



CLEANING RAG

AMC COMMERCIAL CLEANING PTY LTD

Issue 001

www.amcclean.com.au

I would like to take opportunity to wish every one a Happy and Successful 2005 and hope you had a really pleasant Christmas.

2004 was an eventful year for the AMC Group with the restructure of the Victorian division and the creation of the National Office; we also had a great year in NSW, which included an expansion of our Franchise network to 24 operatives.

The Queensland division concluded its first 12 months trading and now has a very solid base, which sets the foundation for good growth in 2005.

AMC expanded its operations to South Australia, Western Australia and New Zealand. These operations are being managed by the Victorian Office until we appoint a suitable Master Franchise operator for the States and New Zealand.

Then there was the introduction of AMC into the country of China, which also still under great and exciting growth. But more on each state later.

Now to the sad news.... We all were sad that after 9 years with AMC Fay Foster retired. Fay was a very important part of the business and we will miss her being part of AMC. We wish Fay all the best for the future and hope she still pops in say HI!!!!

Remember success comes when we follow the AMC System and work to for fill needs of our clients. I wish you a successful and profitable year....

AMC NEW SOUTH WALES

Happy New Year to all!

Well AMC NSW went out with a bang at the end of 2004. In the last quarter of 2004 we started up over 38 new sites which equates to over \$320,000 worth of contracts. This was achieved by our small team of 5 office staff, working together closely to accomplish our goals and coordinate each start up. Also a huge commitment from our Franchisees, who without a doubt are the essence of AMC.

We have had a total of 8 Franchisees signed up in 2004 and more recently in 2005 - 2 new Franchisees joining the team. We would like to take this opportunity to welcome you and your families to the team: -

Colin Gowan Simon Han Bing Van Hoa Joseph Lim Jim Nackovski
Jim Nguyen Jian Liang Jilong Zhao Tom & Ceylan Kali

Our office staff now consists of 2 new members:

Anthony Tham – the man! (as George says everyday) our Business Development Consultant is a quiet achiever whose 16 years experience in the cleaning industry is proving to be an asset to the business. Tony brings with him some hidden talents that only visitors to the AMC NSW office have the pleasure of experiencing.

Colleen Graham – an exceptional Telemarketer who is a pleasure to work with and produces good results. Believe me we have had some characters come in to tele-market and Colleen is by far a gem.

Our Franchisees are what make AMC NSW a complete success. Their hard work and dedication on site is what keeps our business growing. We have recently introduced a 'customer care call' program where all clients are given the opportunity to give feedback about their experience with AMC on a regular basis. **98% of our clients had a high satisfaction level** with regard to the integrity of Franchisees and the cleaning performed on site. This exercise has proven to be a great tracking system in determining our clients' satisfaction levels and will continue in 2005. **Congratulations to all Franchisees for this fantastic result.**

Some of our major clients signed up for the last quarter of 2004 are: -

Communicare Sydney (13 Childcare sites), Bunnings Warehouse North Richmond, Drummoyne Rowing Club, Tasman Insulation Australia

We have also signed up over 10 sites for 2005 including three major clients: - Monash Country Club, AUSDOC, SITA

We have enforced a common goal with all involved to keep client satisfaction levels at a high and also generate new business which will be achieved through the AMC strategies that have proven to lead to success.

Wishing everyone a successful 2005 and the best of luck! Signing off till the next newsletter.

George Kijurina & Mona Cesvette

AMC QUEENSLAND

16 months and AMC Queensland has established itself in the sunshine state due to the hard work of staff and franchisees with turnover nudging 1 million per annum.

Currently servicing some well known QLD companies including Curtain wonderland, A.P. Eagers, City Beach Surf Australia, Crushers leagues club and Corporate clients which include Colliers International, Mirvac, Trend Windows. Tieman Industries the foundations are laid for a big 2005.

National hearing centre Logan, which was secured through franchisee John Clark, has led to a national deal for AMC. Well done John

Franchisees John Clark and Imraan Mohammad are both turning over well over \$100,000 per year within 12 months of starting there business and achieved these results through dedication to customer service and the through the support of operations manager Evaan Lesic and telemarketer Toni Baker

Queensland is a fast growing state so if you have been looking for the opportunity to head North and establish a profitable business and improved lifestyles please contact myself or Stephen Coade.
Till next time Tim Broatch

AMC VICTORIA

In reflection, 2004 provided to be a fantastic year for AMC (Vic). Fantastic on the basis we had unexpected growth, a cultural and philosophical change regarding our focus on what our business stands for.

AMC (Vic) were able to secure business with a variety of industries including some blue chip companies such as United KG, Country Roads, National Hearing Centre and Gribbles and to cap off an already successful year we were fortunate in securing the cleaning contract with Channel 9.

Interestingly with the Channel 9 contract, we won it on the merits of what AMC believes, that is delivery of service not based on price alone. Key points that won the business are:

1. Professional submission
2. Rapid response to queries
3. Referrals supported what we stood for
4. Most importantly, we were not the cheapest.

We would like to use this opportunity to recognise and thank all of franchisees that commenced with AMC in 2004:

- 3011 Xing Zhen Xu
- 3012 Fang Fang Partners
- 3013 Coa & Guo
- 3014 Cai Hao Wei
- 3015 Loc Van Nyugen
- 3016 Yong Zhang
- 3017 Z Liu & Ying Ren
- 3018 Kai Chen
- 9042 Jie Song
- 9044 Yu Liu
- 9046 Saeful Sunaryo
- 9047 Janda Tumbilis
- 9048 Dario Concha
- 9049 Susan Chau

Recognition should also go to our Sales Team headed up by Damien Smith and Shellee Pollard for a securing a large amount of business in both small, medium and large companies.

Also thanks and recognition to the way our Operations Team managed to bed down new clients and their hard work with the renewal of contracts for MLC, St Catherine's and Blue Scope Steel, once again, Blue Chip clients. Congratulations to Wendy Ferguson and her team Zed Momirovski, Wayne Harris, Connie Albrey and Lydia Coe.

Recognition is also given to the crew at Cardinal Health for winning yet again the Gold Service Award. Many thanks go to **Wayne Harris**, Operations and the team at Cardinal Health:

Christine Ross

June Leith

Fred Goldman

Lindsay Meikle

Linda Mathieson

Marlene Francois

Steve Ross

Ed Hoskins

Louis Lebon

Hassan Muhammad

We also recognise two other sites that were runners up in their category in the Golden Service Awards:

PBR - managed by our Operations person, Connie Albrey, and
Gribbles – site belonging to Franchisees Recep & Sonay.

This was an outstanding achievement as AMC had these contracts for less than 12 months. The challenge is to take away the main prize in 2005!



Our 2005 objectives are to strengthen ties with existing clients and franchisees and to identify opportunities to grow within our existing client base and continuous streamlining of the administration process of running a business of this size. Examples of improved technology introduced in 2004 is our on-line Virtual Office and the recent introduction of Personal Digital Assistants which allows our Operations people to operate more efficiently without the need to be office based. These two initiatives alone have already generated great benefits to our company.

We also take this opportunity to welcome new members of our office-based team:

Filiz Eker – Filiz' responsibility is the first point of contact of AMC as well as general administration. Filiz has several years of experience in various industries and proved in a very short time her value to AMC. We are lucky to have Filiz as our 'resident personal trainer'.

Lydia Coe – Lydia's wealth of experience in Operations, Quality and Training has already paid dividends for our business.

Finally, none of this would happen without the back office support from Deb Bailey, Maureen Owen and Lynda Bishop. Lynda's initiative in dealing with the United KG contract has certainly helped us turn the corner on managing the contract.

Wishing each and every one of your best of success in both your personal and business lives in 2005.

Graeme Roach

AMC CHINA

Our China business has been operating for a almost 12 months, our office is located in the city of Dongguan China (Formally Canton) we also have an office in Beijing. During 2004 Jason and Stephen made several trips to Dongguan, Shanghai, Beijing and a number of other cities to research the opportunities for AMC. From the feed back we have, there is little doubt of the need for the level of service we can offer. Also a willingness for companies and government organisations in China to work the superior level of contract management and training.

The China business currently has a turnover of approx 1.2 million (Chinese currency) with contracts for cleaning of some 10,000 bus shelters, some China post buildings and a small local hospital.

AMC China will have a stand at the China clean expo in Beijing May 9 – 11 2005 which will increase our profile in a City with over 17 million people. There will be a number of AMC Australia personnel attending this expo and we extend an invitation to join us there. We can help arrange discounted airfares and accommodation we will also be visiting Dongguan, Shanghai (great shopping) and Xian (Terracotta Warriors). If there is some interest we will arrange tours in each city to not only look at current cleaning systems but some of the famous sites that China has to offer. If you are interested please email Katrina (katrina@amcclean.com.au).

