



CLEANING RAG

AMC COMMERCIAL CLEANING PTY LTD

Issue 002

www.amcclean.com.au

Welcome

To All new AMC Staff Members and Franchisees, its great to have you working with us. This is the quarterly Newsletter which comes out each quarter keeping you up to date with what's going on.

AMC Group Insurance

AMC have been able to obtain a National Group Insurance plan for all franchisee's.

This will ensure we all have current and adequate cover at a low cost.

The Insurance plan will provide cover for every Franchisee and their employees too \$20,000,000.00 for public liability and \$20,000,000.00 for product liability.

The annual cost for cover will be \$690.00per Franchisee plus GST and be deducted by AMC National, as advised in writing by AMC National outlining the policy details.

For any further information please contact Katrina on 03 8769 6011 or email Katrina@amcclean.com.au.

BSCAA News

As of June this year Stephen Coade become the President of the Victoria chapter of the Building Service Contractors Association of Australia and also sits on the National Executive Board.

The goal of the BSCAA is to lift the profile of contact cleaners throughout Australia and to obtain professional acknowledgment of our industry.

Victorian school contract cleaners now require certification to allow them to continue to clean schools.

All AMC Franchisees who clean schools or desire to clean schools will require certification. AMC and the BSCAA will be assisting them to obtain certification due the month of September. If you require any further information please contact Stephen.

AMC NEW SOUTH WALES

HUGE GROWTH PONTENTIAL IN NSW

AMC NSW has had a great start to the new financial year. They have not only welcomed new staff, incorporated a bigger office, introduced new Franchisees and on top of everything increased there contracts.

Firstly we would like to welcome and introduce the new AMC NSW staff members..

A big welcome to:

Robert Vranic—NSW Sales Manager
Bertram Salhani—Business Development Executive
Bob Fraser & Flo Tupaea—Telemarkets
Eka Ledingham—Sales Co –Ordinator
Mark Putland—Administrative Manager
Sarah Adams—Receptionist
Joseph Saffy—Franchise Development Manger

Its great to have you working with us we hope you enjoy it to...

AMC NSW has also expanded its office facilities into the a joining Office Suite, making room now for 6 new office and Training Rooms to house all the new AMC NSW team players.

Now not only has the AMC NSW office incorporate more team players but also AMC NSW have welcomed 6 new Franchisee to the Franchise family this bringing the total to 36 Franchisee now operating in NSW. Congratulations guys and a big welcome to all the new Franchisees.

Last but not least cause its all good news but we would like to have a huge CONGRATULATIONS and Great work to the Sales Team of NSW who have put on \$400,000.00 worth of new contracts during the month of July.. Great work guys and thanks to all the help from all the Staff members....

George Kijurina



AMC QUEENSLAND

FRANCHISE PROFILE for - William Zou

William Zou is one of our Queensland Franchisees, he joined AMC in November 2004 and now operates a large Brisbane CBD building as well as a number of other sites around the city with help from his five employees.

Originally coming form Shanghai William has now been living in Australia for 16 years with his wife Lucy and two children Adam and Angel.

After operating a number of various businesses including a Noodle bar, William and his wife researched several different Commercial Cleaning opportunities including Jani King but decided to enter the AMC Franchise System.

In his words he wanted to buy a business where he could work hand in hand with the state master Franchisee (Tim Broatch) and have direct access to the Franchisor.

William strongly believes that the AMC Franchisee system will help him achieve his goals. "It's nice to work in a small team all working together to be successful".

Its now been almost 15 months since AMC moved to China and already they have several staff coordinating the three offices, that are situated in Beijing, Dong Guan and the new office just starting last month in Chang Sha.

In Dong Guan AMC provide cleaning for all different areas of contract cleaning and have an annual turnover of about £ 4 million

While in Beijing the main market we are focusing on is the contracts for hospitals. At this stage the AMC are cleaning about 7 different hospitals in the Beijing area with an annual turnover of about £ 7 million.

AMC Staff Members with Hospital Staff



Training Room

With the hospital contracts AMC do not only provide the services of cleaning the hospitals but also provide the services of Patient Service Assistance, Security, Catering, Gift Shops, and Florist.

AMC Beijing is also trying to get recognized by the government as an industry standard so they also provide a training centre to train all staff to be qualified as Patient Service Assistance.

AMC's goal in China is to receive the Franchise License Certificate by the end of this year and to start selling Franchisee Opportunities by the start of next year and set up the Franchise network in the whole of China.

编辑专访:
Interview



澳大利亚 AMC 的 Stephen Coode 先生



AMC 办事处在中国北京成立, 并作为国际清洁协会的

澳美洁入驻中国医院专项保洁市场

AMC From Australia Enters China's Cleaning Market

Grace Chen · Deputy Editor of CHINA CLEAN Publication

医院保洁一直是行业内比较关注的一个话题。本刊编辑很高兴在 2005 北京国际清洁设备与技术展上遇到了来自澳大利亚 AMC 的 Stephen Coode 先生,他在医院专项保洁上有着丰富的经验。编辑就中国医院的医院保洁等问题对 Stephen Coode 先生进行了采访。

1. 请问你怎么看待中国市场, 以及进入中国市场的外国保洁公司?

答: 中国是一个新兴的、开放的市场, 因此对于很多外国企业来说, 这里有很大的市场和很大的成功机会, 很多外国保洁公司都对中国市场表现出了浓厚的兴趣, 他们希望在中国市场也能取得成功。

2. 能否谈谈贵公司的情况, 以及澳洲的清洁市场?

答: 我们 AMC 在澳洲有着 20 年的医院保洁经验, 从 1985 年开始, 我们的服务对象包括了小学、大学、大楼、医院等许多领域。公司在澳洲有着 1000 多名员工, 在各大主要城市都设有办公室, 在东南亚、甚至中国的北京也有办事处。我们进入中国市场已经有 10 个月了, 首先进入的城市是广东东莞。

对于整个澳洲的清洁市场来说, 单单在墨尔本一个城市, 就有 500 多家保洁公司, 但其中只有 25 到 30 家可以称得上是专业的保洁公司, 这些保洁公司之间竞争激烈, 但竞争也起着互相促进的作用。

3. 贵公司在澳洲的服务范围很广, 那么计划在中国开展哪些服务呢?

答: 我们在澳洲的经营范围很广, 医院保洁仅仅是其中的一部分, 但是中国的市场要比澳洲的人得多, 因此我们决定首先在一个领域开展我们的业务, 在初始阶段我们不希望开展得太广。我们首先想在医院专项保洁这块领域取得成绩, 我们也希望此年能引进中国医院的保洁质量, 当然, 我们也希望能够在未来找到合作伙伴, 为他们提供优质的服务。

4. 在中国的医院保洁工作上, 还没有一个行业标准, 请问你们是怎么做专项保洁的呢?

答: 我们希望能把澳洲的行业标准引进中国, 因为根据我们的调查, 我们发现目前有些中国医院的专项保洁工作很不到位, 比如地板保洁就做得很不专业, 不够, 很多保洁员的人员同时也在清洗地板, 这一点就非常不好, 我们很感兴趣能够参与中国医院保洁行业标准的建立, 且

实现我们目前也在积极参与改善澳洲的清洁行业标准。

5. 能否谈谈澳洲的清洁市场与其他市场的区别?

答: 在澳洲, 清洁行业已经存在 40 余年了, 市场竞争相当激烈, 专业的保洁公司也比较多, 比美国也要专业。在澳洲, 我们要求保洁工作非常严格, 比如我们每天都会定期检查所有设备上的细菌, 包括墙面上的, 手术台上的, 和地板上的, 我们严格控制医院的卫生状况, 为的是对所有的病人的健康负责。在澳洲, 只有成为清洁协会的会员, 才有资格为医院提供专项清洁服务。

6. 明年的清洁设备与技术展将在上海举办, 贵公司还会参加吗?

答: 今年在北京举行的清洁展相当成功, 明年在上海举办的清洁展我们一定会参加, 这不仅因为上海是我非常喜爱的城市, 还因为上海是一个巨大的市场, 是中国的一个非常先进的城市, 而且上海人还要重新物的能力更强, 我个人已经去过上海 9 次, 只要有机会去上海, 我想我是不会错过的。

China is a newly developed and open market with remarkable potential and opportunity. As many other foreign investors, we comes with great interest and hope that we can be successful here.

AMC, professional in hospital cleaning, has established offices all over Australia. Our first step in China will be focus on hospital cleaning. The present hospital cleaning in China is still at a low level. We feel it obliged to help in setting new standards. Australia is a country with 40 years' cleaning development, so we can naturally offer professional services and advice. We understand that strict sanitation control is of vital importance for the patients' health, so we have even refined skills in this field.

The Cleaning Expo in Beijing this year was a great success, and we are sure to come to the next hold in Shanghai, not only for Shanghai is a considerable market, but also for that it is one of my favourite. I will not miss such a chance to go there.



Stephen with the AMC Office Staff Members



AMC Staff cleaning in a hospital



AMC Staff cleaning in a hospital