

Hannaford

FRANCHISE OPPORTUNITY



Have you ever wanted to be your own boss?

Since 1925, pioneer company Hannaford have been at the forefront in seed treating and processing technology, and is the only national seed grading, cleaning, and professional treating business in Australia.

Hannaford is one of the most recognised names in Australian broadacre agriculture. It's a brand grain growers know and trust, and as a Hannaford franchisee, it will be your most valuable asset.

Even before you start promoting your business, people will know who you are and what you do. That's the kind of head start every business would like to have.

Turn your Ag knowledge into a profitable business.



A HANNAFORD FRANCHISE

What is a Hannaford Franchise?

Franchising is the granting of the right to sell a product or service under a franchised brand name within a specified territory for a nominated period.

Hannaford chose franchising as a business structure in 1985 because it provided operators with added business security – the opportunity to operate their own regional business with the support of a strong and experienced umbrella organisation.

Hannaford is the only franchised mobile seed grading, cleaning and treating business in Australia. With a Hannaford franchise, you can enjoy the benefit of:

- Owning your own business within a proven business system
- Full backing and support of the franchisor, Arysta LifeScience, a global agricultural chemical company
- Access to an innovative range of seed treatments for sale and supply to customers
- Access to first-hand business knowledge from a national network of experienced Hannaford franchisees.

As the most experienced seed grading group in Australia we are committed to providing Australian farmers with a professional, efficient and reliable service.

Nine months of 'hands-on' business

Your Hannaford franchise will be active and "hands-on" for approximately nine months of the year, including time for your annual overhaul of your allocated machinery. For the remainder of the year you can develop new business or take on other interests.

Delivering mobile seed grading and treating to Australian farmers since 1925...

Get immediate returns – and long-term gains

Hannaford is a successful business with a proven track record. If you purchase an existing franchise (which in most cases can be done through negotiation with an existing franchise owner), you'll be able to benefit from immediate returns due to an established customer base.

Not only will you have the opportunity to get above average returns on your investment, but by increasing sales you'll also be able to build the value of the business and achieve long-term capital gains. In the end, it's your own skills, energy and business acumen that are the key to your success.

Comprehensive marketing support

The Hannaford business offers franchisees the opportunity to pool advertising funds, so you can benefit from large-scale advertising and promotional programs while paying a fraction of the total cost. From direct mail and Rural newspapers to Radio and web based, we reach the customer from all angles.

Hannaford provide franchisees with existing and potential customer details and comprehensive information on their historical use of our service.

www.hannafords.com

The Hannaford website provides detailed information on cereal and legume diseases, identifying what seed treatments can be used to control a problem. There is a search field for farmers looking to contact a Hannaford Seed Protection Specialist in their local area.



A UNIQUE BUSINESS OPPORTUNITY

Comprehensive training

Hannaford's training program has been designed to help you operate the business smoothly and efficiently so you can gain maximum profits through a "self-help" approach.

There are four main areas of training before you start your business:

- Business operations and administration
- Technical services (seed processing, crop disease and product training)
- Mechanical operations (procedures and practical)
- Sales and marketing

When you start your Hannaford franchise, you'll have the reassurance of knowing that the equipment and methods used have all been proven successful over a number of years.

When you're ready to go

Once you've completed your in-house training, you will:

1. Be allocated with a purpose-built Hannaford seed grader, equipped with specialised seed treatment technology.
2. Be provided with customer lists and area maps to help you plan your work schedule.
3. Make bookings with customers to grade, treat or clean their harvested or stored grain – or to do all three.
4. Carry out all work on-farm, after which you'll issue an invoice as a record of the completed job.

Then it's on to the next job.

Helping you succeed

Although the most critical aspect of your success will be your own initiative and hard work, you'll never be left out on a limb. Hannaford will provide you with the ongoing support in all aspects of your business that can save you a lot of time and money – and give you a little extra peace of mind.

With administration and marketing support from head office through to technical and mechanical support in-field, you will always have access to the franchisor's experience.

In short, we'll do everything we can to help you make your business successful and profitable – because that's what makes us successful and profitable too.

What does it take to become a successful franchisee?

If you have a background in farming, then why not use your knowledge to improve your lifestyle and help secure your family's future!

We are looking Australia-wide for trustworthy, reliable people to become part of our franchise network and to contribute to the reputation and success of the Hannaford brand.

If you are people-oriented, passionate about Agriculture, and are looking for a career change which provides you with independence and genuine reward for effort, then a Hannaford Franchise may be what you're looking for.



LIKE TO OWN A HANNAFORD FRANCHISE?



Then let the selection process begin...

Step 1. Interview with the Hannaford Commercial Manager

Upon completion of our standard Confidentiality Agreement, you'll also be provided with specific information on the particular business and operating area that interests you and be able to ask further questions.

Visit www.hannafordfranchiseforsale.com.au for more details.

Step 2. Complete a Hannaford franchise application form

If you're interested in a business that is already on the market, we recommend you talk to the existing owner, plus any of our other franchisees. Speak to as many people as possible – accountants, solicitors and bankers are all good sources of information and we encourage this as part of your due diligence process.

Step 3. Disclosure package & a draft Franchise Agreement

Have a solicitor and/or accountant go over these documents with you to ensure you fully understand what your obligations will be under them. If mutually suitable, we will ask you to attend a final interview addressing any further questions.

Step 4. Sign the agreements & pay any fees due

Once everything is signed and paid, and you've successfully completed your training program, you'll be granted the rights to a Hannaford franchise and will be all set to go!

Hannaford – a trusted name and a unique business opportunity.



Arysta LifeScience
ABN 18 005 225 507
Level 3, 70 Hindmarsh Square
Adelaide SA 5000
Phone (08) 8112 0900
Fax (08) 8112 0999

www.hannafords.com

Hannaford 
The Seed Protection Specialists