



Lover
your bedroom

Licensee Opportunity | Overview

We make it easy at

BEDS*R***US**

A look into the
Beds R Us group

Dear Future Beds R Us Business Owner,

Thank you for your interest in joining the Beds R Us Group.

Please find herewith some information about the group, and also some questions and answers you may find useful.

The Beds R Us group in Australia now consists of over 85 store fronts and continues to grow every month.

So why not become part of Australia's fastest growing mattress retailer?

At BEDS R US we welcome your inquiry and thank you for your interest in our business.

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Welcome to

Beds R Us Introduction

The Beds R Us group was formed almost 20 years ago as a buying and marketing co-operative by individual bedding retailers from around New Zealand. From this, a Licensee group was formed in 2005 bringing together members who had been selling beds for over 50 years. Using this extensive experience in the bed retailing industry, we have taken our systems and procedures and refined them to a point where new licensees can also benefit from this experience and knowledge.

At Beds R Us we know about selling beds....and what's more we also know what's needed to drive a profitable business.

Beds R Us commenced trading in New Zealand in 1990 and quickly established itself as 'The Bedding Professionals'. Shortly afterwards Beds R Us was established in Australia and today has grown to consist of over 85 stores on top of 40 store fronts in New Zealand, while continuing an aggressive growth phase.

Beds R Us has an established and enviable reputation within the bedding retail industry as providing excellent value for money, friendly quality service and only selling quality products.

This combined with extensive national advertising and 'branding', the Beds R Us brand is top of mind for most people when they think of buying a bed.

The Beds R Us proposition is extremely unique in that it offers proprietors the ultimate in support, while allowing them to own and operate their own business.

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What Beds R Us Can Do For You

The future looks extremely bright for Beds R Us as it gets set to build upon the foundation stones of the earlier years.

We also offer:

- A strong and well known corporate identity
- Over 85 individual stores already working together
- A partnership with Australia's leading bedding manufacturer
- A co-ordinated system for a national marketing programme
- Co-ordinated advertising and promotions
- Access to the worlds latest bedding technology
- A licensor and support team dedicated to the growth of the brand as a whole and the success of all licensees

Our members expect great service backed by a great product, every time they buy...there is no room for compromise.

The brand is in a strong position to capture new customers wherever a new store is established. The Beds R Us market niche for quality bedding, bedroom furniture and related products with friendly service will see your local area welcome the opening of a new store.

The ongoing development of products by our suppliers will continue to enhance the reputation of Beds R Us and enable our network of Licensees to expand throughout Australasia.

Beds R Us is firmly committed to the principles of licensing to expand and grow this business, in conjunction with others who can consistently deliver on the fundamentals. Licensing is not viewed as a quick turnover in company assets, but rather a sure and steady method of expansion, both for Beds R Us Pty Ltd and those who choose to become Beds R Us Licensees.

Beds R Us Pty Ltd will strive to establish a winning team of License partners with total dedication, direction and commitment.

The Beds R Us Store Look

Beds R Us Kingaroy



Beds R Us Dapto



Beds R Us Launceston



Beds R Us Airlie Beach



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The Benefits of Being a Licensee

Beds R Us has all the elements of a successful licence and offers both a tremendous opportunity and a good lifestyle. It is a clean, easy to operate, cash flow enterprise that offers expanding opportunities in the retail sector.

Licensing drives the advertising dollar further. For example, the collective benefits of national advertising enhances the corporate status of all partners and delivers a more cost effective promotion than could be achieved by either Beds R Us or individual Licensees alone.

Licensees will benefit from a two-way communication line that is supportive, encouraging and, above all, focused on achieving the collective financial goals of the group. A forum of regular meetings and reporting is maintained and all Licensees are encouraged to participate, contribute and share in the success, as well as raise issues in an open and constructive manner. Beds R Us is keen to work with people who can function independently, while also participating as part of a larger, integrated team.

Ultimately, the collective team will provide the platform for the success of all interested parties.

Please contact Michael Elliot to discuss this opportunity further.

P: 07 3902 8824

F: 07 3902 8810

E: info@bedsrus.com.au

Frequently Asked

Questions & Answers

Question *What is a Licence?*

Answer A Licence is an arrangement for the distribution of merchandise into the market place. At least two parties are involved, the licensors who lends the trademark and business system and the Licensee who pays a royalty and an initial fee to do business under the Licensors name and system. Technically, the contract binding the two parties is the agreement.

Question *What do I get with my BEDS R US licence?*

Answer When you become a BEDS R US licensee you get access to the BEDS R US name, merchandising support and ongoing business development. You become part of the BEDS R US network, sharing experience, advertising costs, and benefiting from the group buying power of a larger network.

Question *Will I be running my own business?*

Answer Yes. You will never have to be in business by yourself, you certainly are in business for yourself!

Question *What background and experience do I need?*

Answer The right attitude is what you really need to have in order to be a BEDS R US Licensee. We look for certain characteristics from people wishing to join us and from there sign agreement documents.

Question *Does BEDS R US provide training?*

Answer Yes, BEDS R US provides very comprehensive training as well as giving you additional support with one off things which need to be done when you set up a new business. BEDS R US will continue ongoing training according to their interpretation of your needs.

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Question ***What ongoing fees do I have to pay?***

Answer The only fees associated with BEDS R US is a monthly conference fee of approximately \$200 which pays for one person from your shop to attend the annual BEDS R US Conference. There is also a monthly advertising fee based on your wholesale turnover which directly funds our Subscription Television advertising.

Question ***Does BEDS R US have Preferred Suppliers?***

Answer Yes, BEDS R US has a range of Preferred Suppliers for mattresses, bedroom furniture, manchester and linen. You will be assisted by BEDS R US to get your product range up and running.

Question ***How does BEDS R US advertising work?***

Answer An advertising programme has been developed for the BEDS R US group and is directed by the BEDS R US marketing committee. This strategy has been developed to provide for continuous media exposure of the BEDS R US product range, price discounts, and brand attributes that make up the BEDS R US offer. The campaigns comprise of four national television campaigns per year which are backed up by in store point of sale.

In the remaining eight months of the year, BEDS R US runs a comprehensive Subscription Television programme which is at a minimal cost to all stores.

Your rebates also accrue and are allocated back to your store for you to spend on any form of advertising of the BEDS R US and Sleepyhead brands.

Question ***I am interested in joining BEDS R US, what do I do next?***

Answer Contact Michael or Kristy at BEDS R US and she will send you the necessary documentation.

Contact:	Michael Elliot 07 3902 8824 info@bedsrus.com.au	Kristy Heslop 07 3348 9106 kheslop@bedsrus.com.au
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