DRIVING MISS DAISY FRANCHISING AUSTRALIA PTY LTD

THE DRIVING MISS DAISY **STORY**



In 2004, Driving Miss Daisy NZ co-founder Melanie Harper started driving her Aunt Trish to appointments in Havelock North, New Zealand.

Trish no longer drove herself and enjoyed the companionship of Melanie driving her to her appointments. Soon after in 2005, when Aunt Trish told Melanie that she wanted to pay for each journey, plans for the Driving Miss Daisy franchise commenced. Melanie and her husband Jack travelled around the world collecting ideas and Driving Miss Daisy was launched. Today, Driving Miss Daisy is proudly the number one companion driving service in New Zealand.

In 2014, Alan Branch and Stan Zets met Melanie and Jack to plan the international expansion of Driving Miss Daisy into the United Kingdom. Over several years, this project enabled Alan and Stan to truly appreciate how much people needed the Driving Miss Daisy services.

Backed by the success of New Zealand and the United Kingdom, the planning for the launch commenced for Australia. Alan Branch and Stan Zets are the directors of Driving Miss Daisy Franchising Australia Pty Ltd which through its national franchise, provides help and assistance for people in need as well as Australian based small business opportunities for each Daisy franchise business owner.

ENJOY DRIVING MISS DAISY FOR WHAT YOU NEED

Whether it's to an appointment or a visit to the shops or simply to catch up with friends, with Driving Miss Daisy you have a trusted friend who will arrive on time and get you there and back. Join the thousands of others who have enjoyed the Driving Miss Daisy service in Australia, New Zealand and the United Kingdom.



- Medical appointments
- Social engagements
- Hair and beauty appointments
- Grocery shopping
- After school activities
- Scenic drives
- Airport drop offs and pick ups
- Pets to the vet
- Special events and weddings
- Catching up with friends
- Making new friends
- Activities and outings of your choice

AT THE CORE OF OUR PROMISE, WE'RE DEDICATED TO PROVIDING EVERY DAISY CLIENT WITH A **SAFE, FRIENDLY AND RELIABLE** COMPANION DRIVING SERVICE.

Integrity

To be open, honest and trustworthy, acting with the utmost integrity at all times.

Empathy

To provide a caring, considerate and respectful environment, compassionate to all.

Professionalism

To be reliable, smart, accurate and appealing in every way.

Safety

The care and safety of everyone is paramount around everything we do.

Fun

To brighten up the day, by always incorporating laughter, cheerfulness, enthusiasm and positivity.

© Copyright All Rights Reserved 2024

DRIVING MISS DAISY FRANCHISING AUSTRALIA PTY LTD

MAKE A DIFFERENCE BY BECOMING A DRIVING MISS DAISY FRANCHISE OWNER

Want to learn more about becoming a franchise business owner? Please read our FAQs.

What is the franchise fee?

The initial cost of a new franchise is dependent upon the size of population and starts from $30,000 plus GST.

What other costs are involved in buying the franchise?

Buying a franchise involves seeking legal advice, accounting and financial advice, the setup of a home office, deposit on a motor vehicle, Daisy uniforms, stationery and similar items. These usually amount to about $20,000 plus GST.

How much money can I expect to make?

There are many different factors which influence the answer to this question. The effort a franchisee puts into building the business through marketing, time and distance travelled with clients, plus the number of vehicles will determine the success of the business. All of these details and more are explained during the interview process on the way to becoming a Daisy franchise business owner.

How long does it take to break even in this business?

In our experience you should allow a period of between 3 and 6 months in which to get your business started during which you would not start drawing a wage.

Do I have an exclusive area?

Yes, every franchise has a designated exclusive marketing area giving each franchisee the ability to market to local residents in that marketing area. You may transport that client on a journey to anywhere in Australia as long as that person resides in your marketing area.

How do I get clients?

From the commencement of your business, we work with you to develop your local marketing and business plan. The National Marketing Fund provides extensive social media support. Our extensive franchisee library contains hundreds of tiles, articles and strategies for you to deploy. We assist you to identify lead sources that can become referrals to build your client base.

Our training focuses on adding to your skills as ultimately, the success of your franchise will depend upon your ability to network within your community and to actively and continually market your business using the tools that we provide. In many cases we will forward leads to you where they come from our national website and 1800 telephone number. Your Daisy vehicle also displays the 1800 DAISY1 national contact number.

Do I need prior business experience?

Though business experience can be an advantage, the majority of new franchisees do not have prior business experience. Consequently, Driving Miss Daisy training and ongoing coaching and mentoring is designed to give applicants the confidence to start a new career path.

What training and support is provided?

We have a comprehensive training and support process, backed up by our operations manual, driver training manual and recommended marketing processes. These are provided to you with a detailed mentoring system from our Support Office team. There is the opportunity to build relationships with the other Daisy franchisees to provide additional support. This means while you are in business for yourself, you are never by yourself.

Interested in becoming a Franchisee? Get in touch with us today!

Visit **www.drivingmissdaisy.com.au**
to complete the Franchise Inquiry Form and contact

Stan Zets 0414 577 714
Alan Branch 0413 524 134
support@drivingmissdaisy.com.au

© Copyright All Rights Reserved 2024