

**Lenard's**  
*Share the love*

# BE PART OF THE *Lenard's of the future!*

Since 1987 Lenard's has had a passion for using only the freshest chicken and best ingredients to create innovative, delicious and convenient chicken products. This unique concept of value-adding to chicken has established us as leaders in the fresh food marketplace. Now after 35 years we are venturing into new retail models and we are ready to find the perfect partners to join us and share the love!





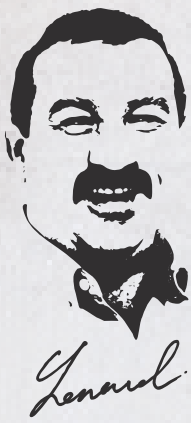
## LENARD'S HISTORY AND FUTURE

With a name like Lenard 'Poulter' it was inevitable that Lenard would one day open a 'poultry' business! 35 years, plenty of stores, thousands of products, and millions of happy customers later - Lenard is still involved in the business today. He is excited to welcome enthusiastic people to join our flock and open a new Lenard's store, offering customers innovative products that will take your business into the future.

***"We love introducing new Franchise Owners into the Lenard's business. Providing them with support and guidance as they strive for success is immensely rewarding. So we thank you for taking the time to consider investing in a Lenard's franchise."***

**- Lenard Poulter, Owner, Founder, Director**










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## WHY LENARD'S?

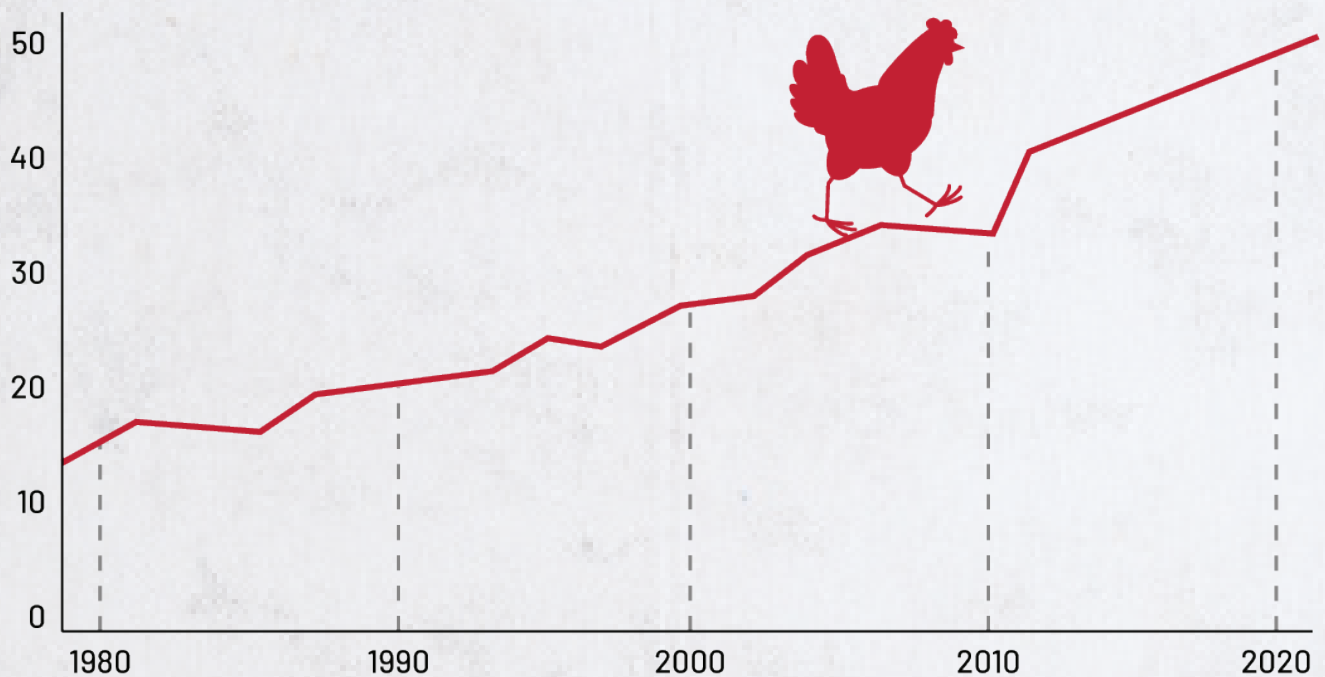
-  Lenard's is a multi-award-winning company, considered to be Australia's leading fresh chicken retailer and a pioneer in the kitchen-ready meal market. Our unique concept of value-adding to fresh chicken was a forerunner in the marketplace, one our competitors have tried hard to imitate without success.
-  Serving millions of customers a year, we are a business built from the customer's perspective. We are focused on providing top quality service and a rewarding shopping experience.
-  If you're looking to open a franchise and want the flexibility to change and grow with the times, then Lenard's may be your answer! As a recognised leader in franchising and food retailing, we have proved to be one of Australia's most successful and innovative business systems. When you build your business with Lenard's, you can count on a number of special ingredients that have made us what we are today.
-  When we help you open your own Lenard's store, you can be sure you'll have every opportunity for success, because we have the knowledge and expertise in operations, marketing, training, innovation and product development to help you make the most of your business opportunity.
-  Our business is one that has been built on assisting people from all walks of life to build their own successful businesses. Together we are working hard to put more Lenard's chicken on more tables, every day. If you're looking to build your business and join the chicken revolution, owning your own Lenard's franchise may be the answer!



## CHICKEN CONSUMPTION

The price competitiveness, diversity, quality, consistency and targeted marketing of chicken has made it Australia's favourite meat! Australians are eating more chicken every week than any other meat. They eat 49kg of chicken per year – 54% more than 15 years ago. During this time beef consumption has fallen from 34.9kg to 18.8kg.

**There has never been a better time to be in the chicken business!**



Source: Australian Chicken Meat Federation  
[www.chicken.org.au](http://www.chicken.org.au)



## WHAT WE STAND FOR

OUR  
MISSION

Every member of the Lenard's team is charged with our Mission. On the surface, it's simple, but it underpins everything we do in serving our customers every day.

### **MORE LENARD'S CHICKEN ON MORE TABLES, EVERY DAY.**

**MORE TABLES:** attracting and serving more customers/families.

**EVERY DAY:** delivering the convenience of our meal solutions more often - not just as an occasional 'treat'.






BRAND  
PROMISE

We're in a relationship, not a transaction. We fill a need that goes deeper than putting dinner on the table. For the relationship to be deeper, it can't just be about the customer. They have to know what's important to us too. Our relationship with our customers is about Partnership. This Partnership is represented in our strap line 'Share the Love' and reinforced in our Brand Promise to customers: Lenard's brings the love.

Partnership is lived out across the business, from the products that we develop, to the marketing messages we employ, and importantly, in the service that we deliver to our customers in store every day.

CORE  
VALUES

Our customers judge us by the values we hold at every Lenard's counter around the country. We view our Core Values as Daily Basics - a strong foundation to ensure success in every Lenard's store!









- |   |   |
|---|---|
|  Customer 1st      |  Team Work       |
|  Quality & Variety |  Have fun        |
|  Innovation        |  Can-do Attitude |
|  Results Driven    |   |





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## LENARD'S IS PERFECT FOR YOU IF...

-  You want the incentive of owning your own business, but would like the additional benefit of direction in the areas of product makeup, retailing, customer service, operations and marketing.
-  You want the opportunity for your hard work to pay off. You want your success to be yours, and your dedication to have real rewards.
-  You want the backing of a well-known brand, and an established corporate image and reputation. You want the support of national marketing campaigns.
-  You want the bulk purchasing power of a large national network to pass on to your customers.
-  You want careful site selection, leasing agreements and shop-fitting assistance.
-  You want the autonomy to hire and manage your own team, but to also be a part of a bigger team when you need support.
-  You want training in product make-up, marketing, promotions and merchandising.
-  You have a drive to succeed and a willingness to work toward your success. Our professional team is standing by to provide you with the very best support in Operations, Product, Marketing and IT.



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## STORE DESIGN

The Lenard's store design features modern fridge and freezer cabinets; wood paneling and earthy tones; and signature branding of red and white.





# Lenard's *Share the love*

## STORE DESIGN





## PRODUCT RANGE

### Ready to Cook



### Ready to Heat



### Ready to Eat



ROTISSERIE CHICKEN  
FEATURING SIGNATURE  
HICKORY INFUSION

### Gourmet Salads

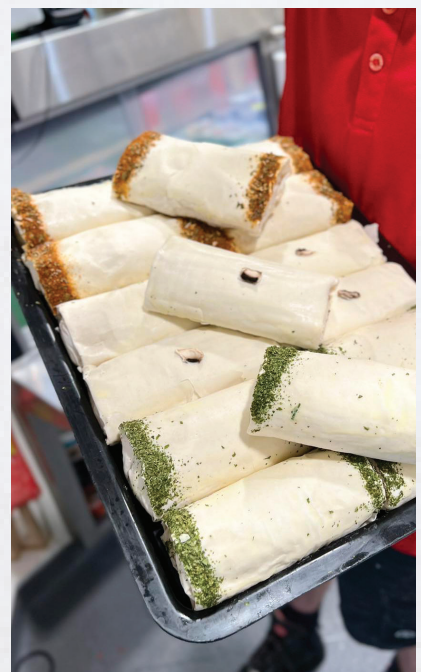


### Pantry



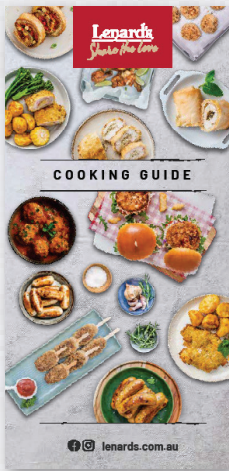
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## PRODUCT RANGE



# Lenard's Share the love

## BRANDING



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## PRODUCT INNOVATION

Lenard's is a company built on anticipating market demands and being well placed to meet them. From the initial range of fresh poultry through to the ready-to-cook and ready-to-heat chicken meals available today, Lenard's has always had the customer in mind when developing time saving meals that are delicious and easy.

### **Today's consumer is under extreme time pressure:**

- *The majority of Australian families have both parents working.*
- *On average, 20 minutes is the longest time people want to spend preparing a meal in the kitchen.*
- *Most of the population uses prepared ingredients in meal preparation.*
- *80% of evening meal decisions are made on that same day.*
- *40% of meal decisions have not been made by 4.00pm.*

Consumers are looking for quick and easy meal solutions, but still want to have some involvement in the process of preparing the meal. Because of these changing consumer needs, Home Meal Replacement (HMR) has exploded in Australia and grown to a \$1bn market.

***Lenard's Product Development Team never stop innovating with unique and convenient products released every year. By combining wholesome ingredients with the freshest chicken, more and more Lenard's meals are making their way onto plates daily.***





## OPERATIONS SUPPORT

The Lenard's Operations Team is committed to creating successful 'Lenard's Retailers'. Since we opened the doors of the first Lenard's store back in 1987, we have never stopped fine-tuning our own brand of retailing. No one knows how to sell chicken like Lenard's, and our team is committed to imparting the benefit of these decades of experience to you. We provide you with the tools and training to help you realise your success with Lenard's.

*Our Franchise Owners come from all walks of life and initially have just this in common: a positive attitude and a desire to build something big. The Operations Team is committed to providing Franchise Owners with all the tools and skills they need to succeed!*

### **Business Coaches**

Experienced in the operation of the business, your Business Coach knows the Lenard's system back-to-front, and can help you grow sales and profit in your business. They will assist you in establishing your business plan, strategy, goal setting and then working toward your goals. Expect them to challenge you - that's how they'll help you to drive results! Your Business Coach will regularly visit your store, and remember they're just a phone call away.

### **Initial In-Store Training**

Conducted at a Lenard's training store, this provides hands-on experience in all practical aspects of running a successful Lenard's store, from Lenard's retailing at the counter, through to production and stock systems out the back. Within the training schedule, there is also a theoretical aspect, providing an understanding of the principles and processes that underpin the Lenard's system. From start to finish, it covers Lenard's Values and Vision, through to profit planning, and day-to-day management.

### **Ongoing Training Resources**

Refresher training is available to all Franchise Owners, from the newest to the most experienced, including management training for your key staff. The Hatchery is Lenard's web-based intranet. It's a completely invaluable resource for our Franchise Owners. Among many other functions, The Hatchery delivers comprehensive staff training modules including interactive material and videos, and assessments in all aspects of the business.





## MARKETING SUPPORT

The Marketing Team is committed to developing and executing strategies that promote Lenard's. Our team is always looking for new, creative ways to ensure the Lenard's brand and Lenard's Stores are promoted far and wide.

### National Marketing Campaigns

We focus on overarching campaigns for each season, price promotions and giveaways, with point-of-sale materials available to order via our online store Market My Store. Materials include posters, decals, flyers and more. These campaigns are supported digitally through Facebook, Instagram, Tiktok, Google, Email and the Lenard's website, and through local media gained through PR initiatives.



### Market My Store

Market My Store is a purpose-built online inventory and print system. It allows Franchise Owners to order marketing materials, such as bonus cards and balloons, as well as design custom-made flyers and posters – and it's so simple to use!



### Local Area Marketing support

The promotional activities that you undertake at store level can be some of the most effective in gaining new customers and keeping them! Our Marketing Team work with Franchise Owners to maximise their local area marketing opportunity and help drive results in their stores. Some examples of local area marketing include letterbox drops and sponsorships.

### Loyalty Program

Our much-anticipated new Lenard's Lovers loyalty program is launching soon!



### Customer Enquiries & Feedback

Our team is on-call every day to provide assistance to customers who enquire via email, social media and phone. Whether it be general product feedback, or complaints, we respond in a timely and professional manner on behalf of the Lenard's brand and Lenard's Stores.

## IT SUPPORT

Effective IT systems are crucial to running any business, but few of us have the expertise or desire to manage them for ourselves. Your point of sale system, scales, stock and planning tools, online ordering and reporting all depend on your IT systems. That's why Lenard's IT Team are so critical to your business – you can't sell a schnitzel without them!

### **Point-of-Sale System**

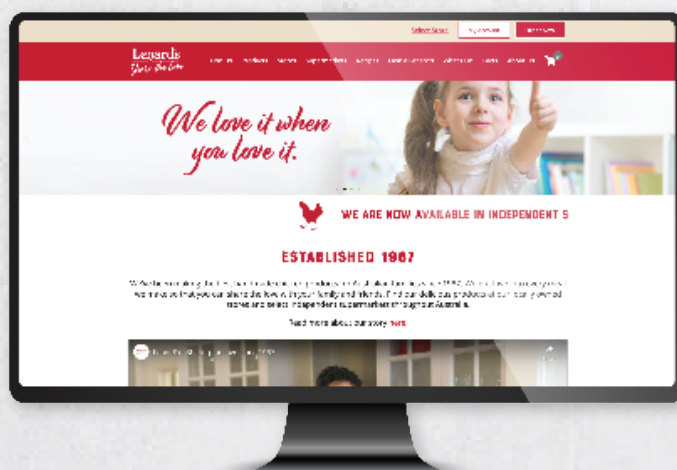
The Point-of-Sale System used in Lenard's stores has been developed with specialist developers to integrate and streamline all aspects of a Lenard's store's operation. With simple touch screen function, the POS System facilitates a complete range of daily activities including sales and orders, stock management, target setting, management reporting and so much more. Help Desk support operates during normal store hours, including weekends, providing phone support for Franchise Owners to resolve technical problems and queries quickly and efficiently.

### **Lenard's Central**

Lenard's Central is the custom-built website managed by the IT Team that facilitates store's ingredients orders. Plus it is an online portal for wholesale orders for each store, such as sales to local supermarkets and pubs. It truly helps to streamline daily operations for Franchise Owners every day.

### **Online Ordering**

Lenard's online ordering delivers your customers 'click & collect' convenience so that they can order and pay online for express pick up in-store. The IT Team look after the maintenance and development of this system and are on-hand to assist you with any enquiries that you may have.





## ADDITIONAL SERVICES

### **Supplier & Accounts Management**

If you hate managing accounts then you'll love Lenard's Chargeback! Chargeback, managed by Lenard's Finance Team, essentially rolls most of your weekly supplier bills into one, so that you have just the one account to manage and it's with Lenard's. A Chargeback statement and invoices are emailed to you weekly. Seven days later the statement total is automatically direct debited from your account – easy! The Chargeback service is just another way that Lenard's can help to simplify the daily operation of your business so you can focus on what really matters: your customers and selling!

### **Site Selection**

Securing the right site is a key component of your future success. We work with new Franchise Owners on site selection with relevant foot traffic, exposure, demographic fit and store front impact to maximise your opportunity.

### **Store Fitout Project Management**

We offer a service to project manage the fitout process of your new store. We act on your instructions to oversee the process, and to ensure that the fitout complies with Lenard's standards.







## NEXT STEPS

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### STEP 1

**Enquiry + Initial Contact** - Make an enquiry and hear from our friendly Franchise Recruitment Team within two business days!

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### STEP 2

**Exploration** - Sign a Deed of Confidentiality so we can share the key financials of the business with you. Speak to our team, speak to Franchise Owners, spend a day in a store, and immerse yourself in all things Lenard's.

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### STEP 3

**Planning** - Meet the operations team and start developing your business plan, cashflow projections, site selection and leases. Organise your business structure and confirm financing as you move ever closer to owning your own Lenard's business.

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### STEP 4

**Recruitment Finalisation** - Complete recruitment paperwork to finalise your Franchise Agreement. Once this is issued, we insist that you take the time to review this document in consultation with your legal and accounting advisors.

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### STEP 5

**Training & Opening Your Business** - Start your training, designed to have you hit the ground running. Your Business Coach will be there with you for the launch and first weeks of trade, as you settle into your new business.

