



Greetings from the Safe Ship™ Franchise Corporation

Dear Fellow Entrepreneur,

The thought of having your own business can fill your mind with many emotions:

The joy of watching your business grow and prosper  
The financial reward of your labors and hard work  
The pride of success  
The contentment of financial freedom and security

But there are also a lot of questions along the way:

What business will I be best suited to do?  
How do I get started?  
How do I do it right?  
After I learn the day to day, how do I grow it?  
Who can help me with my questions in the future?

This is what Safe Ship™ does. Safe Ship™ is your mentor and your coach. We are there with you through the start up and the everyday operation of your store. We are also there with ideas to help you grow and prosper.

We are grooming a network of forward thinking entrepreneurs to turn the packing and shipping industry upside down.

***We would love to have you join us.***



## ***What Does a Packing & Shipping Store do?***

Your Safe Ship™ Store is primarily a service business. Your main business is packing and moving shipments from point A to point B, world-wide. Whether it is a 27cent post card to Aunt Millie or a 2005 Honda Accord to Helsinki Finland, you can ship it; next day air, water container or over the road freight.

Related services include the preparation of items for shipment. The packing, partial disassembly of items and any paperwork required for shipping. You can also sell envelopes, padded envelopes, boxes and packing materials such as bubble wrap, peanuts, and brown paper to those individuals who wish to do their own packing.

You are also a home and small business hub. Your services include providing copy service (both color and black & white), incoming and outgoing fax services, and notary service. Your Safe ship™ Store will also be a local Post Office with all the services you would find at any United States Post Office. You will be a center point for road warriors and other traveling business people.

A very profitable related service is freight shipping for large items, and high value articles. Your Safe Ship™ Store can ship furniture, estates, gold, and vehicles - anything. You will be able to save the local businesses in your area money on their shipping by working as a logistic center for their freight shipping.

And you will be able to add on other services as you want. As an example, we have stores that have added on U-Haul truck rentals, stores have added greeting card sales and one store added Utility Bill payments as an added service. Each area has different needs that you can address to add additional profit centers.

Our goal is the same as your goal. We want you to make money. You have the ability to mold your store – to make it fit you and your personality.



## **Your Safe Ship™ Store Services**

*Your Packing Shipping Mailing and Small Business Service Center*

Did you notice that no one likes to go to the United States Post Office to wait in line for service? So many people are looking for an alternative, but want the same inexpensive price. That is the basics of the business model offered at your Safe Ship™ Store. Quick, friendly, knowledgeable and inexpensive service! Plus, you offer packing and shipping at the same location. That makes your Safe Ship™ Store a fun place to do business.

### ***Standard Business Features:***

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#### **Post Office Services**

Priority Mail  
Return Receipt  
Certified Mail  
Stamps  
Parcel Post  
First Class Mail  
Mailbox Rental

#### **Shipping Services**

USPS  
UPS(Where Available)  
FedEx Air  
FedEx Ground  
FedEx Home Delivery  
DHL  
LTL Truck  
Import & Export

#### **Specialty Shipping**

Commercial Freight  
Antiques & High Value  
International Imports  
International Export  
Estates & Furniture  
3<sup>rd</sup> Party Freight

#### **Business Services**

Incoming/Outgoing Fax  
B & W Copies  
Color Copies  
Notary Service  
Shipping Supplies  
Moving Supplies

### ***Related Services that you can do:***

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Printing Binding  
Business Cards  
Ink Jet Refill  
Custom Shirts  
Candles Sales  
Ebay Store Sales

Digital Video Editing  
Passport Services  
Toner Refill  
Wide Format Printing  
Typing & Photoshop

Greeting Cards  
Passport Photo  
Sign & Banners  
Business Forms  
Scan Services



## ***How is Safe Ship™ DIFFERENT?***

**#1** Save on start up costs. Compare a UPS Store at an average \$250,000, or PostNet at \$200,000, or Going Postal at \$135,000. Then compare the cost of a Safe Ship™ Store where you can start your own business for as little as \$88,800.

**#2** The Safe Ship™ model store is the largest packing & shipping store in the USA. With single store sales approaching \$800,000, we have learned the secret of dominating our sales area. We will make our experience work for you.

**#3** Your store will be a Post Office. Unlike the other pack & ship stores who see the Post Office as a competitor, you will be a United States Postal Service Authorized Shipper. You will work in conjunction with the United States Postal Service to supply mailing and package services to your customers.

**#4** Safe Ship™ franchisee fees are the lowest in the industry at \$19,990 or only \$14,990 if you are a qualified veteran. The competition is at least \$29,000 and usually more.

**#5** NO START UP ROYALTIES. You keep your revenue until you have made it through your first Christmas Season. Then we collect a low royalty fee for the first full year of \$100/month, 2<sup>nd</sup> full year is \$200/month, and 3<sup>rd</sup> full year is \$300/month. Competition averages 8% of your gross sales or about \$1000 a month for a store with \$150,000 in annual sales. That is \$12,000 of your gross profit going into their pocket, not yours. In the 1<sup>st</sup> year we save you \$10,800 with Safe Ship™!

**#6** LOWER MONTHLY EXPENSES. You have a smaller store with lower overhead, lower operational expenses, less people and higher per sq ft sales and profits. You make more money.



**#7** You can ship UPS(Where Available), FedEx and DHL with excellent discounts. You also have discounts with trucking companies for freight and large items that need to be shipped; As well as discounts with moving companies to handle a full house of furnishings to ship anywhere in the world. These excellent discounts apply to all domestic and international shipments.

**#8** NO ADVERTISING OR MARKETING FEE. Competition will charge up to 4.5% of your gross sales or \$4500 a year for a store that has gross sales of \$150,000. Safe Ship just saved you another \$4,500 per year!

**#9** Adding new services? This is your store. We encourage you to think about how you can put your personality into your store. We will even help you with ideas. All additions must be approved in advance, but we have never turned down an idea.

**#10** Free on-going support for your business. Always.... Safe Ship™ is your mentor and coach. We are here to help you become financially successful.

**#11** Your store can initially be run by one person. So, your startup overhead is lower. Your cost of operation can be as low as \$50.00 per day. As your store grows, your profits grow and over time you will add another employee. But your overhead is always lower as all your services are simple and fast.

**#12** Your store can ship anything, anywhere in the world. You can offer lower rates than any competitor, package the most complex fragile item, insure the million dollar artwork or just mail a post card. Additional profit centers can be a copy center, fax station, small business and home business support center, notary service, mail center, and an office supply store.

All this ONLY with Safe Ship™. We specialize in home business and small business support. AND we are the Masters of Shipping.



## *How Do I Start?*

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**It's Easy. Safe Ship™ is with you every step of the way. Together we will work and make it happen.**

**You probably already have an idea where you want to open your store. Safe Ship™ provides you with preliminary information designed to help you find 2 or three good places for your store location. The information we send you will help you understand the potential customers in the different areas. It will also help you identify the demographic makeup of your business area.**

**After you have picked a few areas to look at, we will visit each site and help you pick the perfect location. We also will visit your local Chamber of Commerce with you to begin your networking with other local businesses. They may also help with publicizing your new business and with your grand opening.**

**Next we will negotiate the best possible deal with the landlord and help you get the lease signed for your new store. After the lease is signed, we start the build out and the setting up of the store.**

**We are now ready for your training. While the store build out is being completed, we will have you in our model store in Florida for the first week of your training. You will be working in our store learning the industry and the daily operation for your store.**

**The training then moves into your store. It is grand opening time and we are there with you to make sure it is a smooth opening and that you are fully equipped to run your business.**

**Yes, it is this simple. We are there with you through everything. Making sure you know what to do and how to make money. Making sure that success is yours.**



## ***Frequently Asked Questions***

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**Q:** *What Size should my Store be?*

**A:** **800 – 1100 Square Feet is average. We can design a larger store if you have already decided to add additional services or Co-Branding to your store.**

**Q:** *Do I Get a Territory?*

**A:** **Of Course. You will be exclusive for your trade area. An average trade area is about a 3 - 5 mile radius or a population of about 30,000 people. This will be guaranteed in your contract.**

**Q:** *What if I Want to Open Another Store?*

**A:** **You get a big discount on additional stores. You can also get right of first refusal on other stores in adjacent areas.**

**Q:** *Can I Add Other Services or Sell Other Items?*

**A:** **Yes. We have an approved list. If it is not on the approved list, all you have to do is call us for approval. We have never turned down a request.**

**Q:** *What if Someone Wants to Ship Something Weird?*

**A:** **Call our toll free help line at 866-506-6622. We will help you. If it is too difficult for you to do, we will handle everything for you and pay you a referral fee for finding the customer. We will also teach you how to do it yourself in the future.**

**Q:** *How Do I Grow MY Business?*

**A:** **Safe Ship™ has a tried and proven method that we will teach you and help you implement growth your store.**

**Q:** *How Will People Know that I AM Here?*

**A:** **Safe Ship™ has a proven marketing program. We promote you to local businesses and residents to announce your Grand Opening and your services. Plus, special advertising that we will unveil to you at your Grand Opening.**