



## Becoming a Paper Plus Franchisee





## About Us

In 1983 a co-operative comprising five Book and Stationery retailers was formed and named Nationwide Stationers. The purpose of the cooperative was to form a buying group to gain access to better pricing and products. By May 1984 the group had 62 members.

Over time the level of brand exposure and advertising increased and growth was so strong that in 1987 a decision was made to re-brand. The Paper Plus retail brand was launched with huge excitement and advertising. At this time a second tier business was also formed with 11 of the Nationwide Stationers members under the brand name "Local Value". This soon grew to 40 stores but was later sold.

In 1997 the brand was refreshed and updated to give it more consumer appeal and a more modern look. A new Paper Plus brand logo was launched to the market. Fly Buys, a new loyalty programme, was launched to the New Zealand market in 1997 with Paper Plus being one of the founding retailers. Fly Buys has now grown to be one of the most successful loyalty programmes worldwide with Paper Plus remaining the only Bookseller and Stationer with Fly Buys in New Zealand.

In 2000 Paper Plus purchased the Topline and Paperworld franchises which were rebranded to Take Note. Take Note stores became an integral part of their local communities, developing a dynamic retail identity that is both bold and welcoming. The distinctive purple and orange combined with the modern logo gave Take Note a unique image in the market.

In 2006 the Books and More brand was assimilated into the Group's two main brands, Paper Plus and Take Note, giving those brands coverage in most towns and cities throughout New Zealand.

A new look green Paper Plus was launched in 2007 and this model was enhanced to the Concept 6 model and further refined to the Concept 6.1 model in 2014.

The Paper Plus Select brand was launched in 2013 with the first store opening in 2014.

The brand change demonstrated market leadership, gained attention in a competitive market and positioned Paper Plus as the lifestyle choice in books, stationery, greeting cards, paper products and associated gifts.



## The Group

Paper Plus Group is a co-operative franchise business model consisting of five brands: Paper Plus, Paper Plus Select, Paper Plus Office, Office Spot and Take Note. Paper Plus, Paper Plus Select and Take Note brands retail in books, stationery, greeting cards, magazines and giftware. Paper Plus Office and Office Spot specialise in home office and business supplies. Paper Plus Group is proud to be a New Zealand owned and operated company.

## Paper Plus Group Vision

We will be the preferred choice in our communities by delivering sustainable franchise business models.

## Purpose

To inspire people to live bigger lives

## Values

We will live by the following values as we strive to achieve our vision:

- Contributing to communities
- Respectful in our relationships
- Above and beyond in our efforts
- Fun and Positivity
- Trust and Integrity
- Support for each other, because together we are better as one team

Very few retail chains can match the past performance and rapid growth of the Paper Plus Group. Our plans for expansion are based on solid trading results which will create more jobs for New Zealanders.

Paper Plus Group is committed to remaining a vibrant and integral part of the New Zealand retail scene. Definitely an organisation on the move, Paper Plus Group is the largest stationery and books franchise system in New Zealand. Today, the Paper Plus Group has around 120 member stores nationwide, with a combined sales turnover of approximately \$140 million a year. The Paper Plus Group is based on sound franchise systems and support for its members, while retaining all the values associated with being a cooperative, and is a member of the Franchise Association of New Zealand.

In recent years, Paper Plus stores have taken the high ground in stationery and book retailing and the brand has become a highly visible household name throughout New Zealand.

The high profile Paper Plus enjoys nationwide has again been clearly demonstrated in recent independent research which indicates high brand awareness from respondents, as against all other competitors. This will continue to be reinforced as the network grows and the vigorous brand marketing activities are maintained. In 2016, Paper Plus was awarded the Reader's Digest Quality Service Award.

## Paper Plus

The Paper Plus brand has become an iconic retail brand within the Books and Stationery industry with high visibility and recognition throughout New Zealand. Today the Paper Plus brand continues to grow with a combined turnover in excess of \$100 million per annum. Paper Plus is well represented throughout New Zealand, and has a strong presence in both city and provincial centres, with over 85 stores in locations from Northland to Invercargill.



After extensive research and analysis Paper Plus Group opened a “new look” Paper Plus store at Sylvia Park Shopping Centre, Auckland in June 2007. This was the beginning of a new look and new feel Paper Plus offer and launched the repositioning of the brand, to a more customer centred model.

Paper Plus stores are strong participants within the biggest loyalty programme in New Zealand – Fly Buys. This offers Paper Plus stores a huge competitive advantage in the market.

Paper Plus stores are recognised as being a highly desirable tenant in high profile retail areas, with the popularity of stores in the stationery and book trade being well accepted.

## Paper Plus Select

The Paper Plus Select brand was launched in 2013 with the first store opening in 2014. It is a smaller format Paper Plus store with a smaller core range offering of books and stationery, and many incorporate a NZ Post and/or Lotto outlet. Many of the Take Note stores are currently rebranding to Paper Plus Select.



## Paper Plus Office

Paper Plus Office is a recent addition to the Paper Plus Group and is dedicated to commercial stationery and serving local businesses. The launch of Paper Plus Office in July 2012 provides the Group the ability to present a complete offer to market. Paper Plus Office offers a huge range of paper products, computer accessories and supplies, office furniture, art and craft, writing and organisation products and general office supplies.



A simple no-frills commercial and home office stationery offer – Paper Plus Office store layouts are designed for simple, easy navigation, and ease of merchandise selection with a focused product range.

Paper Plus Office will have two main formats. Whilst there will be stand-alone Paper Plus Office stores; in the majority of cases the offer will be incorporated into existing Paper Plus stores to enable them to provide a more complete offer to the market.

## Take Note

The Take Note brand has approximately 20 stores throughout New Zealand - all of which are locally owned and operated. A number of the stores have a full NZ Post agency and some incorporate Kiwi Bank services and Lotto.



The Take Note brand is defined as a local store; convenient and offering “local solutions” to the community. Take Note stores tailor ranges and special offers to suit their local demographic and community profile, which can differ throughout the country.

Take Note has been an important part of local communities for many years, offering personalised service and delivering essential services to customers along with a great range of books, stationery and gift ideas.

## Benefits of Owning a Paper Plus Franchise

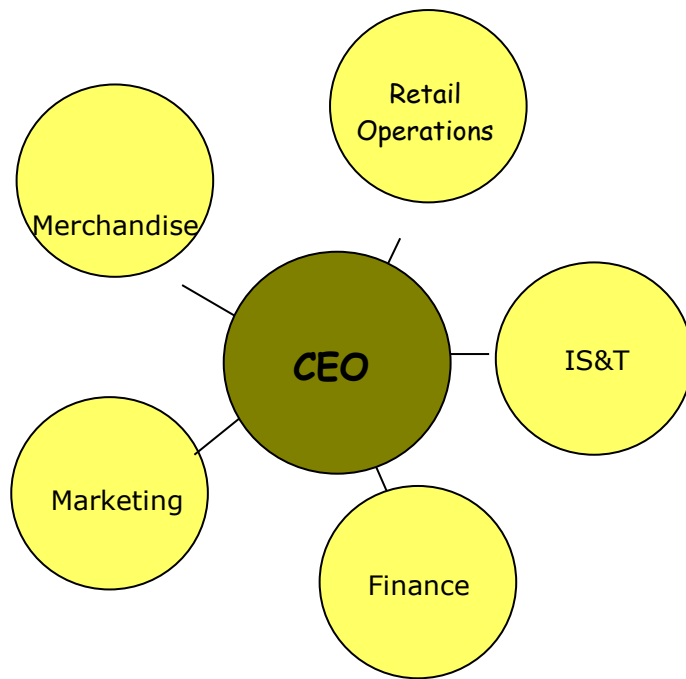
Here are some of the many benefits our members enjoy nationally:

- New Zealand owned and operated
- Strong brand recognition
- Preferential purchasing arrangements with key suppliers
- High profile marketing campaigns
- New Zealand’s biggest rewards programme – Fly Buys
- Retail, operational and business support and advice
- Group negotiated savings in key areas of business operation
- Assistance with lease negotiations and store development
- Fully documented online franchise and business systems
- Customised interactive online sales and service training
- Internet websites for book and stationery sales

**Be in business for yourself, not by yourself,  
with over 100 Paper Plus stores nationwide.**

## Local Support Office

Currently based in Manukau, our Support Office is led by a CEO and a team of executives who are all specialists in their chosen fields.



The team bring their skills together to drive strategic business initiatives to ensure Paper Plus remains at the forefront of the books and stationery market.

Our small, focussed team at Support Office allows us to remain agile and respond quickly to changes in market conditions, but is still big enough to provide a high level of support to our member franchisees.

The structure diagram at left highlights the five key departments reporting directly to the CEO.

## Loyalty Programmes

### Fly Buys

Everybody knows Fly Buys – New Zealand's largest loyalty programme, with over 40 business partners. The programme is designed to encourage loyal buying behaviour by rewarding customers for their purchases.

The programme's membership comprises more than 1.3 million active households which represents over 70 per cent penetration of New Zealand households.

Paper Plus is the only books and stationery retailer in New Zealand with Fly Buys. As a Paper Plus franchisee you too could enjoy the benefits of this partnership. Our involvement and investment in Fly Buys provides an unmatched long-term competitive advantage.





## Franchisee Induction & Support

As a co-operative, it is important that any new franchisees will be an asset to the Group and the Paper Plus Board is charged with final approval of any new franchisee.

As a prospective Paper Plus franchisee, you will be required to work through our recruitment process with the Retail Team and while this is not onerous it is designed to ensure you are not placing your investment at risk.

If you have New Zealand Post and/or Lotto in your business, we can provide you additional support with these organisations and our Group Retail Operations Manager is charged with this task. We assist with our franchisees' interests in respect of these entities and we have built strong relationships with senior members of their respective management teams.

## Franchise Business Systems

The biggest challenge many new franchisees face when joining our Group is establishing the correct systems and processes. To help with this we have a full induction process which is conducted with you at our Auckland Support Office. This will assist with your understanding of the Support Office Function and will ultimately help you run your business smoothly and profitably.

We also provide a comprehensive online operations manual named The Source which is a single point of reference for all of this information and processes. The Source provides new members the confidence they can replicate the performance of our existing operators. Our experience shows that people often choose a franchised business because the systems and support available give them confidence they can replicate your success and get a return on their investment.



Our recent win at the New Zealand Franchise Awards – Best Retail Franchise System – reinforces the strength of the Paper Plus Group and provides our members the confidence they are part of a top performing retail franchise system judged Best In Country by independent evaluators from the Business Excellence Foundation.

Our franchisees enjoy the benefits of being part of the Paper Plus Group.

**Join the award-winning Paper Plus team today.**





## Cost of Doing Business Initiatives

As a member of our Group you can participate in our Cost of Doing Business (CODB) initiatives. These include:

- **Insurance**  
We have negotiated a comprehensive insurance package for our franchisees at significantly cheaper rates than many were achieving with individual brokers.  
The recent Christchurch earthquake has reinforced the benefit of this initiative for our franchisees.
- **Spark**  
Paper Plus franchisees enjoy significant discounts across mobile, landline and internet connections.
- **Health Insurance**  
Paper Plus Group franchisees are eligible for our group rate on health insurance with Southern Cross.







## Is Paper Plus for you?

- Do you already own and operate your own retail book and stationery business?
- Do you want to continue to be in business for yourself but no longer by yourself?
- Would you like the benefit of our nationally recognised brand over your door?
- Would you like our dedicated marketing team working for you?
- Would you like to offer your customers New Zealand's strongest loyalty programme – Fly Buys?
- Would you like our nationally negotiated supplier terms and discounts?
- Do improved sales and margin appeal to you?

**If you answered YES to these questions, then we should talk.**



## Next Steps

If you would like to explore opportunities with Paper Plus, we would love to hear from you. To ensure any discussions remain confidential to both parties, we will provide a Confidentiality Agreement for us both to sign. We will then arrange to meet with you and have a chat over coffee. If you want to proceed we'll outline the steps from there.

## Contact Us

Contact details are:

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**... We're ready when you are**



