



CLEANING RAG

AMC COMMERCIAL CLEANING PTY LTD

Issue 004

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 SOUTH AUSTRALIA



Welcome to our latest newsletter. In this addition we have great pleasure in announcing the appointment of the **State Master Franchisee operators of South Australia Garry and Cindy Stevenson.**

Both Garry and Cindy have back grounds in customer service and marketing. Gary and Cindy join Tan and Huey who were our first SA Franchisees in what we expect to be a very successful State Master business for the AMC Group.

Welcome to the AMC team!!!

AMC NSW

AMC New South Wales reports strong growth over the Last quarter putting on 13 new Franchises, taking them to 98 franchisees since their inception 3 years ago.

Breaking new ground NSW have put on the first regional sub master franchise in the group- "NSW South Coast" which stretches from Helensburgh, south down to Nowra and inland back to Gouldburn. Two other Sub-Masters are also available in NSW, the "NSW North Coast" which goes from north of the Hawkesbury River up to Port Stephens and inland to the Hunter Valley & "the ACT" for further information contact Joe Saffy 0410 587 417.

Since the opening of the new expansion bridge at Helensburg the NSW South Coast has really blossomed. Steve Hussain has recently relocated back to Sydney from NZ where he was involved in the trucking industry. Steve his wife and two children bring with them many years of hands on experience in the services sector including motor vehicles and trucking.

Steve says, *"we are really excited to be back in Sydney and my family and I are looking forward to the challenge offered by the AMC Business Opportunity"*

GOOD LUCK STEVE & FAMILY and Well Done to GEORGE & THE TEAM IN SYDNEY!

On the staffing front Robert Mendosa has joined the NSW sales team coming from Jani King and bringing with him many years of industry experience. We look forward to working with Robert!

The official launch of the AMC Franchising Group is imminent with an announcement due at the national master's conference to be held in Sydney on the 18th & 19th Oct 06.

AMC VIC

AMC Vic welcomes Ken Drake as Operations Manager.

Ken has extensive experience in contract management and the service industry. If you haven't already met Ken please set up an appointment. Ken has already had a positive impact on the business so we look forward to working with him. A big welcome Ken.

Goodbye & Thank you.

Maureen Owen after eight years is leaving AMC we would all like to thanks Maureen for her loyalty and services over the years. We wish her well and hope to see her still pop in for a coffee. Thank you and all the best Maureen.

Franchise Andy Wu is currently servicing Frankston day Hospital. We have in listed a consultant to conduct a days training at our AMC Vic Office in Nov 3rd 2006 in regards to the cleaning of hospitals. This is a market that we will be targeting so if this course would be of any use please contact Narelle to reserve a spot. Cost \$50 per person lunch supplied. This invitation is open to franchises Australia wide. A certificate in completion from Strategic Health will be issued.

We have also appointed additional Sales representatives to the team and look forward to a strong growth period to see out the rest of the year.

Tim Broatch

"It's all quite simple," says Coade

Systems and training: keys to AMC's prodigious growth

WITH TRAINING a core plank in its operational system, AMC Commercial Cleaning continues to expand in terms of turnover and market segments. This year the predominantly franchise-based organisation will launch carpet cleaning and domestic cleaning divisions in Australia as well as establish bases in Singapore, Indonesia and South Korea.

When AMC's principal Stephen Coade talks about contract cleaning he makes it sound oh so straight forward. Coade's upbeat and quietly confident about an industry that he perceives is fundamentally recession-proof.

"We work hard at training as well as implement systems so that even all the company's various offices use exactly the same procedures. AMC also emphasises the need to keep staff happy and motivated as well as delivering good quality work," Coade explains.

In reality, AMC is tapping the very real benefits that franchising offers both the franchisor and franchisees. As the company's literature states, "Men and women who want more from life than an ordinary job or career can take advantage of some really fantastic franchise opportunities in the professional cleaning industry."

Coade is quick to point out that the Federal Government is actively nurturing a growing economic segment that comprises smaller businesses operating as contractors and franchisees. And from AMC's point of view, servicing smaller sites is really only, legally, financially viable using a franchise system. "I am very much against sub-contracting," adds Coade, "and we find clients do not like it either."



Stephen Coade

Presently some 75 percent of AMC's Victorian business is operated by franchisees while in New South Wales and Queensland it's 100 percent franchise. There are, as we want to press 140 franchisees nationally.

Coade relies on state master franchisees to drive the company. They share the rewards so motivation and work ethic are kept at high levels.

Each month the organisation is adding about \$250,000 worth of new contracts. And that's at sensible rates, which approach the \$30 an hour rate.

"We don't go out to compete on price. We quote a price to do a quality job properly as well as leave a healthy margin for both the franchisee and AMC.

"By targeting the smaller sites, AMC plays in the biggest market segment. Why bother going after large 'blue chip' sites when they

generally offer such low margins due to intense competition?" asks Coade.

However, he is not averse to all large sites and seeks appropriate contracts where AMC-employed people can generate sensible margins.

The company's China operation reflects Coade's pragmatic approach and ability to take opportunities when presented.

Chinese hospitals

In 2004 Coade was invited by Australian Chinese franchisee friends to visit China with a view to opening an AMC business in that dynamic and populous market.

"It made me realise just what enormous opportunities there are in China and Asia in general when compared to our local market.

"For instance, there are 500 hospitals in the Beijing area. We made a decision to enter China, in a joint venture with Australian Chinese partners, and to specifically target healthcare.

"We won our first contract in May 2005 and today we have eight hospitals in Beijing, employing 350 cleaners. The largest hospital has 2,200 beds. AMC uses full time cleaners and also employs patient services people," Coade says.

In-line with its commitment to training, AMC established training schools for cleaners and PSAs in China. "We are seeking government approval for our school to be the approved school for other Chinese hospital cleaners."

Naturally, the company has translated its training manuals into Chinese and also hosts a web site in Chinese.

"Asia is our growth market. It has many hundreds of cities that are larger than Sydney and Melbourne. With our successful, proven systems, it's relatively easy to implement the AMC ethos in other lands."

Industry involvement

Established by Coade in its home State of Victoria in 1988, AMC has been a consistent winner and finalist in the Golden Service Awards. "Many contractors do not know how to capitalise on these Awards.

"The positive effect an Award win has on your team is reason enough to participate," Coade enthuses.

On a more personal note, he has put his hand up for industry service and presently is BSCAA Victorian president. ✓



A training course in AMC's Sydney office, conducted by Claude Gibbs (second from left)

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