

MAKING THE MOST OUT OF A FRANCHISE RELATIONSHIP: WHY THESE FRANCHISEES STILL LOVE WHAT THEY DO AFTER 25 YEARS



Danny and Kim own Snooze's Fortitude Valley and Windsor stores in Queensland and have been in the bedding franchise industry for 25 years. Danny discusses the reasons why he and Kim enjoy a high level of satisfaction with the franchise model and why – after 25 years – they still continue to find enjoyment in their work.

Connecting with the Snooze store support centre

Danny says that they connect with the support centre on many topics, “from product to customers to IT to everything that happens in a small business – marketing as well”.

Having a strong relationship with the support centre is vital to a healthy franchise arrangement. Danny and Kim have always welcomed the level of help that the Snooze support centre provides and, as such, continue to have an incredibly positive relationship with the support centre.

Danny says, “We get all the information that we need day-to-day to run the business, which is really helpful. We can go along with confidence knowing that they are a phone call or email away.”

They have developed a friendly relationship with team members at the support centre and know that they can get in touch when needed.

Bonding with fellow franchisees

Danny says that he and Kim have formed amazing friendships with their fellow franchisees. They all understand what the highs and lows of the industry are and celebrate victories together, as well as provide support to each other through challenging times.

“We bond together because we’re in the coal face together out in the shops. Having been in the business for 25 years we’ve made some great friendships, not only in Queensland, but across all the states... and it’s been a wonderful thing.”

Embracing the nature of a franchise relationship

“One of the key aspects of why we became a franchisee was that we didn’t want to have to do everything ourselves. We needed the help and support of a well-known brand and structure and that’s what has been the basis of the last 25 years for us,” says Danny.

Part of the franchising process is accepting that there are structures set in place by the franchisor, and that those structures are there for the benefit of both the franchisor and the franchisee. Franchisees need to be determined, yet not so stuck in their ways that they won’t accept the nature of a franchise relationship.

Danny explains: “You need to be a patient person, you need to be open-minded and you need to be a ‘team player’... if you’re not a team player in a franchise environment when you’re dealing with people that are on the same team, then you’re just not going to succeed.”

Danny reaffirms the importance of recognising that you are part of a wider group, not running your own individual race, and that having a team mentality provides the benefit of ongoing support and assistance.

“The franchise model is definitely the way to go. That’s why we chose it. I find it to be very comforting. You have your support from support centre and then ‘franchisee land’”.

For the full interview go to snooze.com.au/franchising, or for more information about becoming a Snooze Franchise Partner, contact Bettina Davis Bettina.davis@snooze.com.au | 0423 077 844

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