

# EIBIS<sup>®</sup> INTERNATIONAL

The Global Technical News Agency



**A Prospectus For A Franchise Opportunity**

### **EIBIS International – The Global Technical News Agency**

Join our growing global network of EIBIS International offices offering clients around the world our technical news distribution service. We help companies, including large blue-chip organisations and small independently owned firms, achieve editorial coverage in the trade and technical press in their chosen target markets and countries to help promote their innovative new designs, products and services.

Behind the scenes our team of journalists, translators, media and database experts, and production specialists work together to send the client's news to the best publications in the right languages to the selected geographical regions.

EIBIS International regularly market its services to businesses, exhibition organisers and research and development bodies. Our Franchisees will also market the EIBIS Services but on a more local level through Chambers of Commerce and other business to business organisations, as well as local manufacturers and industry services.

### **Over 40 Years Of Global Media Excellence**

EIBIS International was started by Adrian Seligman, an accomplished mariner and journalist, in May 1959 to help British Exhibition organisers promote their events and the Exhibitors products. The service grew internationally with clients across Europe, Asia, The Americas and Australasia.

Event organisers were quickly recommending the EIBIS service to individual exhibitors and EIBIS began achieving editorial success in the specialised trade and technical press.

EIBIS used to be an acronym for: Engineering in Britain Information Services, but now we are simply EIBIS International.

The company was subject to a management buy-out from the AB Communication Group in 1996, and has since gone from strength to strength.

EIBIS International is now regarded the global leader in International technical news distribution.

### **Market Potential**

Our service is so specialised it suits any innovative manufacturing or service industry business, even large companies with their own marketing department, whether promoting domestically or internationally! You could be part of an exciting multi-million pound media industry.

### **Our Strengths**

EIBIS International has been around a long time and is known and respected by journalists, editors and publishers all over the world. Many will use our articles word for word as the style of writing matches that of the publications themselves, focusing on technical detail and interesting relevant information, and not the usual sales puff many editors receive.

Our huge database of over 38,000 trade and technical publications from around the world is unique to EIBIS International and is the most comprehensive available.

No other company in any country offers the same level, depth and quality of service. One media professional called us the “Pullman Service”.

### **Why EIBIS International Chose Franchising**

Since the management buy-out in 1996, the team have been working hard to update the technology and production systems to ensure every facet of a news article is perfect. Each language, target publication and client feedback notification has to be carefully processed.

We are now developing a global network of professional Franchisee partners offering the same high quality of client service to their local markets.

### **Why You Should Choose EIBIS**

EIBIS International is the global leader in Technical News distribution, the first name business professionals think of when launching products and services, growing export markets, expanding sales areas or increasing market awareness. Strong branding combined with a history of media excellence makes EIBIS the ideal choice for professional Franchise Partners with initiative, administration skills and determination.

### **What Does The Franchisee Do?**

- ✚ Simply to identify and develop clients
- ✚ Generate sales
- ✚ Build and maintain client relationships
- ✚ Confirm the languages/countries/ database details for the best editorial coverage

### **What Does EIBIS Do?**

We take your analysis of the client's project to:

- ✚ Write the technical news article
- ✚ Translate into the required languages
- ✚ Select target media from our unique database of publications
- ✚ Distribute to the best publications
- ✚ Monitor progress of the article
- ✚ Provide you and the client with all available results, clips and cuttings

### **Complete Business Package**

What you will initially receive is:

- ✚ A full turn-key Franchise package
- ✚ Full training and opening support
- ✚ An IT solution
- ✚ Operating manuals
- ✚ Marketing materials
- ✚ Business stationery

You will be provided with everything you need to introduce our service to interested companies, including a wealth of case history information. Our case histories show a selection of articles from conception to publication, including copies of actual publications. Together with unlimited hands-on support and our Intranet and Internet website, we will work together to establish your business.

### **The Opportunity**

To own and operate your own EIBIS International news office and form relationships with your own client base that will result in long term benefits for your clients and for you.

### **Do I Need To Have Sales Experience?**

Sales experience would be an obvious advantage but is not essential. It is more important to have confidence, enthusiasm, an agreeable personality and a flare for communicating with business professionals.

### **Do I Need Business Experience?**

Experience in media or news is not required but administration and/or business skills would certainly be an advantage.

### **What are the Start-up Costs?**

Start-up costs are relatively low as you can work from home providing you have a dedicated office and a fast Internet connection, (preferably broadband, subject to availability).

The initial investment cost will normally be around €50K, to include the Franchise Package of €28K, setting up costs of €7K and working capital of €15K.

Unlike most franchises, you will not have to "produce" a finished product or invest in premises or capital equipment. All production of the news articles you generate will be executed in the UK. Our experienced journalists and production team will process the news article and translations, as well as media selection and distribution. Your operating costs will therefore be very small.

### **What Is The Earnings Potential?**

It is hard to estimate the value of sales for a new Franchisee. Much will depend on your skills, your country's demographics and indigenous industries, and as in any business, your own hard work. Building up a client base may vary in timescales but soon relationships are formed and new clients become regular clients. (Financial projections can be made available).

### **Will I Succeed?**

The reason EIBIS International has been around a long time is because once clients have tried the service and seen the benefits first hand, they develop as regular clients using the service whenever they need it. We don't ask for annual retainers and all projects are payable per news story with no other commitment. Your determination and enthusiasm will reap long term rewards from your growing client base. It's an old expression but you will get out what you put in!

### **Real Support for Real Results**

The EIBIS International service has been fine tuned to deliver clients consistent results. Our service ethos and branding help to provide a uniform high quality service on an International level.

Our team are here to provide you with help, advice and guidance. It is our job to make sure that all aspects of the news article are outstanding - good news story, perfect translations, best possible journal selection and delivering as much feedback as

possible. So all you need to do is look after your clients while we take care of all the production details.

You will receive the hands-on and dedicated practical support of our Franchise team and senior management.

These include:

- ✚ Proven systems for generating editorial coverage for clients
- ✚ A known brand – Many editors around the World involved with trade and technical publications know and trust EIBIS news stories and often reproduce them word for word
- ✚ Expertise in attracting and maintaining a varied client base

### **Full Training**

Full training in all aspects of our service will be provided as well as training in marketing, business systems and I.T.

Senior management will be available to oversee the first weeks of operation to ensure a smooth transition from set-up to full operation. You will have access to training and development tools.

### **Marketing Programmes**

Supply of branding materials and literature as well as inclusion in all EIBIS International promotions helps to drive sales and heighten brand awareness.

EIBIS utilises the website for much of the direct to customer information, which is updated daily.

A useful document “How EIBIS works” is also included on our website and proves useful for prospective clients.

### **Purdie Organisation Survey Results**

We recently commissioned a customer survey by the Purdie Organisation. Clients were guaranteed complete anonymity in order that they could be free to answer truthfully. Here are some of the results:

- ✚ Three out of four Eibis clients felt that the service we offered deserved the highest possible score - excellent on all counts
- ✚ Three out of four confirmed that what Eibis did for them contributed to their company's success
- ✚ 100 per cent of our clients interviewed said they would definitely use us again
- ✚ 100 per cent of our clients interviewed felt our client contact was 'excellent'
- ✚ Reasons given for why they used us included 'tradition', 'the exclusive range of services' and 'the quality of service'

- ✚ The things people most liked about Eibis were felt by the majority of clients to be 'the people' and 'the whole service'
- ✚ Half the clients interviewed felt that 'nothing' about the service could be improved

### **Operational and Technical Backup**

We will provide comprehensive backup covering all aspects of sales and production. We have our own technical team who can help with all issues relating to the Internet and Internet connectivity, email etc. We have our own Internet servers in London where our websites are monitored 24 hours a day 7 days a week.

### **Ongoing Business Development**

We will work together to develop your business potential in your territory. We are committed to your success.

### **EIBIS International Franchise Summary**

- ✚ Turn-key operation – all you need for an instant start-up
- ✚ Exclusive territory – an opportunity to build for the longer term
- ✚ Head office client invoicing – freeing up valuable management time
- ✚ Proven business system – access to years of first hand experience
- ✚ Marketing materials – comprehensive and targeted
- ✚ Ongoing support – we are with you all the way
- ✚ Management franchise – the opportunity to build your own team
- ✚ Low overheads – your business can be home based
- ✚ Substantial under-served market – giving real opportunity
- ✚ 40 years of global history – being part of a global network
- ✚ No production – leaving you to focus on client development
- ✚ Independent customer survey – confirming complete client satisfaction
- ✚ Your business – your future with the benefit of a “Franchise Partnership”

### **Is The EIBIS Franchise For You?**

If you think that EIBIS International is for you we need to hear from you. Please see our preliminary enquiry form.

### **Your Qualities**

We are ideally looking for Franchisees with the energy, resources and determination to establish and manage an EIBIS International office in their chosen geographic area.



