

## LICENSE INFORMATION

Essentially, it is this competitive advantage that has fuelled Pony Express's expansion from one locally serving office in 1999, to offices in London and Birmingham covering all parts of the UK mainland.

Pony Express courier service is available from our ever expanding offices strategically located in the heart of the UK and the Capital. It's a network that is growing and we would love to welcome you on board.

This approach to expanding the brand has meant that Pony Express can expand its reach and offer services to a wider customer base and not just serve locally. To further improve our business strategy we have decided licence out areas nationally.

### Want to join the Pony Express Network

Pony Express is currently in the process of expanding operations nationally offering its customers same-day delivery services. All deliveries would be handled in house from collection to delivery.

### Want to be an entrepreneur

Start your own Pony Express business. It's one of the most demanding, potentially rewarding businesses opportunities available on the market. With the support from our head office you will be up and running in no-time, with your own exclusive territory. This option is ideal for a budding entrepreneur who wishes to secure a future in a very lucrative industry and get involved in the future plans of Pony Express.

### About Pony Express

Pony Express has been established since the go's and has enjoyed a very rapid and aggressive growth over the years. It has been part of the Pony Express' mission statement to exceed year on year, and the company can happily report all targets have been met.

Being a leading Courier company in the UK, customers are benefiting from a cost effective delivery service without compromise. The key objective of the company has become to never compromise on customer service whilst achieving 100% reliability.

To achieve the high standards that the customers require, over the years there has been a gradual introduction and the creation of a highly qualified management team. The team is now built of individuals with years of experience in the industry.

Not only was it enough for Pony Express to maintain a highly experienced management team, Pony Express then went through a rigorous recruitment plan to ensure its drivers were also the best available. We had to recognise the drivers as being key members of the company and the link between Pony Express and its customers.

Once the team was in place, the company could commit to its expansion programme which includes licensing areas and the setup of a network, panning the width and breadth of the UK.



In 2004 Pony Express was recognised for its excellent service and continued customer support with the ISO 9001 accreditation.

## Background

Pony Express is a major player in the courier business operating its business from Birmingham and London. During its growth years Pony Express has managed to cover work from around the UK, operating from two locations.

A base in London was setup in November 2007 and is currently a growing operation. The setting up of the West London office was a test to verify that Pony Express can replicate its business model in other areas.

## Current

The current owners who want to see Pony Express expand nationally and have decided to sell licences to serious businesses or individuals throughout the UK, with its current bases in London and Birmingham the two major UK cities, Pony Express has found that customers recognise and take the Pony Express brand seriously as a major player in the market.

## Scope

It would be an ideal investment for already established courier companies or individuals who want to enter or expand in the courier industry. With strong brand awareness and a potential to join a UK wide network, you will concentrate on creating a stronghold in your area.

## Got an existing business in the courier industry?

Use our branding to offer courier services at the same level as our network does. You could enhance your existing business by getting more jobs from the Pony Express network. This is a great option for already established businesses who want to increase sales and make the most of current overheads. **YOU ARE FREE TO CONTINUE TRADING IN YOUR CURRENT BUSINESS NAME, YOU CAN TRADE IN THE PONY EXPRESS NAME ALONGSIDE YOUR EXISTING BUSINESS.**

We recommend you charge industry standard rates starting at:

|             |                |            |        |
|-------------|----------------|------------|--------|
| Motorcycle  | from 0.90 pplm | Min Charge | £25.00 |
| Small Van   | from 0.90 pplm | Min Charge | £25.00 |
| Transit Van | from 1.40 pplm | Min Charge | £35.00 |
| LWB Van     | from 1.50 pplm | Min Charge | £45.00 |

*pplm = pence per loaded mile*

The above rates are for guide only, you are free to charge whatever price you like.

You will market and manage your Pony Express business in your selected area, you will be free to conduct your business in any way you see fit, but will not do anything to jeopardise the brand.

## Overnight Parcel Delivery Network

The long term plan is for Pony Express to expand operations into the express overnight parcel delivery sector. Once we have a sound and robust same day network in place, we will then concentrate on building the overnight parcel network this will involve all members and will increase and generate more revenue for your business, enabling you to further expand in your area.



Overnight deliveries will be taken care of all in-house using a hub and spoke operation, this will allow you to offer to your customers a very competitive service.

As the network grows so will the brand and your business, it is why we believe that licensing our brand will involve many likeminded people and is the best way to expand the network for both Pony Express and its Licensees.

## Turnover

Your turnover will depend on the amount of advertising and promotion you carry out for your business. Major cities like London and Manchester will tend to generate more revenue and turnover compared to smaller cities or towns. This will be reflected in the end bid price when the listing goes live on auction.

A realistic figure for your turnover in year two would be £100,000 -£150,000 this is what we would together work towards increasing by 20%-30% year on year.

Generating and maintaining a turnover will all depend on the License Holder, the more work you put into the business, the busier your area will get.

## Drivers

Pony Express advertises online to find quality drivers with all credentials needed to become part of our team. Enquiries from drivers would be forwarded to you via email and you can call potential drivers to arrange interviews, however we do suggest you find and recruit your own local drivers, you can do this by advertising free in Gumtree, Vivastreet, Job centre or any other free media.

### What we recommend you should pay drivers:

|             |           |
|-------------|-----------|
| Motorcycle  | 0.65 pplm |
| Small Van   | 0.65 pplm |
| Transit Van | 0.80 pplm |
| LWB Van     | 0.90 pplm |

*pplm = pence per loaded mile*

## What's on offer?

As part of our network you will get exclusive licence rights in your area to trade using the Pony Express brand. You will offer all services currently offered by Pony Express:



## Services you will offer to your customers

**UK Sameday** - Pony Express can handle all same day delivery needs anywhere in the UK. From documents to pallets Pony Express has the solution to deliver your items on time and within budget. This service will be your main core business, collecting and delivering goods on a someday basis nationwide.

**International Sameday** - Pony Express provides same day delivery across the Globe. Pony Express' Elite service to New York, Hong Kong, New Delhi, and any European City is the quickest and most reliable service you will find with unrivalled tracking and security. Your courier will take the next flight out to the international destination.

**UK Next Day** - Before 9am, 10am, Noon and AM or PM deliveries are just some of the delivery options Pony Express offers on its Next day service. Using major carriers we have partnered with you can offer these services as extra income generators.

**International** - Pony Express' import and export team can arrange parcel delivery and collection from anywhere at anytime. You will arrange collections liaising with international freight forwarders in retrieving goods for customers.

**Air Freight Forwarding** - By working with the world's biggest freight forwarders Pony Express' freight forwarding for international consignments is the most cost effective around.

**Storage** - Pony Express can provide your business secure freight holding and storage on flexible terms. You will contract and agree terms with local storage facilities, so you can supply storage solutions to businesses or private users.

## What we will provide you:

- 0800 Number diverted to your landline (you will be responsible for any charges).
- 0845 Number diverted to your landline.
- 0845 Fax Number diverted to your landline.
- Your own website.
- National advertising done from head office in Birmingham.
- Starter printed literature.
- Help setting up bank accounts.
- Use of our merchant account or set your own up.
- Introduction to an accountant.
- Your full details on our national website [www.ponex.co.uk](http://www.ponex.co.uk)
- Any jobs done on behalf of Pony Express (UK) Ltd will be paid by us.
- You will receive unlimited support from Head Office.
- Full rights to trade as Pony Express in your awarded area.
- Retain all revenue generated.
- Full rights to sell your licence and keep all monies in respect of the sale.
- Booking in job log book.
- Automatic acceptance into the Overnight/Nextday network (no charge).
- Access to all current and future artwork in digital format.



## What you will need to before you can start trading:

- Get call diversion to mobile or other number.
- Set-up freight forwarder accounts with major carriers (we will help you with this).
- Register for VAT.
- Set up a business bank account.
- Arrange your own accountant or we can introduce one to you.

## Who we are looking for and what you need to do:

Over the past nine years, Pony Express has established a methodology that is challenging the accepted norms of the courier industry. It has achieved this by basing its business model on an ultra-efficient, centralised management system, then building relationships with courier companies around the UK. Now in a position to further expand, we are looking for candidates or companies with the following attributes:

- People who are passionate about business.
- People who can build their own area into a successful business.
- Confident at sales, or leading your sales team.
- The area you bid for must be your local and you will know your area well.
- People who can and will work in a national network.
- People who will support the network, offering advice and support to each other if needed.
- People who can quickly set up their area offering Pony Express services.
- Advertise your business locally to make it a success.
- Manage drivers and in time office staff.
- Communicate and keep customers updated with Pony Express services.
- Invoice your customers directly.

The winning bidders will setup offices in their chosen area; Licensees will advertise for work locally and actively pursue to grow the business. Pony Express will refer any jobs that come into our central system to you. This opportunity is a real business venture for the right person or business, we would like to emphasise that this is in no means a get rich quick scheme and your success will depend on how hard you work to make your business grow. **THIS IS YOUR BUSINESS.**

## Licence Fee

The winning bidder will pay Pony Express a licence fee starting at £200+VAT per month for the duration of the licence. The licence may be terminated at anytime by you by giving 2 months notice. Pony Express will only revoke your licence in cases of serious misconduct resulting in the brand being tarnished; in such events Pony Express will revoke the licence as of immediate effect. *Licence renewal will be every ten years.* The fee will increase every two years by £10.00 and at renewal the licence fee will be reviewed in line with performance and inflation.

|                   |   |
|-------------------|---|
| <b>Year One</b>   | £200 + VAT per month on the first day of each month for 12 months.  |
| <b>Year Two</b>   | £200 + VAT per month on the first day of every month for 12 months. |
| <b>Year Three</b> | £210 + VAT per month on the first day of each month for 12 months.  |
| <b>Year Four</b>  | £210 + VAT per month on the first day of every month for 12 months. |
| <b>Year Five</b>  | £220 + VAT per month on the first day of each month for 12 months.  |
| <b>Year Six</b>   | £220 + VAT per month on the first day of each month for 12 months.  |
| <b>Year Seven</b> | £230 + VAT per month on the first day of every month for 12 months. |
| <b>Year Eight</b> | £230 + VAT per month on the first day of each month for 12 months.  |
| <b>Year Nine</b>  | £240 + VAT per month on the first day of every month for 12 months. |
| <b>Year Ten</b>   | £240 + VAT per month on the first day of each month for 12 months.  |



As long as you pay your licence fee on time you will have secured your area and licence up until the renewal date. As like all businesses you are free to sell your License at any time, you must however send us in writing your intention.

If for whatever reason you fail to pay the licence fee for 2 consecutive months, your area will be taken returned into the control of Pony Express and your licence will be revoked, no monies will be refunded.

## Terms and Conditions

- You cannot sell your licence without notifying us in writing.
- You must undertake all costs for advertising in your licensed area.
- You will not canvas work from an area that is owned by a fellow member of the network.
- You must have your own company bank account.
- You will apply for your own VAT number.
- You must have a landline to forward the incoming calls.
- You must have a mobile phone.
- You must have internet connection.
- You must have a fax machine.
- You must have a computer or laptop.
- You will use Mappoint, Autoroute or Google Maps to calculate mileages.
- You will collect payments for jobs done from your customers.
- All accounting and tax obligations will be your own responsibility.
- The winning bidder will pay the auction end price + £400 (2 months license fee) + VAT
- By bidding you have acknowledged and fully understand the [Licence Agreement](#).
- By bidding you are accepting and agreeing with the above terms and conditions.

In addition to the above general terms and conditions, the License Agreement will form the contract of the License and all terms and conditions of the Agreement will be adhered to.

### For further information:

**Call: 0845 0000 460**

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