

**1 AUTO ONE**

IT'S THE **ONE!**

JOIN THE RIGHT FRANCHISE



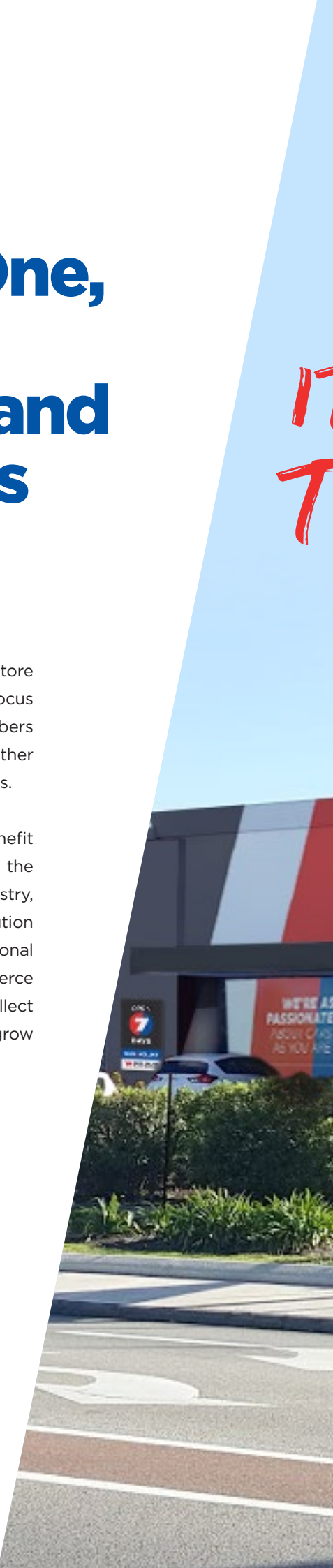
# Welcome to Auto One, the right choice for **independent** parts and accessories resellers across Australia

Commencing operations in 1988, Auto One is today Australia's only member owned and operated company in the automotive parts and accessories marketplace.

Auto One positions itself in the market as the 'go to' for customers who love modifying, tinkering with, repairing and even racing anything that can be revved. This coupled with the depth of expertise and personalised service offered makes Auto One 'The One' when it comes to auto parts and accessories.

At Auto One, we refer to our store owners as Members and it is the focus on providing benefits to our Members that sets the group apart from other automotive business opportunities.

As an Auto One Member, you benefit from negotiating power with the largest suppliers in the industry, access to Auto One distribution centres, co-ordinated national marketing campaigns, an ecommerce platform including click and collect and a suite of other services to grow your business.



**Why...**

**IT'S THE ONE!**




- ▶ **National purchasing power for increased profitability**
- ▶ **Access to industry best brands**
- ▶ **Comprehensive national marketing campaigns**
- ▶ **Fixed monthly fees – no hidden costs**
- ▶ **Marketing support to boost your store sales**
- ▶ **Business wide ERP system to enhance store efficiency**
- ▶ **Ecommerce platform with click and collect**
- ▶ **A proven successful business model**
- ▶ **Direct to store rebates with selected key suppliers**
- ▶ **Comprehensive customer loyalty program**
- ▶ **Growing family of private brands to improve margin**



Our Auto One network  
prides itself on the brands  
and sales knowledge that  
our customers can rely on.

We stand behind that with  
our Auto One slogan.

IT'S THE ONE!



Auto One's strategy is to align with the largest suppliers in the industry representing the biggest brands and has built long term relationships with over 170 approved suppliers. The business has been able to leverage the size and scale of the national network of stores to negotiate the best cost prices, marketing and rebate programs, national freight arrangements and credit terms.

This ensures that Auto One Members can compete at both a retail and trade level whilst maintaining healthy operating margins. Each year, key suppliers engage with Auto One to support a suite of national marketing programs consisting of retail and trade catalogues, digital marketing, ecommerce and social media platforms.

OVER  
**170**  
APPROVED  
SUPPLIERS





# EXCLUSIVE PRIVATE BRANDS

Since its inception, the 'Impact' private brand has been very successful in providing customers quality products at affordable prices, improving margins for our Members. This has been achieved by using the group's extensive network of suppliers to source directly from renowned factories in combination with a striking brand design and effective packaging. The range currently encompasses Equipment, Coolants, Outdoors products and Floor Mats and this will continue to grow.



'The One' private brand is positioned in the market to provide quality products to the motoring enthusiast at competitive pricing. To support our point of difference in the automotive market, 'The One' range prides itself on offering products that are fit for the job, in attractive packaging and providing improved sales margins for our stores.

# NATIONAL DISTRIBUTION

Auto One Distribution was established as a result of a consolidation within the wholesale channel. Auto One's strategy is to provide its own solution to supply chain challenges adding to the value it provides Members.

Auto One operates two facilities in Sydney and Perth enabling effective supply of goods on both sides of the country.

Auto One Distribution stocks over 140 of the industry's leading brands, allowing Auto One store owners access to key product lines that are supplied in a timely and cost effective manner.



OVER  
**55k**  
PRODUCTS SHIPPED  
PER MONTH

## WA DC

Managing all WA based stores distribution.

## NSW DC

Managing all SA, QLD, VIC, NSW, TAS based stores distribution.



# DISTRIBUTION PROVIDING OUR MEMBERS:

- ▶ Over 140 industry leading brands
- ▶ Improved pricing through volume consolidation
- ▶ Direct product access via import programs
- ▶ Access to a growing family of private brands
- ▶ Split cartons and no minimum order quantities
- ▶ Attractive freight arrangements
- ▶ Short lead times
  - Same day metro
  - Overnight intra state
  - 2 days interstate
- ▶ Access to promotional merchandise and point of sale assets
- ▶ Online ordering

MEMBER

**FEEDBACK**



▶ **KELLY & ED ROBERTS**  
**Auto One Mudgee**

"Access to the Auto One Distribution Centre underpins the success of our business. It allows us access to leading brands without large minimum order commitments and enables us to reduce out freight expenses"

# INTEGRATED ERP

PRONTO &  
AUTO ONE  
ENHANCING  
STORE  
EFFICIENCY



As an Auto One Member you will benefit from the group's investment in a comprehensive ERP system - Pronto - which is integrated through all levels of the business.

# PRONTO

SOFTWARE

# ERP THAT DRIVES EFFICIENCIES

## ▶ Centrally controlled data

An inventory master file that is controlled centrally, providing consistency across all stores, barcodes, supplier cost price updates, images, new part numbers, discontinued numbers, RRP etc.

## ▶ Cloud-based platform

Reduced risk of damage to onsite hardware including automatic offsite backup of data

## ▶ Point of Sale efficiencies

User friendly touch screen, queue busting POS interface with integrated Eftpos, shortcut tiles and full backorder functionality

## ▶ Promotional pricing

Centralised updating of promotional pricing for catalogues and sales events

## ▶ DC and supplier integration

Seamless communication with DC and applicable suppliers allowing for instant updating of information

## ▶ Oscar parts catalogue integration

Intuitive communication between Pronto and the Oscar parts catalogue featuring a hotlink between Oscar search and the Pronto Point of Sale system

## ▶ Online Trade Portal

Real time interface allowing trade customers to enquire and order parts online directly to the store

## ▶ Ecommerce

Seamless integration between Auto One ecommerce and Pronto Point of Sale

## ▶ Reporting

Auto One 'best practice' suite of daily dashboard, monthly, quarterly and annual reports to take better control of your business

## ▶ Purchasing

Flexible and capable ordering functionality

## ▶ RF Scanner

Integration of RF scanner for goods receipt, stock replenishment and stocktaking

## ▶ All in one business functionality

Including Point of Sale, purchasing, warehouse, reporting, general ledger, payroll etc.

MEMBER

FEEDBACK



## ▶ TODD IVEY

### Auto One Bunbury

"The Pronto integrated ERP system has created improved efficiencies in the business – I can now offer an online trade ordering portal which is just so important to satisfy our customers changing needs. I couldn't do this on my own"

# AUTO ONE ECOMMERCE

## Creating an omni channel experience for the Auto One customer

Auto One's ecommerce website provides a seamless shopping experience for the customer. The website can facilitate direct ship orders from Auto One's Distribution Centres, however its core focus is to drive customers to the store network via fully integrated click and collect functionality.

Auto One ecommerce supports a vast range of product categories and fully supports all Auto One promotions and catalogues. Customers can lock in their preferred click and collect store via geolocation technology. The site is fully integrated with the Oscar electronic parts catalogue, allowing customers to load their vehicle registration to research product and pricing and check-out via secure payment gateways.

### ▶ STORE LANDING PAGES

The store locator function is driven by geolocation technology to match the customers location with their nearest store. All Auto One stores operate their own landing pages where they can display a suite of information including images, opening hours, store specialties, installation services, location maps and links to social media platforms.

### ▶ OTHER FUNCTIONS

The Auto One website hosts numerous other functions to create value for store owners and customers. Customers can keep up to date with the latest catalogues or promotions, are able to sign up to the Auto One Membership Club and can also purchase the Auto One gift card.

### MEMBER

## FEEDBACK



### ▶ MAT CALI

#### Auto One Browns Plains

"As an initial greenfield franchisee my partnership with Auto One has been critical to the growth of the business since inception. The addition of Auto One ecommerce has facilitated an omni channel offer that ensures our Browns Plains store can continue to adapt to the way our customers choose to shop"



# FULL OSCAR ELECTRONIC PARTS INTEGRATION



**Get the right parts,  
right now!**

[CLICK HERE TO FIND YOUR PARTS](#)



# CATALOGUE PROGRAM

Auto One's Members enjoy a comprehensive catalogue program with award winning catalogues that are produced regularly throughout the year. The key objective of the catalogue program is to drive traffic to the stores, but they are also effective in educating consumers about the range of products and services that Auto One provides.

The program includes major retail catalogues for key selling periods and minor catalogues to support specific themes or to educate the consumer. Auto One also regularly produce Trade Flyers for stores to assist in marketing their business to the independent garage or dealership.



WOOFER

# CATALOGUE SUPPORT

In order to support the catalogue program, Auto One produces a range of materials and media to promote each campaign.

## ▶ POINT OF SALE MATERIAL

Auto One Members are provided with a full Point of Sale kit which consists of pricing tickets for each of the products on special and themed posters that can be used to support the catalogue promotion. By using this kit and creating special locations and displays, stores can clearly communicate to their customers they are hosting a major sale event in-store.

## ▶ PROMOTIONAL GUIDES

Instructional guides accompany each catalogue which direct store owners as to how they can fully leverage the catalogue. These guides cover catalogue details, external and internal store activation, local marketing strategies, merchandising display ideas and catalogue checklists.

## ▶ TELEVISION & RADIO COMMERCIALS

Content is produced for television and radio to support a national campaign or to be used in local markets.

## ▶ DIGITAL SUPPORT

All catalogues and promotions are supported by a co-ordinated national campaign consisting of targeted social media advertising via Facebook and Instagram, Google search and Electronic Direct Mail.



# MARKETING SERVICES

Each Auto One Member benefits from a fully co-ordinated national marketing program that covers a wide range of media and services.

## ▶ CLUB MEMBERSHIP

Auto One's customer loyalty program, the Auto One Club, is designed to recognise and reward long term and regular customers. Auto One Club members receive email notifications of all campaigns and have access to special Club member-only specials.

## ▶ FACEBOOK

Auto One's national Facebook page is one of the most popular and successful in the industry. It attracts a large following of passionate motoring enthusiasts by combining varied content to entertain, inform, and communicate promotional activity.

## ▶ INSTAGRAM

The Auto One Instagram profile continues to grow in popularity and effectiveness in drawing customers to the Auto One brand.

## ▶ GIFT CARDS

Auto One hosts an integrated national program that allows customers to purchase and redeem Auto One gift cards at any store in Australia.

## ▶ MESSAGES ON HOLD

Included in Auto One membership, the Messages on Hold program regularly updates a generic corporate message for Members to use as their phone on-hold message. These messages focus on communicating product range and the key brands that partner with the group. Promotional messages are also updated during campaigns throughout the year.



▶ **250k+** YOUTUBE VIEWS

▶ **53k** FACEBOOK FOLLOWERS



### ▶ EMAIL MARKETING

Nationally structured program to communicate directly with the Auto One Club customer on the store's behalf to promote catalogue campaigns, mini sale events, product releases and DIY information.

### ▶ INSTORE DIGITAL SIGNAGE

To promote instore sales, a comprehensive centrally managed digital signage program is available to Auto One Members. The signage program promotes additional services, product categories, new products and is also updated during promotional campaigns.



### ▶ BRAND TV & RADIO

Brand TVC's and radio commercials are produced as part of the national marketing strategy and for stores to use in their local markets. These commercials promote Auto One's point of difference in the market and emphasise the "It's the One" slogan.

### ▶ LOCAL MEDIA

Auto One provides local advertising to increase awareness in your local market. This can include local radio, TV, outdoor advertising and digital advertising. This is negotiated, booked and implemented by the Auto One marketing team.

### ▶ DIGITAL MARKETING

Auto One centrally manages digital marketing to drive customers into your store and increase local awareness. This includes social media ads, paid and organic search, YouTube advertising content, local citation management (e.g. Google My Business listing) and more.

### ▶ CRM

Auto One has a centrally managed customer relationship management system. This facilitates email marketing, SMS marketing, marketing automation, digital advertising, dashboards and more.

▶ **1.1million** MONTHLY POST REACH

# OUR BRANDING

Auto One has a prominent name and image that has high customer recognition in the automotive parts and accessories market. Its current slogan: "It's the ONE!" strategically positions Auto One within the trade and retail segments of the market and supports the company's future direction.

Auto One's strong visual brand image and contemporary logo is boldly employed throughout the company's integrated marketing program, clearly identifying Auto One retail outlets, its advertising and promotional material.

## ► STORE BRANDING

Auto One store branding is consistent throughout the group which reinforces brand equity and makes the store easily identifiable.

Store design templates are available to new Members and current Members who wish to remodel their existing store.

These modules and layouts ensure corporate uniformity while allowing members to maximise floor-space and increase store traffic.

## ► CORPORATE BRANDING

Auto One stores have access to a complete range of branded uniforms, merchandise and promotional items that facilitates consistent brand recognition across the group. The group is active in assisting stores to promote their businesses in their local markets.

## ► GREAT ADVICE DOES EXIST

The Auto One marketing department encourage any members to become involved with the 'Great Advice Does Exist' campaign, which highlights our knowledgeable team members through retail and brand campaigns.



# 1 AUTO ONE

WE'RE AS  
PASSIONATE  
ABOUT CARS  
AS YOU ARE



# NETWORKING

Our greatest asset is our people. As an Auto One Member, you can benefit from a wide ranging program of networking opportunities to learn and train via the help of Auto One Support Office, Suppliers and also your fellow Auto One store owners.

Auto One's structured program is published at the beginning of each year and consists of quarterly store owner meetings, benchmarking data to learn best practice from our top performing stores, and the annual National Conference.

The National Conference is a key networking event on the Auto One calendar and consists of a substantial supplier trade show, exciting events, activities and an awards dinner to recognise the top performers in the network.



OUR GREATEST  
ASSET IS OUR  
**PEOPLE**





MEMBER

# FEEDBACK



▶ **JOEL FLEISCHER**  
**Auto One Mascot**

“As a founding Member of the group, the one constant in the growth of my business over the past 30 years has been the partnership with Auto One. Over the years the brand has supplied the foundations to secure consistent growth and has also provided a level of flexibility to tailor my offer to the local market”







IT'S  
THE ONE!

**AUTO ONE LIMITED**

Unit 1, 40 Carrington Rd,  
Castle Hill NSW 2154

Phone: 02 8845 1100  
Email: [info@autoone.com.au](mailto:info@autoone.com.au)

[www.autoone.com.au](http://www.autoone.com.au)