



# Net**SAVINGS**<sup>TM</sup>

The Smart Way to Use the Net



# ***A Word Of Thanks***

**NetSAVINGS™**

L. Allan Austin  
C.E.O.  
NetSAVINGS

Congratulations and thank you for inquiring about NetSAVINGS™ - one of the world's leading-edge business analysis/Internet franchises. If you are accepted into the NetSAVINGS™ franchisee program, you will participate in one of the most timely and profitable franchise opportunities available today.

Amazing as it may seem, the explosion of the Internet has just begun. Statistics report that the Internet is growing at a rate of over 300% a year. There are over *40 million* people using the Internet today - *25 million more than in 1995*. Projections indicate that by the year 2000, there will be over 160 million Internet users worldwide, with more than half of these users residing in business environments.

As a NetSAVINGS™ franchisee, you will learn how to analyze a company's costs and recommend Internet-based solutions that will help your clients save money on their day-today business expenses while making recommendations that will keep your clients' business growing as this industry unfolds.

Business owners around the world are beginning to realize that the Internet is becoming a necessity in order to compete in today's global market. Even so, only 3% of today's companies are using the Internet. This means that 97% of companies worldwide are not taking advantage of the benefits the Internet has to offer.

***No Technical Experience Is Necessary.*** We will assist you in hiring the people necessary to keep your franchise on the leading edge of technology. We will also help maintain their skills and this technology continues to change and grow.

On the following pages you'll find answers to some of the most often asked questions about NetSAVINGS™ franchise opportunities, and a questionnaire to see if you fit the NetSAVINGS™ franchisee profile. You'll see that NetSAVINGS™ is a proven, easy-to-apply business system that capitalizes on the most exciting technology in the world today. After reading the information in this package, fill out the attached confidential application and fax or mail it to us. A Franchise Development Representative will shortly after reviewing your package.

Thank you for your interest.

L. Allan Austin

The NetSAVINGS World Headquarters can be reached at 2180 SR. 434 West. Suite 1170. Longwood, Florida 32779-5008  
Telephone: +1.888.820.SAVE (7283) Fax: +1.407.774.3201 Internet: [www.net-savings.com](http://www.net-savings.com) E-Mail: [sales@net-savings.com](mailto:sales@net-savings.com)



# ***The Franchise Opportunity***

**NetSAVINGS™**

## ***Now is the Time***

Most companies do not have the in-house resources to devote to developing their own Internet strategy and are not aware of how much money they can save by applying Internet technologies. The NetSAVINGS™ focus on saving money by implementing Internet solutions is a simple and attractive concept to business owners who need a professional business consultant with strong Internet expertise.

## ***Gaining Control of Information Overload***

One of the biggest challenges accompanying the Internet revolution is that of too much information. Training companies how to find the information they need quickly, efficiently, and cost effectively is another way of increasing productivity, reducing cycle time, and gaining control of this new information medium.

## ***Keeping Up With Emerging Technology***

Most executives wonder how to keep up with all the new changes and advancements in Internet technology happening every day. They ask how to best utilize the Internet to their advantage without letting their competitors get ahead of them. The NetSAVINGS™ concept is timely because it is dedicated to helping companies reap the rewards of the Internet and remain competitive without distracting their managers and employees from their primary functions.

## ***Marketing on the Internet***

The Internet has quickly become another element of the marketing mix. As expectations of “instant information” increase, the number of companies in need of web site development services also increases. From basic e-mail capabilities to high-end graphic web site development, NetSAVINGS™ is designed to meet the unique needs of each client.

## ***Ensuring Success***

According to a 1996 American Management Association study, over 75% of most organizational initiatives to implement change fail. The NetSAVINGS™ concept includes management and behavioral training to ensure that the new money-saving procedures and skills learned by each client are consistently put into practice.

NetSAVINGS™ clients report that the combination of learning new behavioral skills accompanied by the reduction of their company's monthly expenses through the application of Internet solutions has demonstrated the importance of this technology in business.

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# ***The Company***

**NetSAVINGS™**

## ***Identifying the Opportunities***

In September of 1995, the Austin-Dunnavan Company hosted an Internet Conference in Orlando, Florida titled *Commanding the Future*. Attendees from fourteen countries including executives and heads from industry leading companies and systems in China, Singapore, and Kuwait discussed the current status and future of the Internet.

## ***Responding to Current Business Needs***

Out of these discussions evolved the basic principles and concepts for a business analysis company that would respond to the current technological and behavioral needs of businesses around the world. These needs were growing nearly as fast as the Internet itself.

## ***Capitlizing on Experience***

The principals of the Austin-Dunnavan Company decided to combine their experience in the technology industry with their twenty-five years of management training and form a corporation that would help businesses save money by implementing Internet technologies. Their experience in the technology industry includes having consulted for 235 of the world's Fortune 1000 companies such as Apple Computer, Digital Equipment Corp., IBM, Hewlett Packard, Motorola, and Xerox.

## ***Begining the Process***

Since then NetSAVINGS™ franchises have been established, with domestic and international franchises currently in operation. As a licensed representatives of one of the largest management training companies in the world, NetSAVINGS™ offers a caliber of training to its franchisees that is unsurpassed in this industry.

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# ***The Concept***

**NetSAVINGS™**

## ***The Smart Way to Use the Net***

NetSAVINGS™, the franchise, takes an investigative approach toward helping businesses cut costs through applying customized Internet solutions. NetSavings reduces a business' expenses by identifying money-saving steps that produce measurable savings quickly, efficiently, and repeatedly.

A NetSAVINGS™ franchise locates savings in three key areas:

### **Communication**

Use Internet technology to reduce communications costs on these service:

- Faxing
- Postage and Overnight Mail
- Telephony and Communication Expenses

### **Productivity**

Increase efficiency by utilizing the Internet to perform everyday tasks including:

- Product Management
- Purchasing
- Customer Service
- Disseminating Information

### **Information**

Saving companies time and money by finding information online on topics such as:

- Your Competiton and Customers
- Industry News
- Market History and Research

## ***A Complete Internet Consulting Company***

In addition to cutting business costs, NetSAVINGS™ is a comprehensive Internet resource that provides complete customized savings packages while offering a compliment of Internet services that include:

- Business Analysis
- Internet Strategy Development
- Web Application Design and Development
- Internet Concepts Training
- Internet Application Training
- Intranet Development
- Web Marketing
- Introductory Web Site Design and Maintenance
- Communications Solutions

## ***World-Class Management and Behavioral Skills Training***

ANetSAVINGS™ franchise also offers training sessions in proven management, sales, and customer service skills facilitated by expert training professionals from the NetSAVINGS™ corporate office. Addressing the managerial and behaviorial skills development needs of businesses created by the accelerating growth of technology is a major component of the NetSAVINGS™ mission.

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# ***The Franchise Package***

**NetSAVINGS™**

## ***About the Franchise Package***

A NetSAVINGS™ franchisee package is an all-inclusive business system that provides you with a step-by-step detailed process and a complete ongoing training program.

As a NetSAVINGS™ franchisee, you'll receive:

- Unique Marketplace Positioning
- Distinct and Professional Presentation Materials
- Management and Field Support
- Ongoing Internet Training
- Training Programs at Orlando Headquarters *and* On-site
- Step-by-Step Operations Manuals
- Advertising and Promotion Packages through our Corporate Public Relations Firm
- Exclusive Territories
- Multiple Revenue Stream Opportunities
- Electronic Marketing and Strategy Training
- Employee Hiring and Skills Assessment Systems
- Private Access to our NetSAVINGS On-line Community
- Your own Company Web Site

## ***The Investment***

The initial franchise fee is \$25,000.

There is a \$50,000 package that includes additional hardware and other services. Both packages include all the training materials and support needed to launch and operate a NetSAVINGS™ franchise.

Additional start-up costs are approximately \$15,000 - \$20,000.

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# ***The Franchise Time Table***

**NetSAVINGS™**

## ***Ten Steps for Starting a NetSAVINGS™ Franchise***

<b>Steps</b>	<b>Actions</b>	<b>Time Line</b>
Step 1	Contact NetSAVINGS™ and request a Franchise application. Complete and return your signed application to NetSAVINGS™ via fax or regular mail.	5-30 days
Step 2	Receive a general overview of the NetSAVINGS™ franchise opportunity during a telephone introduction and arrange for an interview at the NetSAVINGS™ Orlando headquarters.	5-30 days
Step 3	Receive Franchise Offering Circular and Non-Disclosure form. Return signed receipt of Circular and signed copy of Non-Disclosure form to headquarters.	15-30 days
Step 4	Meet with the NetSAVINGS™ Franchisor Team at Orlando headquarters for interview and detailed description of the NetSAVINGS™ Franchise System.	5 days
Step 5	May receive a NetSAVINGS™ franchise offer.	5-45 days
Step 6	Receive a franchise agreement and review at least five business days before signing.	15-30 days
Step 7	Schedule a five-day training program at NetSAVINGS™ Orlando headquarters.	5-15 days
Step 8	Execute pre-opening procedures with training assistance from NetSAVINGS™ headquarters.	40-60 days
Step 9	Receive continued assistance and training in setting up your office and meeting with prospective clients.	40-60 days
Step 10	Grand Opening of your new NetSAVINGS franchise!	Entire process: 2-3 months.

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# A Questionnaire

**NetSAVINGS™**

## ***Do you Fit the NetSAVINGS™ Franchisee Profile?***

<b>Questions</b>	<b>Yes</b>	<b>No</b>
1. Are you skilled at calling on business owners in the areas of business analysis and education?	<input type="checkbox"/>	<input type="checkbox"/>
2. Do you enjoy using technology as a profit-making tool?	<input type="checkbox"/>	<input type="checkbox"/>
3. Do you have proven sales and leadership skills?	<input type="checkbox"/>	<input type="checkbox"/>
4. Are you a flexible business person who can change along with the rapid changes of a business?	<input type="checkbox"/>	<input type="checkbox"/>
5. Are you willing to follow guidelines and specifications that a franchise business necessitates?	<input type="checkbox"/>	<input type="checkbox"/>
6. Can you work within an established system?	<input type="checkbox"/>	<input type="checkbox"/>
7. Do your colleagues view you as a motivator and trainer in the area of business?	<input type="checkbox"/>	<input type="checkbox"/>
8. Do you currently have an e-mail address?	<input type="checkbox"/>	<input type="checkbox"/>
9. Are you fascinated by the potential of the Internet to change the way the world does business?	<input type="checkbox"/>	<input type="checkbox"/>
10. Do you enjoy learning about different personality and behavioral types and training others how to deal with the differences effectively?	<input type="checkbox"/>	<input type="checkbox"/>
11. Are you skilled at business cost analysis?	<input type="checkbox"/>	<input type="checkbox"/>
12. Can you follow a business plan and train others to do the same?	<input type="checkbox"/>	<input type="checkbox"/>
13. Are you skilled at making presentations to clients?	<input type="checkbox"/>	<input type="checkbox"/>
14. Are you able to make an initial full-time commitment to a new business opportunity?	<input type="checkbox"/>	<input type="checkbox"/>
15. Are you in a position to make a reasonable financial investment of \$50-\$75K franchise fee and start-up costs?	<input type="checkbox"/>	<input type="checkbox"/>
16. If your area of expertise exists in technology and computers, are you willing to hire someone that meets most of the qualifications above within a reasonable period of time?	<input type="checkbox"/>	<input type="checkbox"/>

If you answered yes to most of the questions above (or yes to question number 16), you fit the NetSAVINGS™ franchisee profile. Feel free to contact NetSAVINGS™ to discuss your test results at your convenience.

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# The Franchise Application

**NetSAVINGS™**

## Instructions

Answer all questions in full. The submission of this information does not constitute a contract of any kind or a purchase of a NetSAVINGS™ franchise.

**Applicant Name**

\_\_\_\_\_ *Last*                      *First*                      *Middle*

**Current Address**

\_\_\_\_\_

**City**

**State**

**Zip**

\_\_\_\_\_

**Country**

\_\_\_\_\_

**How Long?**

\_\_\_\_\_

**Previous Address**

\_\_\_\_\_

**City**

**State**

**Zip**

\_\_\_\_\_

**Country**

\_\_\_\_\_

**How Long?**

\_\_\_\_\_

**Telephone Number**

\_\_\_\_\_

**Social Security or Identity Number**

\_\_\_\_\_

**Date of Birth**

\_\_\_\_ / \_\_\_\_ / \_\_\_\_

**Number of Children**

**Ages**

\_\_\_\_ / \_\_\_\_ / \_\_\_\_ / \_\_\_\_ / \_\_\_\_

**Spouse's Name**

\_\_\_\_\_ *Last*                      *First*                      *Middle*

**Social Security or Identity Number**

\_\_\_\_\_

**Total Assets**

\_\_\_\_\_

**Total Liabilities**

\_\_\_\_\_

**Monthly Income**

\_\_\_\_\_

You will be asked to show a document supporting your right to work in the country in which you wish to buy a franchise. Upon completion of this application, please send it to NetSAVINGS™ for review.

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