



The Entrepreneur

Joe Smith buys a TRAC scrolling advertising truck.

Joe's mission: to present this exciting advertising medium to local businesses and secure verbal commitments from interested business owners.

He will need to sell only 6 advertising spaces on his truck to reach breakeven point and begin turning his business into a profit machine - 6 billboards out of 50!

Approximate lead time for a TRAC truck is 90 days.

On the day of the purchase TRAC will provide sample promotional material including:

PowerPoint presentations for sales, sample rate cards, reservation forms, sample routes, sample billboard displays, videos, industry research, valuable information such as traffic count reports, how to calculate cpm, links to valuable websites, discount structure, comparative analysis of the various advertising mediums, etc.

Summary*

- 6 Monthly fixed operating expenses:
- a) monthly truck payment: £500 (30% down financed 60 months o.k.)
 - b) insurance: £3000
 - c) fuel: £300 approximately
 - d) two part-time drivers paid between £10-£12 per hour or £1600 per month,
 - e) maintenance and storage: £400.

Total Operating Expenses per month: £3100

Average Weekly rate per billboard: £500+ a one-time production cost £150

Conclusion

Out of a total of 50 advertising spaces on the truck, Joe will only need to sell 6 spaces to breakeven. This leaves him with 44 more potential profit making spaces to sell.

Question

The question the prospective buyer should ask himself: Can I sell this product?

Can I sell at least 6 billboards? If the answer is yes, then this is for you!

*All prices shown are typical examples

For more information please call us now on

0845 6185366

or visit our website

www.tracad.co.uk

The Rolling Advertising Company

Frequently Asked Questions

Can I have exclusivity within my territory?

Our truck is not a franchise. The benefit is that you can freely operate anywhere without territory restriction. Furthermore, we do not charge any royalties or on-going fees. Our profit margin comes from the sales of our trucks. We do not feel the need to take any more than we deserve from our clients. Your success will be our long term success!

In order to test the market can I sell some billboards prior to ordering a truck.

While it may seem to make sense to do a test, the effort will work against you. You may have many prospective advertisers who may show a high level of interest, but you will not be ready to deliver the service.

What is the process for placing an order?

The first thing we need to determine is the additional options you may wish to order and produce a pro forma invoice you can deliver to your bank. We will also send you a purchase agreement, a colour selection agreement and BACS transfer instructions for the 40% down payment to order the truck.

Is there a discount to order multiple trucks??

Our discount structure begins with 11 units in the same order.

Do I have to program a computer for the billboards to scroll?

The system has an easy to program controller.

What is the estimate annual cost for insurance for a truck?

approximately £3000 per year for full coverage

Is there a warranty on the truck box and components?

1 Year TRAC Warranty. (See Warranty for more details)
Now with on-site service at no cost unmatched worldwide.



What are the best prospects for this type of advertising?

Large brand image companies or small local businesses? The larger your fleet becomes the bigger the players you will attract, but remember your local businesses are not to be ignored!

Is mobile advertising more effective in generating awareness than stationary billboards and if so, how much more effective?

Yes twice as effective than static billboards.

The benefit of working within a network is important and since is not a franchise how will we be able to acquire larger national accounts?

The success of a network resides in the quality of its members, and in the large number of memberships. In less than a year, TRAC will become the number one company in terms of sales of advertising trucks in the UK. It will inevitably result in a network being formed amongst our clients.

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