

## Questions & Answers

### Q. What kind of experience do I need to operate a Navis Pack & Ship franchise?

- A. This is a business-to-business service oriented franchise that requires sales, management and personnel development skills. You do not need any prior experience in packaging or shipping. All you need is the ability to manage staff and to leverage your strong sales and marketing skills with our business model, experiences, training and support.

### Q. Do I have to personally manage my franchise?

- A. Yes, our highest performing franchise operators have a “hands-on” approach to their business. It is your sales and marketing efforts that will drive the business’ success. As they manage their business and grow their territory we have franchise operators who invest in additional territories and open multiple locations to drive market dominance.

### Q. Do you provide training? What assistance will you provide to me?

- A. Navis Pack & Ship provides a comprehensive training program for its franchise operators, managers, and warehouse employees.

**Site Selection and Territory Designation:** We support you during your site selection process, build out, and warehouse set up to ensure that your franchise location has the ability to optimize your territory.

**Comprehensive Franchise Training:** Our 12-week program includes three weeks of online coursework, three weeks of hands-on operations and marketing training at a certified training location and at the Home Office and six weeks of post-training follow-up, concluding with a certification visit that will allow you to open your doors and launch your business.

**Sales Support:** In our Revenue Enhancement Program (REP), our Home Office staff will help you and your sales staff to understand vertical market opportunities in your territory. We provide expert guidance on prospecting and closing skills.

**Marketing Support:** From your customized web site to Internet pay-per-click marketing, email marketing and traditional advertising methods, we offer options to help you generate more leads.

**Technology Support:** NavisConnect gives you one of the most advanced logistics systems in the industry. You can quote and track jobs quickly and accurately to help you obtain the highest possible margin.

**Human Resources Support:** TeamNavis, our human resources support program, will assist you in locating and hiring potential employees.

**Live Help Desk:** We know you’ll have questions. That’s why we offer a live Help Desk. Call anytime during business hours for questions and advice to improve your operations.

**Field Support:** Occasionally you will need guidance and support on a variety of issues. We will designate a Field Support Manager to regularly work with you on any questions that may arise.

### Q. Is the training mandatory?

- A. Yes, training is mandatory. You and your employee(s) must attend and successfully complete the Navis Pack & Ship training program. The training fee is for the first 2 attendees and includes the training of 2 additional attendees within the first 2 years of your opening date.

### Q. Will Navis Pack & Ship find me a suitable location?

- A. Identifying the best warehouse location will be led by you. We have developed and will provide you with tools for reviewing potential sites. We are available to provide consultation regarding locations and local demographic analysis. Our business model is not a retail business so you won’t have to pay expensive retail rates for locations. All potential sites are subject to Navis Pack & Ship consent and approval.

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### Q. What kind of marketing programs and assistance with Navis provide me?

- A. We have developed effective marketing strategies and programs for both the local and national levels. These programs enable our franchise operators to establish their customer base quickly. Our support includes:

**National Web Site and Internet Marketing:** Navis has invested in a powerful national Internet marketing program that benefits the entire franchise system. We make the Navis brand increasingly visible on the Internet through a strategic advertising campaign complemented by online Yellow Pages, keyword advertising on major search engines and organic website optimization.

**Creative Development of Marketing Communications:** Navis has invested in the development of several marketing communications tools that franchise operators are encouraged to use. This allows you to focus on sales instead of worrying about how to design brochures and mailers. We have created innovative email campaigns, sales sheets, postcards, print ads, brochures and other materials that you may use.

**Custom Web Site:** You'll receive your own location-specific web site that can be customized. Sites are designed to optimize local search engine visibility.

**Local Internet Pay-Per-Click Marketing:** You can join a powerful local Google® program that generates qualified local leads from people searching Google® online.

**Vertical Market Communications:** Navis provides marketing campaigns customized to communicate with our top vertical markets. You will be able to utilize custom email campaigns, sales flyers and selling techniques to effectively reach the top vertical market businesses in your area.

**General Business Marketing Communications:** We offer a library of creative materials including a brochure, postcards, print ads and an email campaigns to target general businesses.

**Directory Marketing:** We offer assistance to help you place advertising in local 'yellow pages' directories and online directories. Print ad creative and media buying guidance are provided in detail in the operations manual.

### Q. What are the financial requirements? What is the total investment for a Navis Pack & Ship franchise location?

- A. We require a net worth of \$350,000 and liquid capital of \$100,000. The total investment to set up a Navis Pack & Ship franchise is approximately \$120,500 - \$271,350. Of this amount you should be able to finance 70% - 80% of furniture, fixtures and equipment, depending on your credit.

### Q. Is financing available?

- A. Yes, there are many ways to finance your Navis Pack & Ship franchise business. Navis does not provide direct financing, but will assist you in exploring franchise financing options including conventional financing, leasing or an SBA - backed program. Navis is a registered participant of the U.S. Small Business Administration's Franchise Registry and the IFA VetFran Program.

### Q. What type of continuing support will you provide me?

- A. We have a well established support services system which includes:
- 12 weeks of customized Franchise Operator training.
  - Support with Site Selection, Lease Review, Equipment, Fixtures, and Supplies – allowing you to focus on the big picture.
  - Revenue Enhancement Program (REP sales training support).
  - Home Office Sales and New Business Development team.
  - Marketing and Communications.
  - Proprietary business technology.

### Q. I am interested. What do I do next?

- A. Please complete the Navis Confidential Questionnaire. You will find an electronic version contained in our eBrochure or a hard copy attached, as an insert, to our print brochure. Or, call us at 866-738-6820 and we would be delighted to walk you through the steps of becoming a Navis Pack & Ship franchise owner. Invest in your future – Today. Call us.