

GET READY...

WE'RE COMING TO THE MAINLAND!

When Mark Cooper started managing an automotive mechanical repair workshop in Clarence St, Hobart, Tasmania in 1993, the furthest thing from his mind was owning one or more workshops.

Mark didn't dream of one day also becoming a multi-award winning business owner and owning six mechanical repair workshops in Hobart.

Almost 20 years on, Mark is fully appreciative of the fact that if you reach high to achieve your goals, you can be presented with some fantastic rewards.

Cooper Automotive is ready to dominate the Tasmanian market and is preparing to make its presence felt throughout the rest of Australia.

Cooper Automotive is ready to franchise!

Mark purchased his first workshop in 1995, taking the business from zero customers and a one-man workshop to a dominant player in the market in just five short years.

In 2000, the second workshop was purchased and between 2005 and 2010, a further four

workshops have become Cooper Automotive in the south of Tasmania. He employs 24 staff across the six workshops.

The growth and dominance of the brand in Hobart has been significant. However, Mark is far from satisfied with the early wins and is not ready to pat himself on the back just yet.

Cooper Automotive is setting the bar even higher.

Mark is keen to open franchises in Launceston and other parts of Tasmania, before bringing Cooper Automotive to the 'mainland'.

Cooper Automotive has spent the past 10 years testing and perfecting its systems.

The Cooper Automotive by-line is 'Your Alternative to Dealership servicing'. Mark believes this by-line, coupled with 'We'll Save You', has played a major role in his business success.

"The success of Cooper Automotive has been built on the foundation of providing quality repairs and exceeding the customer's expectations. We do this by consistently delivering what other mechanical repair businesses fail to deliver," Mark said.

"All of our training and systems are geared towards exceeding customer expectations. Everyone says they strive to exceed expectations but we place our reputation on the line with it.

"Our customer promise is 'we guarantee to service and repair your vehicle right the first time or it's free until we do'. We deliver this promise continuously and as a result, customers beat a path to our doors. We're not in the business of rolling out what everyone else does. Cooper Automotive does it better."

Mark said Cooper Automotive was excited to be using the franchising model to help grow the brand to other parts of the state and across to the rest of Australia.

"Our systems and processes are developed and enhanced at every opportunity. After 10 years of perfecting them, Cooper Automotive is ready to grow," Mark said.

"I am well aware of the difficulties of starting your own business.

"As a result, I have built a model based on continuous business support, strong customer demand and the opportunity to learn procedures that will make your business efficient, easy to run and financially rewarding."

Cooper Automotive's key services include:

- proven business systems
- proven marketing systems
- mentoring, advice & support
- access to a suite of business tools and information needed to successfully operate your Cooper Automotive business
- extensive buying power
- exclusive marketing territory
- tools and equipment
- powerful software systems making the front end of the business easy to operate

Mark said he believed that car enthusiasts, mechanics and engineers looking to own their own business have a wonderful opportunity with Cooper Automotive.

"We all have dreams. Some simply think about it and find that 10 years down the track, it's too late?

"The potential franchisees Cooper Automotive want to talk to are the ones who get on with things and seriously want to explore and realise their dream.

"The aim of Cooper Automotive is to fast track the dream for aspiring mechanical repair workshop owners all over Australia," Mark said.

For further details contact Mark Cooper, Managing Director on 0438 448 778, or email franchisee@cooperautomotive.com.au.



Want your own business but don't know how to get started?

Fast track your business dreams and join the award-winning Cooper Automotive team, we'll show you how to leapfrog over the competition.

7 reasons why **Cooper Automotive** is the right franchise for you:

- 1.** We'll fast track your ability to turn a profit.
- 2.** Your support team is only a phone call away.
- 3.** We'll provide you with the competitive edge you need to blow the competition away.
- 4.** You'll have a marketing team at your disposal for local area marketing campaigns.
- 5.** Direct access to decades of industry experience - no more costly rookie mistakes!
- 6.** Access to the power of group buying that only comes from being a franchisee.
- 7.** Have fun, award nights and social gatherings - make sure it's not all business.



Mark Cooper
Managing Director



Get off the tools and
secure your future now!

“**Become part of
one of Australia's
most successful
small businesses!**”

COOPER AUTOMOTIVE

Established 1995

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Your alternative
to dealership servicing