



Workout World - The Business

Workout World is a fitness equipment specialist that retails fitness equipment for domestic, corporate and commercial use. Workout World is a well-known and trusted name in the fitness industry and has been operating for over 25 years. They now have over 30 franchises in operation around Australia, with several more on the way.

Workout World's mission is to be the 'Fitness Equipment Specialists', providing high quality equipment at an affordable price. With fitness and health becoming an increasingly important issue in society, Workout World has tapped into a market with great potential. There is a high level of demand for fitness equipment and expert advice at both a domestic and commercial level and Workout World provides this across Australia, through its many franchisees.

Central to Workout World's success has been their use of innovative and contemporary designs in fitness equipment, a right which is extended to all franchisees. This allows potential franchisees the opportunity to build on the success that Workout World has achieved in the industry over the years. Further, Workout World supports franchisees by providing a high level of training and technical support to help maintain their reputation for quality service and expert advice.



The Challenge

As an emerging franchise system, Workout World required the services of a specialised franchise law firm to assist in the preparation and proper execution of franchise documentation. It was crucial that formal documents be drafted so that the franchise network would operate within a legal framework, allowing it to access the law to enforce its rights and protect its business. Once created, the disclosure document could be used to satisfy the requirements of the Franchising Code of Conduct and inform prospective franchisees of the background of the business. The key challenge was to implement a simple system of franchise documentation that the franchisor could easily access, without letting the paperwork interfere with the running of the business.

The Solution

The development of comprehensive documents, franchisor checklists and a sign up schedule ensured an efficient franchise recruitment process. Having created the basic documents meant that Workout World would have a template to work off for all future franchise agreements, minimising the cost and time to set up each new franchise. In order to help Workout World keep track of its various franchises they were introduced to the DC Strategy Intranet system. The intranet provides exclusive on-line access to franchisors to monitor the progress of the grant of each franchise, from issuing documents, to amendments and through to final execution.



The Outcomes

Workout World now have in operation a comprehensive and efficient system for franchise sign ups. The franchisor checklist and sign up sheet allows Workout World to gather all the relevant information from franchisees before passing it on to DC Strategy to prepare the legal documentation. This regimented documentation system in combination with intranet resources has allowed Workout World to expand from 1 franchise to over 30 with a minimal amount of administrative effort for the franchisor. This has allowed the Workout World to continue to focus on the business and retain its reputation as the 'Fitness Equipment Specialist'.

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