



Save on Bills - The Business

Save On Bills offers customers the opportunity to save money on major household expenses such as telephone, insurance, mortgage and other financial services. Founders Warren Finn and Luke Neale believe most householders are over-paying on these major household expenses. One of the key factors is householders simply don't have the time to wade through the myriad of offers – let alone understand the intricacies of each.

Warren and Luke believed they could help. By sourcing products and leverage buying power, Save On Bills is able to provide products and services to householders at significant discounts. The Save On Bills service is provided by a team of dedicated consultants who visit householders to discuss needs and make an assessment of how Save On Bills might help. This service is free.

The Save On Bills philosophy, one the drives the company on a daily basis, is to generate their own profits by helping others. This philosophy extends to the products and services Save On Bills offers and through its child sponsorship objectives.

The company aims to sponsor 500 children through one of the recognised child sponsorship agencies.



Rapid Expansion

Structuring for rapid expansion requires an adequate capital base

The Challenge

Whilst Luke and Warren have had significant experience in retailing, hospitality and in business generally, they needed to develop a business model to drive the rapid growth they believed Save On Bills was capable of delivering. As a start-up company, Save On Bills did not have the funds necessary to achieve the rapid expansion to capitalise on their business ideas.

Save On Bills believed that franchising was potentially a suitable business model. Despite their extensive business backgrounds, they did not have the necessary knowledge of franchising to evaluate and develop the required system.

Giving back to the community is a key part of Save On Bills' philosophy. Aside from its child sponsorship objectives, Warren and Luke wanted to establish a charitable trust to be funded, in part, from Save On Bills operations. This was to become a key consideration in developing the Save on Bills business model.

Business model

Owner-operator models enable comparatively faster expansion at lower cost

The Solution

Save on Bills engaged DC Strategy to assist in developing the optimal business model to:

- Drive the desired level of growth
- Deliver the child sponsorship objectives
- Deliver the charitable trust objectives

Working with the founders, DC Strategy analysed the business and then developed a franchise model that incorporated the Save On Bills philosophy. Of paramount importance to Warren and Luke was the need to ensure franchisees could enjoy significant returns on their efforts.

DC Strategy developed the economic, commercial policies and procedures to help deliver Save On Bills' objectives. The structures and policies necessary to deliver the company's child sponsorship objectives were incorporated into the franchise model. In addition, the economic analyses and the business model resulting ensured ongoing funding of the desired charitable trust.



Moving Forward

Structuring for growth must include the most appropriate business model and corporate infrastructure

The Outcomes

DC Strategy worked with Save On Bills to develop the optimal franchise model and the necessary corporate infrastructure and staffing models. The project resulted in the following outcomes:

- Development of the network expansion plan
- Establishment of clear policies to provide the required level of governance in a highly regulated industry (financial services)
- Incorporating Save On Bills' corporate philosophy into the day to day operation of the company through the provision for child sponsorship and establishment of the charitable trust
- A robust and compliant recruitment strategy and process to attract and recruit quality franchisees

Save On Bills is now poised to deliver the next phase of the company's growth and help a myriad of families and householders Save On Bills.

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