



martin
PERSONNEL
ALL ABOUT PEOPLE. SINCE 1987

PROSPECTUS

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THE MARTIN PERSONNEL JOURNEY

Martin Personnel was founded in 1987 and has reached incredible success as one of New Zealand's most experienced and trusted recruitment companies across many industries and sectors.

The core value that underpins every aspect of Martin Personnel's business model success is "All About People". Although Martin Personnel can boast over 30 years as an industry leader, it was Mark Douglas' innovative and forward-thinking approach that has ensured Martin Personnel has continued to set the standard in recruitment since 2007, when he purchased the business.



WHAT WE DO

According to Mark, the secret to delivering such a personalised service to every client, is building positive face-to-face relationships from Day 1.

His belief in this philosophy is one of the main reasons Mark selected a franchise model. Through dedicated franchisees he is able to continue to meet the changing demands in the market with like-minded individuals who will share his passion and dedication to looking after Martin Personnel's discerning clientele.

Martin Personnel offers an extensive range of recruitment services, from providing professional and qualified temporary employment to small, medium and large businesses, to taking on entire recruitment outsourcing solutions in the blue-collar space to meet the fluctuating needs of their clients.

Having such a strong focus on client relationships and working closely with both employers and potential employees means having great insight into making high quality employment connections, for both short and long term prospects.



WHAT YOU CAN EXPECT

This business model brings with it the operational structures and systems necessary to support every franchisee in all aspects of running their recruitment business, whilst allowing franchisees the scope to implement their own vision of success from Day 1.

The management platform, called Ask Martin, is a purpose-built software that interfaces, all stakeholders including franchisees, employment candidates and clients.



A MARTIN PERSONNEL FRANCHISEE

Martin Personnel are looking for franchisees with a proven background in recruitment, ideally within a range of industries and with a minimum of 2 years' experience. An ideal franchisee is someone with business development skills able to develop strong professional working relationships.

Being a strong communicator, having a sense of loyalty and having the drive to succeed are qualities that a Martin Personnel franchisee must have. These qualities are imperative in creating and maintaining relationships with a wide variety of people, and in essence, are the key to growth, success and profitability in a Martin Personnel Franchise.

If you are someone with a passion for facilitating successful connections between employers and employees, enjoys working with people from all walks of life, is excited by the prospect of growing your own successful recruitment business within a highly reputable brand, a Martin Personnel may just be the perfect opportunity for you.



WHY MARTIN PERSONNEL?

- Minimal overheads, maximum profits
- Simple business framework with sophisticated systems and software
- The training and support involved will allow you to quickly concentrate on gaining your first client
- Dedicated, generous sized territory
- Be part of a successful, proven brand
- Head Office handles client billing and payroll on behalf of franchisees
- Marketing resources and support provided to franchisees
- Access to exclusive client and candidate management software



OUR VALUES

Martin's Values are what Mark and his Martin Personnel team live by each and every day:

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Martin's Values

- 
- M**ake it Right
 - A**chievement requires Commitment
 - R**espect for All
 - T**ogether we are Family
 - I**ndividuals working Together
 - N**ever give Up

THE BUSINESS MODEL

Mark Douglas describes this franchise model as a 'business in a box'. The systems, processes, resources and Head Office support create a robust framework for a recruitment specialist to embark on an exciting new business opportunity with a brand successfully built over 30 years, behind them.

A superior management system has been developed by the franchisor to enable franchisees to focus on forming strong relationships with clients and candidates from Day 1.

GETTING STARTED

Buying a franchise is an exciting proposition. It is important that you feel comfortable at every step in the franchise process, and our team understand this.

If you are ready to take the next step, reach out and we will be more than happy to guide you through this simple process.

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Thank you for your continued interest in a
Martin Personnel Franchise

If you would like to find out more
Get in touch with our team today

