



PoolWerx - The Business

PoolWerx is a highly successful Australian franchised business with well over 280 franchisees regularly servicing commercial and residential pools and spas across the country. The company has been awarded the highly coveted title of "Franchisor of the Year". In doing so, PoolWerx has demonstrated the highest levels of franchisee support and service.

Recognising a significant opportunity in the highly fragmented pool servicing market, founder John O'Brien established, nurtured and grew the business into one of the most highly respected and successful franchises in Australia.

The company continues to grow from strength to strength. It has been accredited as a Registered Training Organisation and recently announced a collaborative effort with Royal Life Saving to help improve pool safety and minimise preventable drownings.



International aspirations

Many have international aspirations but few have the market presence and strength required to achieve it

The Challenge

PoolWerx' success in the Australian market caused the company to consider its future and how it might continue its considerable growth trajectory. International expansion was clearly identified as the next step in PoolWerx' growth.

Whilst the company had developed significant knowledge and expertise in the Australian market, it did not know if the Australian model was the most suitable for international expansion or if it would generate similar returns for all participants in other markets.

PoolWerx' management team recognised it needed external advice on key issues for expansion such as the most appropriate business model, intellectual property protection and creating the optimal corporate structure to facilitate and support its growth objectives.

Clear foundations

Foundational strength through highly developed strategies and tactics are critical elements in successful expansions

The Solution

DC Strategy was engaged by PoolWerx to fully develop the company's international expansion strategy. To do so, DCS worked with PoolWerx' senior management to firstly develop the optimal business model.

In developing the most appropriate model, DCS considered the economics and commercial imperatives of a range of models including the current Australian model. A final determination of the optimal business model was made and was followed by development of the necessary commercial structures and policies, intellectual property protection advice, corporate structure and, finally, Master Franchisee recruitment processes to support and facilitate the company's growth objectives.

The development of the international expansion model also provided PoolWerx with an opportunity to review its Australian operations and make improvements to an already solid business.

**PoolWerx Global**

PoolWerx is positioned to become the leading pool and spa servicing organisation in the world

The Outcomes

PoolWerx is now well positioned to achieve the next phase of its growth by executing its newly developed international expansion strategy. The first target markets have been identified and a comprehensive recruitment strategy developed.

PoolWerx' success in the Australian market provided the foundation and market strength on which to base its international expansion. DC Strategy provided the strategy, business model, commercial structure and other elements necessary to drive the expansion program.

Together, these elements will enable PoolWerx' to achieve its objective of becoming the global leader in pool and spa servicing.

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