



United Petroleum Franchise

A Continuing Success Story



United



The image shows a hanging rectangular sign with a black frame and a white illuminated background. The sign features the United logo, which consists of a red triangle pointing to the right, followed by the word "United" in a blue, sans-serif font. The sign is positioned in the foreground of a store aisle. In the background, there are shelves stocked with various products, including bags of snacks and a refrigerated display case. A sign with the word "drink" is visible on the left, and another sign with the letter "S" is on the right. The store has a bright, clean appearance with recessed ceiling lights.

 **United**

United Petroleum – Driving to the Top

United Petroleum is proudly Australian owned. We are one of the largest independent fuel companies in Australia with over 260 sites across the country.

In this booklet you will gain a better understanding of how United has achieved such rapid success.

You will read about:

- United's Beginnings
- Innovation
- Merchandising
- Measure Up
- Loyalty Programs
- Training and Support
- Finance
- And finally... becoming part of the Franchise family



United Petroleum – an Independent Australian Success Story

Proudly Australian owned, United Petroleum, is innovative, rapidly growing and highly successful. With its distinct blue, red and white colours, the United brand is a recognised company, which offers its customers premium quality fuels and competitive pricing.

In 2010, we had established over 260 sites across Australia, and continue to open more sites every year.

What has been key to United's continuing success? A team with an impressive depth of experience in consumer goods retailing and petroleum are continuously working to ensure United remains in the forefront of the independent convenience and fuel market.

United was started by directors, Mr Avi Silver and Mr Eddie Hirsch who began working in the petroleum industry in 1981, operating service stations throughout Victoria under the Astron banner. The Astron networked expanded steadily and in less than 10 years there were 23 new sites throughout Victoria.

In 1993, they expanded out of Victoria and opened a chain of service stations/ convenience stores in South Australia under the United brand, which are still to this day part of the United network.

They worked under the philosophy of 'convenience at a competitive price', and this proved to be a winner.

Following United's success, they continued to expand throughout Australia, and over the next two years built networks in New South Wales, ACT and Queensland then into Western Australia, Northern Territory and Tasmania.

The directors continue to be involved in the day-to-day business of United, and United is now one of Australia's largest and most successful independent petrol and convenience retailers.

The company's key goal now is to continue to strengthen its position as a convenience retailer and to become a leading franchisor.



United Petroleum – bigger than you may know!

United's public profile may shout Petrol Convenience Retailer, but did you know United Petroleum also owns and operates the following;

- United Distribution
- United Wholesale
- United Terminal
- United Gas
- UnitedCard
- United Lubricant

United Distribution operates in all states of Australia. It is the leading independent supplier of fuels, lubricants and autogas to the independent retail market and the industrial/commercial market offering the following services;

- Supply of bulk fuel to mining, transport, marine, primary producers and general industry
- Supply of lubricants
- Unmanned fuelling solutions

United Wholesale is a division of the business that includes two terminals that enables United to source the supply of high quality petroleum products both locally and internationally, thus permitting United the opportunity to lower the competitive barriers within the wholesale market

Hastings Terminal Victoria

The Hastings Fuel Import Terminal is located in Western Port Bay in Victoria. This large modern terminal can supply the following fuel grades:

- Unleaded Petrol
- E10 Unleaded Petrol
- 98 Octane Unleaded Petrol
- Diesel

Bell Bay Terminal Tasmania

The Bell Bay Terminal is strategically located in the northern region of Tasmania. This modern terminal can supply the following fuel grades:

- Unleaded Petrol
- E10 Unleaded Petrol
- 98 Octane Unleaded Petrol
- Diesel

United Gas is a division of Independent Fuels Australia Pty Ltd. and can design, install and maintain LPG facilities on your service station.

UnitedCard provides a tailored offer to support companies' on-road needs via United Petroleum's exclusive network of fuel outlets.

United Lubricant United retails a range of United branded, automotive lubricants, through its service station network. Our lubricants are constantly evaluated and updated to meet the needs of the automotive industry.



A Turn-Key Business Solution

Choosing a site to operate a retail business is one of the most critical and challenging decisions that is made. United's years of experience in choosing sites that generate a high turnover takes away all the guess work (not to mention reducing your risk). Our team identifies high-traffic sites with the best potential for United convenience service stations. We design and construct state-of-the-art retail facilities, then we work to provide a competitive consumer offer to ensure

significant contribution to a strong bottom line.

Our retail experts also work hard to ensure that you have access to a stronger purchasing power as well as continued support and guidance on merchandising in your store so that you can maximise your profits.

Franchisees are backed up by the best, so that you can be the best!

Premium Convenience and Service Station Sites

United Petroleum is regularly updating and revamping its sites, keeping the United brand fresh, appealing and a great place to work.

Franchisees are offered prime and proven locations, in metro and regional locations around the nation.



Measure Up

Measure Up is a program designed to help motivate, educate and reward franchisees and their staff.

Participating in the Measure Up program franchisees can:

- Improve their knowledge of the business
- Identify areas of improvement in terms of:
 - customer service
 - operating standards
 - site appearance
 - merchandising
 - OH&S
- Track sales turnover
- Track preferred supplier purchases

And this is only the start! Actively participating in the program, you can grow your knowledge and expertise, and your site can develop a competitive advantage resulting in better business performance.

There are a number of different criteria that is 'measured' and scored and the top sites that consistently over-achieve receive a United Measure Up 'High Achievers' award and can go in the running to win numerous awards to help you stay motivated.



Fresh and Inspiring Store Designs and Layout

When United Petroleum launched its latest remodeling program, one of the worlds most innovative retail store designers and manufacturers were commissioned to assist.

Our new retail stores are distinguished by their fresh, contemporary look and appealing layout.

Our retail outlets cater for a wide range of impulse, convenience and 'distressed' purchases, including food, confectionery, tobacco, beverages, phone cards, pet foods, essential house hold items and motor vehicle and boating accessories.

There is also a strong focus on fresh food, with the development of Café Up – United's own premium food service offering. Here you find a modern new look, with fresh sandwiches, salads, pies, coffee and other delicious items catering to all tastes.

We continue to innovate and introduce new product offers with Drink Up and Sweeten Up, United lubricants and Wash Up – our own car wash service. You are guaranteed a range of new and exciting products to sell.



Monthly Merchandising Program

We are committed to helping our franchisees achieve maximum shop results with a monthly merchandising program that includes planograms (layouts for displays), negotiations with preferred suppliers for volume deals and pricing and eye-catching point of sale material.

Up to 30 promotions are generated each month, and our partners include big names such as Arnott's, Cadbury Schweppes, Coca Cola, Streets Icecream, Nestle, Pepsi, Smiths Snackfoods, and many more.

Franchisees also benefit from United's buying power when it comes to exclusive United branding products such as FFA, NRL and AFL footballs, cigarette lighters, motor oils and fuel cans.

Each month franchisees receive 'Shop Up What's Up' – this is our own unique magazine which informs you of all current promotions, gives you expert advice to maximise every opportunity and lets you know what is happening at United around the country.

Even More Exciting Retail Opportunities

United's years of retailing experience has resulted in a range of other products and services that produce even more income for our sites. Each site varies to the final retail opportunities that can be sold and stored at your site, but your site may be able to accommodate Wash Up – our own carwash service, trailers and lawn mowers for hire, BBQ gas,

fire wood and kindling, garden fertilizer, fishing tackle and bait.

With all of these exciting retail opportunities you can become a strong, competitive retailer in your community.



Loyalty Programs and Affiliations

United are the official exclusive fuel affiliate with MYER one, this benefits you and the customer. For every purchase of fuel over a set amount the customer receives 1 x MYER one shopping credit per dollar spent.

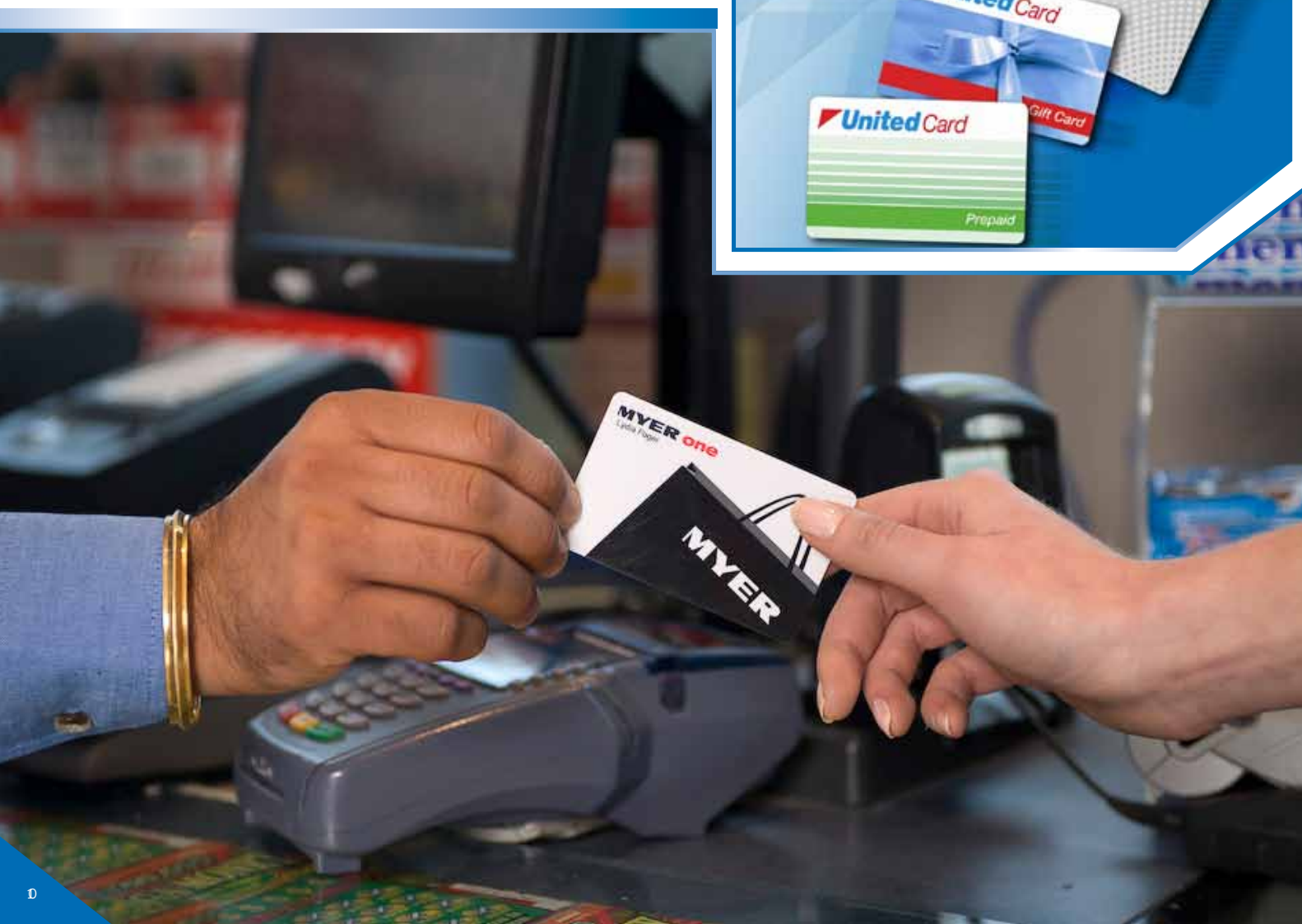
It started as a state initiative but proved to be so successful that it is now a national program.

Alongside MYER one, United has developed a relationship with IGA to provide fuel discounts at participating IGA stores in selected United locations, and this generates goodwill among local residents.

United also has a successful loyalty program and fleet card that franchisees can use to grow their customer base and increase sales.

UnitedCard is designed for registered businesses that want a single fuel card for employees to charge their fuel to. It is an attractive offer (no joining fees or transaction fees, and up to 45 days interest free) and the latest web-based technology provides up to date reports at any time.

The range of UnitedCard Types now includes Fuel Account Card, Prepaid Card and Gift Card.



First Class Training and Field Support

We want our franchisees to hit the ground running as well-trained, competent operators who can start to build their business from day one.

Each franchisee has training over 2–3 weeks which is tailored to your needs, dependant on your prior skills and experience. It consists of on-site and class-room style training and certified online modules that you can put into practice from the moment you start operating your store.

The majority of training is conducted from our dedicated, purpose built training centre in Point Cook, Victoria . It's part of a retail service station, so practical skills can be learned 'on the job', backed up by theory and classroom sessions.

Training covers:

- Fuel Management
- Consumer goods merchandising and retailing (Measure Up)
- Customer service
- Financial management and the United POS system
- Repairs and maintenance
- Occupational health and safety
- LPG
- Food safety
- Customer service
- Staff training and development
- All loyalty incentives

United also have a dedicated Retail Support Team to empower you with knowledge, support and guidance to assist you in building your business. A comprehensive Operations Manual helps guide franchisees and lots more valuable advice is found in 'Shop Up What's Up' – our unique monthly magazine.



Fuelling your Future

United Petroleum offer a secure long term tenure which can be up to a maximum of 12 years (2 X 6).

United are keen to encourage strong site operators, and are open to discussing multi-site arrangements with those who have demonstrated a commitment in running a well organised and profitable operation. If you build up a franchise you are creating a valuable asset which you can later sell within your term.

Part of the initial start up cost includes the franchise fee and goodwill for existing sites; the initial stock, bank guarantee, working capital and training fee.

There are no costs for fuel, equipment* or shop fit-out.

A cents per litre commission (CPL)** is also paid on the volume of fuel you sell. So while petrol discounting can drive customers to your service station, you have absolute certainty about the income from every litre you sell.

Franchisees pay a royalty on shop turnover, which is set at a fixed percentage; therefore it's also in our interests to give our franchisees as much support as possible in achieving financial success.



* The term 'equipment' refers to shop and fuel operating equipment and excludes personal assets such as office furniture (Chair, fax machine etc.) and enhancements to security systems.

** CPL varies by site according to average site fuel volumes

QuickSTOP

I want to join the United family!

If you have been inspired by United's achievements and you feel excited about becoming a part of the United family, you may be just what we are looking for.

Franchisees that have become successful possess the following qualities:

- The ambition to become the operator of their own franchise and build a successful business.
- A great team-spirit and the drive to play a key role in United Petroleum's growth.
- Good leadership and staff development skills, to manage a number of staff in a busy retail outlet.
- Sound management and administrative skills.
- The commitment to learn and follow our proven retail and management systems.
- A strong belief in excellent customer service.
- A desire to play an active role in their local community and build their customer base.
- The enthusiasm and energy to work hard while their business is established.

If you believe you have these qualities then please visit our website at:

www.unitedpetroleum.com.au and navigate to the Franchise pages.

Here you will find the Online Application form to complete.

Once we receive your application, we will review it and; should you match criteria, we will be in contact with you to arrange an interview so we are able to get to know you and provide you with an overview of the United Petroleum Franchise System and answer any questions you may have.

Should discussions proceed to a second meeting we will discuss in detail, the current opportunities that are available for you as well as provide financial site data.





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