

Ink2Go Franchise Kit

2009

This Franchise Kit contains confidential information about our franchise offering. It is provided to you to help you learn more about the opportunity our company offers you as a potential franchisee.

**Let Us Grow
Together**

A Perfect Business Opportunity for You

Low Investment, Huge Profits

Ink2Go Ink Refilling Station Franchise requires a relatively low investment as compared to other ink refilling companies and most franchised businesses. Lower investment coupled with high margin means faster recovery of investment.



Easy to Operate – It's a Turn-Key Business

Owning and operating an Ink2Go Ink Refilling Station franchise is very easy. We provide our franchisees and their staff with a comprehensive training before they even operate the business. We also assist our franchisees during the starting phase of their operation as well as all throughout the franchise contract period by providing further trainings and skills upgrade.

Our operating manuals also cover the entire operation of the business. The operating manuals are designed to work as a quick reference for our franchisees who are just learning to run the business. Our manuals are continuously upgraded and revised as necessary to reflect the changes to the way we operate the business in response to the results of our research and development.

Running an Ink2Go Ink Refilling Franchise also requires but a minimum of manpower. This translates to less problem managing people, and lower overhead cost.

High Demand and Huge Market Potential

Unlike donuts, sandwiches, pizza or cellular phone retail and servicing franchises, the retail remanufacturing and refilling of inkjet and laser toner cartridges is a brand new, extremely exciting franchise opportunity category. If you will consider the fact that only less than 10% of all printer users are using refilled cartridge, you can easily realize the great potential for the business.

Potential customers are everywhere. Our current customers come from all sorts of businesses, government offices, students and home users. Virtually every office has a need for a computer and printer, and the growing number of families and individuals owning computers and printers in their homes are good indications of the great potential of the ink and toner refilling business.

A lot more reasons for you to find out!

These are just few of the reasons why Ink2Go Ink Refilling Station is a great business opportunity that will bring you ultimate satisfaction and huge income! Discover the fun and excitement of owning an Ink2Go Ink Refilling Franchise in your area by becoming one of our Ink2Go Franchise Partners!

Company Profile

Company Background

Ink2Go Ink Refilling Station (Ink2Go) started as a small company with a big commitment to providing high quality ink and toner refilling services to inkjet and laser printer owners and users in the Metro Cebu area.

Founded by Aaron Jeffrey Nolasco in April of 2005, the company provides an environmentally friendly, low cost refill solution that is quick and easy and offers a savings of up to 75% of the cost of new cartridges. Ink2Go differentiates itself from its competitors by providing exceptional before-and-after-sales services to all its customers. Ink2GO stays ahead of the competition through aggressive research and development which enables the company to test and implement the best practicable techniques and solutions, and grow side by side with the evolving ink and toner refilling industry.



Ink2Go Ink Refilling Station employs new refilling techniques that deliver the best result without the risk of damaging the cartridges and printers. These techniques include the use of specially designed refill equipment and tools, high quality imported ink and toner from ISO9000 certified manufacturers, and the unique refilling processes developed within the company as a result of continuous research and development.

Ink2Go provides extensive trainings to all of its employees, providing them with the necessary skills and knowledge they need to provide answers and solutions to every customer's needs in a confident and efficient manner.

As a result of our strong partnership with our customers and suppliers, Ink2Go has now grown into a bigger and better business with the same commitment to excellent quality in products and services that has always been our motto. Through franchising, we hope to extend our commitment to exceptional service and quality to a greater number of people.

Our Mission

Our mission is to exceed customer requirements by providing a consistently high level of product and service quality. We will continue to focus our efforts on providing quality products and services that meet the ever changing needs of the computing and printing industries in terms of performance and cost. We will continue to work with our customers and suppliers to assist us in this commitment and finally have them say 'That's exactly what I want.'

Package 1 – INK AND TONER REFILLING STATION (CART)

Ideal for malls, shopping arcades and as additional business. Requires low start-up investment.

Franchise Package Fee: 200,000

Initial Cash Investment Required: 200 to 300 Thousand Pesos

Package Inclusions:

- 1 2x2 Cart Complete with Signage
- 1 Set of Operations Manual (on loan)
- 1 Set Paper Forms and Books of Account
- 50 Booklets Sales Invoice (Official Receipt must be ordered by Franchisee on Franchisee's expense)
- Complete Set of Basic Ink Refilling Equipment (See List of Equipment for Ink Refilling Cart)
- 1 Set of Ink Refilling Starter Package (See List of Items for Ink Refilling Starter Package)
- 1 Set Starter Package of Marketing Materials (See List of Items for Marketing Starter Package)
- 1 Computer Set
- 1 set of Uniform
- 3 Days Training and 3 Days Opening Assistance
- Booking Assistance for Flights and Accommodations (for Training)
- Business Registration Assistance (Depending on the area. Legwork will be required from the Franchisee for actual filing.)
- Continuous Support and Skills Upgrade

Ink Refilling Equipment List (Starter Package)

- 1 Ultrasonic Machine
- 1 Suction Machine
- 1 Set Refill Clips/Tools
- 1 Chip Resetter
- 1 Set Precision Screw Driver

Marketing Materials List (Starter Package)

- 500 pcs Professionally Printed Fliers
- 500 pcs Business Cards
- 6 Tarpaulin Posters
- 1 Set Product / Service Catalog
- 1 CD full of Approved Fliers, Business Cards, Posters, Signages, Catalogs and Forms Designs/Layouts

Basic Terms/Conditions:

- Term of Contract: 5 Years
- Renewal Option: Every 2 Years after end of Initial Contract
- Renewal Fee: Fifty Thousand Pesos (Subject to change)
- Products/Services Exclusively Allowed:
 1. Ink, Toner & Ribbon Refill
 2. Compatible and Remanufactured Cartridges
 3. OEM Cartridges
 4. Bulk Ink, Toner & Ribbon
 5. Continuous Ink Supply System

Note: Other terms and conditions apply, as stipulated in the franchise contract.

Package 2 – INK AND TONER REFILLING STATION (Full Service Store)

Ideal for malls, shopping arcades and stand-alone locations. Opportunity for rapid business growth and expansion, additional revenue stream, and faster recovery of investment.

Franchise Package Fee: 150,000

Initial Cash Investment Required: 250 to 350 Thousand Pesos

Package Inclusions:

- Business Planning Assistance
- Site Selection Assistance
- Store Build Up Assistance (Store Layout and Design)
- Operations Manual
- Procurement Assistance
- 1 Week Training and 3 Days Opening Assistance
- Booking Assistance for Flights and Accommodations (for Training)
- Business Registration Assistance (Depending on the area. Legwork will be required from the Franchisee for actual filing.)
- Continuous Support and Skills Upgrade

Additional Inclusion

- Rights to open up to 5 additional drop-off stations (mini-carts) within the territory (requires outlet opening fee of P10,000 per mini-cart)

Basic Terms/Conditions:

- Term of Contract: 5 Years
- Renewal Option: Every Year after end of Initial Contract
- Renewal Fee: None (Subject to change)
- Products/Services Exclusively Allowed:
 1. Ink, Toner & Ribbon Refill
 2. Compatible and Remanufactured Cartridges
 3. OEM Cartridges
 4. Bulk Ink, Toner & Ribbon
 5. Continuous Ink Supply System
 6. Computer Repairs
 7. Printer Repairs
 8. Computer and Printer Sales
 9. Computer Accessories Sales
 10. Additional Products and Services as may be offered by Franchisor, including, but not limited to:
 1. PVC ID Card, Membership Card and Bag Tags Printing
 2. Personalized Mugs, Shirts, Caps, Bags etc. Printing
 3. Sticker Signs

Note: Other terms and conditions apply, as stipulated in the franchise contract.

Income Potential

	HP27 Black	HP28 Color	HP45 Black	HP23 Color
Cartridge Refill Retail Price	250	300	400	450
Cost of Refill (ink & supplies)	24	30	40	48
Profit per Cartridge	226.00	270.00	360.00	402.00

Sample Income Projection

Note: This sample projection only shows the profit potential of **INK REFILL ONLY**. A more detailed projection should also include sales and related costs and expenses for other products and services, such as toner refill, brand new and compatible cartridges, CISS, etc. Once qualified, we will help you make a more detailed P&L projection.

Number of Cartridges Refilled per Day	5 HP27 @ 250 2 HP28 @ 300	8 HP27 @ 250 3 HP28 @ 300	12 HP28 @ 250 4 HP28 @ 300
Sales per Day (ink refill)	1,850.00	2,900.00	4,200.00
Sales per Month (30 days)	55,500.00	87,000.00	126,000.00
Sales	55,000.00	87,000.00	126,000.00
Cost of Sales	5,400.00	8,460.00	12,240.00
Gross Profit	49,600.00	78,540.00	113,760.00
Operating Expenses			
Salary	6,000.00	10,000.00	12,000.00
Rent	6,000.00	9,000.00	9,000.00
Utilities	1,000.00	1,500.00	2,000.00
Advertising	750.00	1,000.00	1,500.00
Supplies	250.00	500.00	750.00
Transportation	400.00	400.00	400.00
Miscellaneous	300.00	500.00	500.00
Total Operating Expenses	14,700.00	22,900.00	26,150.00
Income Before Taxes and Other Fees per Month	34,900.00	55,640.00	87,610.00
Monthly ROI	11.63%	18.55%	29.20%
Annual ROI	139.56%	222.60%	350.00%
Investment Payback Period	Less than 1 year!	Less than 6 months!	Less than 4 months!

Disclaimer: The sample projection presented here is simply an illustration of the income potential of an Ink2Go Ink Refilling Franchise, and is NOT a guarantee NOR a promise of what a Franchisee will earn in the operation of his franchised business.

Frequently Asked Questions

Q: What are the general requirements for a potential Ink2Go franchisee?

A: At Ink2Go, we are looking for franchisees interested in building a thriving business. Because we have dual channels of revenue - consumer retail and business-to-business - franchisees must also understand the need to provide great customer service, think like a retailer, understand how to network and build relationships with a focus on selling to other businesses, and willing to roll up their sleeves and make the business thrive.

Q: Do I need to be a computer expert to be a successful franchisee?

A: Absolutely NOT! While we do expect Ink2Go franchisees to have a basic knowledge of computers and printers, you do not need to have a prior printer repair experience or advanced computer knowledge.

Q: How do I benefit from Ink2Go as a franchisee?

A: Franchisees have access to our operating system, training, support, brand and other attributes. Among the support that you will receive are business planning assistance, site selection assistance, store build-out assistance, marketing support, and on-going training and implementation of new technology.

Q: Can I open more than one location?

A: Yes. In fact, we designed our business to be scalable for multiple units. Our growth strategy is focused on multi-unit development and, as a result, we expect to see a higher concentration of multi-unit franchisees as the system matures.

Q: What are the financial requirements for an Ink2Go franchise?

A: Franchise fee: Php150,000 Additional Investment: Php150,000 to 300,000 *Please talk to an Ink2Go representative regarding possible Franchise Fee discount incentive which is available to a few selected areas.

Q: What are some of the advantages of having an Ink2Go franchise?

A: Aside from operating your own franchised outlet, you are also authorized to open within the designated area drop off and pick up outlets (DPO's), where clients can bring and pick – up cartridges for refilling.

Q: How much does it entail to open a DPO? How will it work?

A: Prior to opening any DPO's, Franchisee shall execute an outlet opening Agreement and pay an Outlet Opening fee in the amount of Ten Thousand Pesos (10,000.00) upon execution of the Outlet Opening Agreement. Franchisee may receive a designated area from where within he can pick – up and deliver directly to clients for corporate accounts.

Q: What is our assurance that these DPO's will work?

A: Franchise is awarded by area; your assurance is a 500 meter radius exclusive territory which will be awarded for the opening of each satellite station.

Q: What support can we get from the franchisor after opening?

A: The Franchisor will provide updates on technology and operating processes and procedures of the business. Every research and development shall be applied and transferred to the operation of your franchise.

Q: What are our advantages from other ink refilling station?

A: Though we are many in the industry, we are the only one offering the satellite / drop – off stations to franchisees, hence, the faster realization of Return of Investment (ROI). Another is the transfer of technology and the quality of the ink we are offering. Ours are provided by the most highly competitive suppliers in the industry.

Q: What are the marketing supports we could derive from acquiring Ink2Go franchise?

A: We will provide you with the opening assistance, where we will send one of our representatives to train you and your people prior to operation to assure you that you can go through on your own. We will also provide you with all the tools that we use to generate leads and increase your sales.



CONFIDENTIAL QUESTIONNAIRE

THE START-UP OF THE INK2GO INK REFILLING STATION FRANCHISE REQUIRES EVALUATION AND FILLING UP THIS FORM WITH ALL NEEDED INFORMATION IS A BIG STEP IN THIS PROCESS. ALL INFORMATION WILL BE TREATED 100% CONFIDENTIAL AND DOES NOT OBLIGATE YOU IN ANYWAY. FAX THIS TOGETHER WITH YOUR LETTER OF INTENT TO (032) 255-0462

APPLICANT'S PERSONAL INFORMATION

Name: _____
Business Address: _____
Telephone: () _____ Facsimile: () _____ E-Mail _____
Home Address: _____
Telephone: () _____ Facsimile: () _____ E-Mail _____
Date of Birth: ____ / ____ / ____ Place of Birth: _____
Civil Status: _____ Citizenship: _____
Course: _____ Year Graduated: _____

EMPLOYMENT BACKGROUND

Current Employment: _____
Job Title: _____ Annual Income Pesos: _____
Most Recent Employment: _____
Job Title: _____ Annual Income Pesos: _____

SPOUSE

Name: _____
Date of Birth: ____ / ____ / ____ Place of Birth: _____
Are you currently employed? YES ___ NO ___ Self-employed? YES ___ NO ___
Company: _____
Company Address: _____
Telephone: () _____ Facsimile: () _____ E-Mail _____
Job Title: _____ Annual Income Pesos: _____

BUSINESS / PERSONAL REFERENCES

All needed information in this section should be filled-up completely.

Complete Name: _____
Job Title / Occupation: _____
Company Address: _____

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Company Address: _____

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Company Address: _____

FINANCIAL INFORMATION

NET WORTH (Assets minus Liabilities) Pesos _____
Experience in operating a business, if any _____

Do you operate any franchise, if yes, Please give details:

Please provide the complete address for your proposed _____

KINDLY ATTACH A LOCATION MAP OF YOUR PROPOSED SITE

Date: ____ / ____ / ____ Signature: _____

Steps To Acquire Our Franchise

1. Send a **letter of intent** indicating preferred location together with your filled-up **confidential questionnaire** to:

Mr. Aaron Jeffrey C. Nolasco

INK2GO INK REFILLING STATION

Unit 2 Market Center, Osmeña Boulevard
6000 Cebu City

Telefax Nos: (032) 255-0462

E-Mail: aaron.nolasco@ink2go.net

