

# MBE Franchising



MAIL BOXES ETC.®

#PeoplePossible

For you, for your business,  
for your future.

**BE A MASTER LICENSE**  
Mission and Functions  
Skills and Qualifications

# BE a Master Licensee



Is one of the **world's largest networks of Service Centers**, owned and managed by independent entrepreneurs, who provide shipping, fulfillment, print and marketing solutions to businesses and individuals with a focus on delivering the highest standard of customer service.

Mail Boxes Etc. has more than 1.700 retail service locations globally. The company develops its network of business service centers on a country-by-country basis through master license agreements with local partners.

A "Master Licensee" (or ML) acquires, through the master license agreement, the exclusive right to use:

- ✓ MBE's internationally registered brand and trademarks
- ✓ MBE's franchise business concept
- ✓ MBE's know-how to develop and support a network of MBE entrepreneurs in the specific territory.

MBE's Master License format has proven effective for developing the Mail Boxes Etc. business model internationally. Mail Boxes Etc. ML applicants may include Individuals, groups and/or companies.

MBE currently has Master License Agreements covering more than 40 countries. The geographic distribution ranges from Europe to Russia, the Americas, the South Pacific and Asia.

## Mission & Functions:



A Master Licensee acts as the official authorized owner of Mail Boxes Etc. for the territory. The primary management responsibilities for the ML owner are:

- ✓ **Adapting** the Mail Boxes Etc. business concept to the local market
- ✓ **Recruiting training and managing** a qualified territory headquarters staff
- ✓ **Opening and operating** a company-owned Corporate Center
- ✓ **Developing** candidate leads and executing a disciplined franchise sales process
- ✓ **Signing** individual franchise licenses to grow the network
- ✓ **Supporting** new entrepreneurs' business formation and start-up related activities
- ✓ **Implementing** training programs to assure ongoing knowledge transfer within the network
- ✓ **Providing** continuous support throughout the territory for all MBE franchise activities, locations, owners and service teams
- ✓ **Negotiating** framework agreements with partners for the territory
- ✓ **Modeling and maintaining** corporate compliance rules with respect to all contractual aspects of the Mail Boxes Etc. franchise system.

The Master Licensee must travel extensively throughout the territory to understand the local business culture and values, the entrepreneur's challenges in developing their individual MBE Service Center businesses and the general commercial needs of the network.



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## Skills & Qualifications:

A successful Master Licensee requires a sincere propensity to develop, coach and motivate an expanding network of freshly-minted entrepreneurs. Hence, a Master Licensee requires a broad range of business assets and personal skills including:

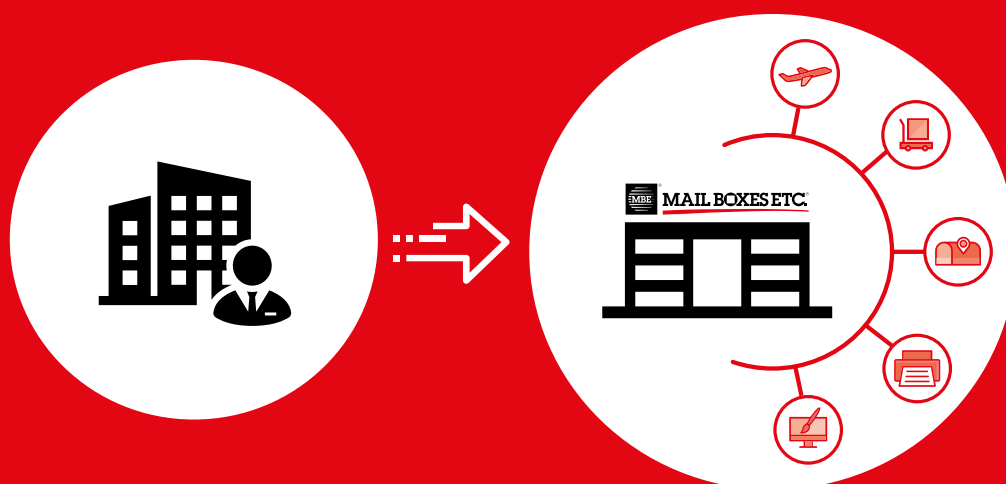
- ✓ A professional, **multi-year business plan** supported by a compatible capital structure to adequately support growing the MBE business in the territory
- ✓ A well-trained and committed **ML territory team** to master lead development, recruitment, training, support, marketing, IT and finance functions
- ✓ A business degree and/or a solid **experience and track record** in business planning and financial forecasting, controls, analysis and reporting
- ✓ A sound **business acumen** to manage a business based on defined goals, strategic planning, structured operations and key operating performance indicators
- ✓ Proven **human resource skills**, especially recruitment, management and motivation of people with diverse backgrounds, qualifications and motivations
- ✓ A clear understanding of and commitment to the **highest standards** of customer service, one of the hallmarks of the MBE business
- ✓ Excellent **written, verbal and presentation** communication **skills**
- ✓ Familiarity with computer software programs, internet-/web-/data information-technologies and IT systems.

The mere investment capital and managerial skills alone are not sufficient to become a successful Mail Boxes Etc. Master Licensee. **Success depends highly upon possessing:**

- ✓ high ethical standards
- ✓ a long-term investment horizon
- ✓ rigid day-to-day operating discipline
- ✓ intense entrepreneurial drive
- ✓ and most importantly...passion...real passion...**to really BE MBE!**

# Mail Boxes Etc.

MBE is a third party provider of shipping, fulfillment, print and marketing solutions to small and medium enterprises and retail consumers via a network of independently owned and operated franchised locations. MBE Service Centers facilitate the activities of entrepreneurs, people and businesses through an easy-to-access distribution network and customized services and products delivered with a distinguished and unique level of customer service.



**Pack & Ship | Micrologistics | Domiciliation | Print | Marketing Solutions**

**Schedule a call with us:** [Calendar](#)



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Solutions at [www.mbefranchise.com](http://www.mbefranchise.com)