE LOCATIONS A SNAPSHOT

- National footprint
- Network of over 200 associated retailers
- Locally owned and operated
- Strong local community based relationships
- Store size range from 400sqm - 2000sqm



OUR ACCOMPLISHMENTS

Thanks to a combination of marketing efforts, the rise of online shopping practises and efficient in store experiences, the BSR customer journey has never been better.

Betta Home Living continually performs well within industry, providing excellence in customer service that has been recognised by many accolades awarded by review sites including CHOICE, Canstar Blue and Roy Morgan. Consumer-driven reviews and research assess Betta against competitors on a range of factors including product and brand range, value for money, customer service and after sales service.



2015

**Roy Morgan
Research Customer
Satisfaction Award**

Furniture/Electrical
Store category



2019

**Roy Morgan
Research Customer
Satisfaction Award**

Furniture/Electrical
Store category



2019

**Choice Award for
Appliance Retailer
Satisfaction**

Top Bricks and Mortar
Appliance Store



2021

**Canstar Blue
Most Satisfied
Customers Award**

Electronics Retailers
category

OUR CUSTOMER SERVICE

BSR customers enjoy quality service in store and online with new technologies adopted across the BSR brands. Innovative technologies such as AI and Machine Learning provides efficient execution and tracking, so that purchases are delivered more efficiently for customers to enjoy sooner.



INDUSTRY LEADING BRANDS

BSR can provide access to all the leading brands specific to a franchisee and works to foster relationships with over 100 core suppliers which represent over 95% of the market.



EXCLUSIVE RANGE OF FURNITURE



BSR franchisees have access to a robust furniture collection that are exclusive to the BSR Group. Furniture and bedding items are available under the Betta Home Living and Furniture Zone brands. Whether you're updating a room or doing a full renovation and upgrade, our furniture selection stocks items for the whole house, so that customers can purchase everything under the one roof:

- Bedroom Furniture
- Lounges and Chairs
- Dining
- Mattresses
- Occasional Furniture
- Office Furniture



OUR MARKETING

The growth of BSR's brands is aided by our commitment to marketing. BSR's marketing activity includes traditional marketing with digital marketing boosting BSR's online presence. An example of this is the long running Betta "Go Local" campaign which promotes Betta's point of difference as a locally owned and operated retailer.

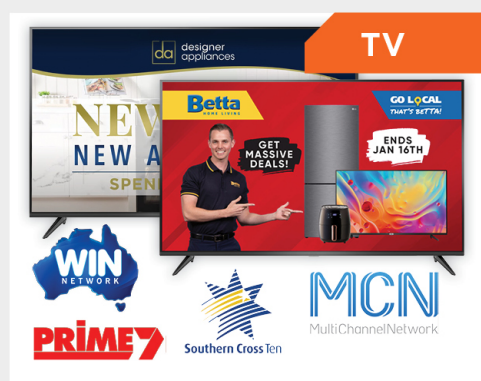
TRADITIONAL MARKETING

Traditional marketing methods still hold an important place in BSR's overall marketing strategies. They include a range of activity such as print and online catalogues, TV, radio and press ads as well as outdoor billboard marketing. This is coupled with external store signage and in-store visual merchandising which supports branding and customer experience.

OUR PARTNERSHIPS & COMMUNITY IMPACT

BSR brands have a lot to give back and this is evident with various national and local sponsorship of community groups, sporting teams and non-for-profit organisations that align with their values.

- Brisbane Heat: BSR's Betta is the 'Home of the Heat', supporting the Brisbane Heat cricket team with their sport. Brisbane Heat team members also feature in Betta's advertising, adding a light comedic impact.
- Youngcare: appropriate care and housing for young people with needs is the backbone of Youngcare and BSR brands play an integral part by sponsoring and donating towards this life-changing cause.



DIGITAL MARKETING

BSR continues to stay on trend in the marketplace with the growth of online marketing. E-commerce websites for retailers like Betta, Designer Appliances and Furniture Zone, as well as online marketing activities such as SEO and social media further drives BSR's online presence.

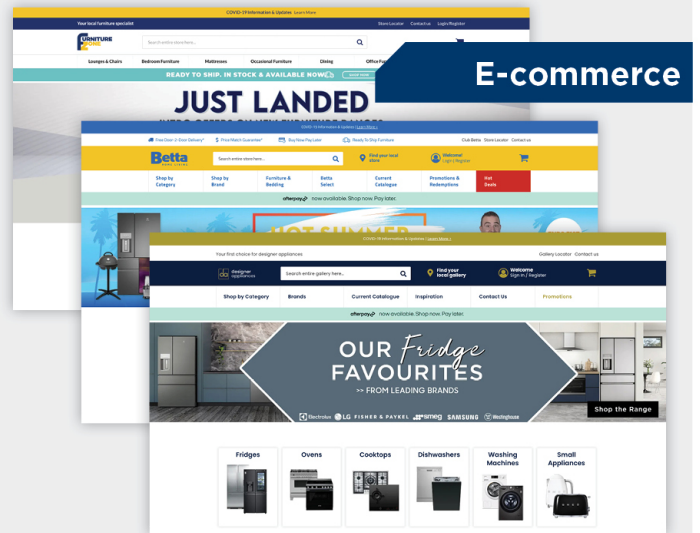
E-COMMERCE

Across the online stores of Betta, Designer Appliances and Furniture Zone, customers can enjoy a one-stop shop for electrical and household appliances, home theatre and furniture. Customers can search for products, access inspiration and advice and make purchases instantly from their online devices. A range of purchasing add-ons such as back up plans, payment options and product redemptions ensures customers can confidently make their purchase.

DIGITAL MARKETING

BSR's digital marketing activity is varied and far-reaching, with touch points across all aspects of the digital platform.

- **SEARCH AND DISPLAY** BSR brands, campaign activity and promotions are displayed on partner websites.
- **EMAIL** electronic direct marketing (eDMs) are sent out to keep customers updated on product offerings.
- **SMS** customers receive text messages during promotional periods.
- **SEO** search engine optimisation activity ensures BSR brands rank highly on online searches.
- **SOCIAL MEDIA** branding, promotional activity and engagement is enhanced with social media marketing.
- **YOUTUBE/BVOD** BSR branded YouTube pages, like Betta's and Designer Appliances' is a platform for customers to gain in-depth knowledge with Betta Advice on technology, products and brand showcases.



VISUAL MERCHANDISING

Marketing in-store through visual merchandising is equally as important as the marketing outside the store. At BSR, visual merchandising tools are used to assist with brand awareness, promotional activity and the customer experience.

- **TICKETS** all products in-store are regularly updated with display tickets showing vital information and pricing.
- **POS** we work with brands and suppliers to ensure our stores' point of sale are as effective as possible, helping raise awareness and meet sales targets. The visual merchandising can be in the form of freestanding units, counter displays, checkout displays, hanging signs, posters and banners.
- **STORE LAYOUT** we work with franchisees on store layouts and displays to create a more enjoyable shopping experience for customers, which results in increased sales.



LOYALTY PROGRAMS

Our relationship with customers is part of our success. Engaging with customers past the point of purchase means customers can be rewarded and will return for the service and value for money that is synonymous with the BSR brands.

CLUB BETTA

A free membership program, Club Betta gives customers access to a world of exclusive members-only benefits. From a 7-day price guarantee to exclusive discounts, invitations to VIP events, annual birthday surprises and regular competitions, Club Betta members enjoy unbeatable benefits.

DESIGNER APPLIANCES INSIDERS CLUB

Customers can join Designer Appliances Insiders Club at no cost and gain access to exclusive discounts, bonus offers, 7-day price guarantee and the chance to win monthly prizes. Plus invitations to exclusive events and cooking demonstrations.

COMPETITIONS

At BSR, giving back to community and customers is what we do. And competitions and giveaways are just one of the ways we give back. From monthly competitions for Club Betta and Designer Appliances Insiders Club members to large-scale giveaways; customers are never short of a chance to win. Past competitions include:

- **60 Years of Betta:** with a chance to win \$60,000 or a share in over 60K in prizes.
- **Spin to Win:** Club Betta and Designers Appliances Insiders Club have a monthly chance to win a \$1000 gift card.

BETTA TESTER

Club Betta members have the chance to enter to win a new appliance that they can test, review and keep. Known as Club Betta Testers, this community of real-life consumers provide honest feedback on products that become part of the Betta Select range, which assist future customers make their purchase.



ADD ON SERVICES

BSR has built strong relationships with some of Australia's leading finance, retail warranty, delivery and installation providers to ensure our customers have flexible add-on service options for their purchase.

Flexible Payment Plans



- Buy Now Pay Later: Customers can buy now, take their products home and pay later with competitive options (exclusively for BSR customers) provided by Buy Now, Pay Later (BNPL) services such as Afterpay, ZIP and Humm.

Insurances & Warranties

Our after sales services ensures customers can enjoy their purchase with peace of mind.

Additional product protection is typically available to extend warranty coverage. Longer periods of warranty on components;

like the structural frame of furniture, protects against manufacturing and material defects.

Delivery

BSR brands utilise third party shipping platforms, Radaro and Shippit, to ensure that the best possible customer service experience is always achieved. BSR customers can expect seamless delivery thanks to innovative technologies such as Live ETA's and Proactive Delay Detection, plus access to dedicated delivery support teams, for total peace of mind with every delivery.

Installation & Removal

We understand that every customer's needs are different. That's why BSR brands offer extra services such as installation, removal of existing products and special delivery such as on a Saturday or to a location not supported by the courier.





OUR CONVENTIONS AND CONFERENCES

Our National Buying Conventions are held twice a year and allow our franchisees to connect with each other, head office staff and supplier representatives, as well as access the latest pricing deals which are achieved through our collated ordering system.

A Conference is held annually and has previously been held in exciting locations such as Canada, Madrid, Hong Kong and Los Angeles. The Conference provides an opportunity to engage in professional development and to also focus on relationships with key stakeholders. We also believe in motivating and celebrating our franchisees at the conference, so awards are presented to retailers annually.



YOUR INVESTMENT AND OUR SUPPORT

The initial investment in your BSR franchise depends on the expected turnover of your store. The potential return will also depend on whether you can fund the business yourself or whether you will need finance.

An estimated start up cost sheet can be made available, which details the fees and what is required to establish a BSR franchise. The most important variable in the level of success you will achieve is in fact you! Franchisees consist of people, and no two people are the same. We can provide you with our proven system, name and the business tools and support necessary to operate but your reward is ultimately determined by your diligence and commitment to your business.





OUR TRAINING ACADEMY

Professional development and product know-how combines in one place known as the BSR Training Academy. This staff portal offers the latest in product training as well as work, health and safety and consumer law so that franchisees and staff are equipped and supported with the latest information.



FRANCHISE APPLICATION PROCESS

Expression of Interest

Receive and Review Information Pack

Meeting with BSR Representative

Review and Sign Disclosure Information

Business Plans Approved

Store Setup and Training

Opening Day!

If you'd like to become a part of the BSR Franchise Community, or would like more information, we'd love to hear from you. Contact Retail Services on 1800 637 715, or by email at franchiseenquiry@bsrgroup.com.au



NETWORK OF OVER 200 ASSOCIATED RETAILERS

**If you'd like to become a part of the BSR Community,
or would like more information, we'd love to hear from you.**

**Contact Retail Services on 1800 637 715, or by email
at franchiseenquiry@bsrgroup.com.au**

The information provided in this brochure is approximate in nature and correct at the time of printing. BSR Group encourages prospective franchisees to make their own enquiries and determinations regarding whether a BSR franchise opportunity is suitable for them, and to seek legal and accounting advice in relation to commencing their own business.

DATE OF ISSUE: 2023