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Snap-on – 'best kept secret in franchising'

A business model that has developed over decades, Snap-on offers a franchise opportunity that has won many accolades around the world.

For a long time, the brand name of Snap-on meant little to those outside the automotive and aviation industries.

For those in these industries, the professional tool users who demand the very best tools and equipment, those who demand quality, innovation and technology look for one name – Snap-on.

Snap-on was founded in 1920 in the US when Joe Johnson invented the interchangeable socket wrench.

Today, we know that invention as the socket set that is in every technician's tool kit, with sockets that 'snap on' to different handles and ratchets.

Joe Johnson's creed was to develop his concept with unprecedented manufacturing quality.

Today Snap-on is a US\$2.8 billion corporation, with more than 19,000 products sold in 130 countries around the world. Quality and innovation is such that NASA chooses Snap-on to supply the tools for the space program; Snap-on has become a brand that defines quality.

4700 mobile stores worldwide

Providing customer service that is second-to-none is at the heart of Snap-on. This is achieved through the more than 4700 distinctive white mobile stores around the world, 150 of which are in Australia and New Zealand.

The Snap-on mobile stores are a high-tech retail showroom custom-designed and built. Virtually every centimetre of space is used to display product from hand tools, to diagnostic equipment, power tools and tool storage. Every mobile store is equipped



Being mobile, the Snap-on franchisees sell direct to customers; they do not wait for their customers to come to them.

with a computer with wireless connection and a mobile EFTPOS terminal for customer convenience.

The essential ingredient in the success of Snap-on is the person who is servicing the customer. Snap-on customers are called on every week, which creates the unique opportunity to build a relationship between the Snap-on franchisee and their customers.

Owner-operated since the 1930s

Nobody looks after a business as well as the owner and, since the 1930s, the people operating the Snap-on mobile stores have owned them.

This business model has developed over decades and today Snap-on offers a franchise opportunity that has won many accolades around the world.

Some people assume that having a trade background is a prerequisite for being a Snap-on franchisee; this is not true. Although many franchisees have come from a trade background there are also a great number of very successful men and women that have come from all walks of life.

Six-day training course in Texas

The Snap-on training program is extremely comprehensive, beginning with a six-day course at the Snap-on training centre in Dallas, Texas. A sales development manager will spend at least the first three weeks with them to assist them in getting their business established.

So where to begin to see if a Snap-on franchise is the right business for you?

After the initial contact with Snap-on is made, one of the first steps is to spend some days riding with existing Snap-on franchisees. This allows prospective franchisees to see for themselves what a day in the life of a Snap-on franchisee entails.

FRANCHISE INFORMATION

Company name: Snap-on
 Contact: Nick Hudson
 Phone: (02) 9837 9182
 Email: Nicholas.hudsoni@snapon.com
 Website: www.snaponfranchise.com.au