

A lighthouse sits on a dark, silhouetted cliff under a deep blue night sky filled with stars and the Milky Way. The lighthouse is white with a glowing yellow light at the top. The ocean is visible in the distance on the right.

SERIOUS ABOUT BUILDING YOUR FUTURE

Prospectus 2023

Forty
Winks

SERIOUS ABOUT
YOUR FUTURE

Hello and welcome



“Our promise: we’re serious about our customers’ sleep and about helping to build and support successful franchised businesses.”

In the highly competitive specialist bedding market, Forty Winks is the established market leader. We take great pride in delivering upon our mission to improve lives through quality sleep solutions and truly understand the value and impact it has on people’s health and wellbeing.

From a small group of five passionate bedding retailers in 1984, we are now a group of over 100 family businesses employing more than 600 staff, who are dedicated to helping our customers get a better night’s sleep.

Forty Winks is a 100% Australian owned and operated franchise business. A powerful culture has developed within our business, built around the notion that each individual Franchisee is empowered to think nationally, but still act locally and independently. It means that Forty Winks can truly deliver on our customer promise that we are indeed ‘Serious about Sleep’.

Our success has been due to Franchisee hunger, independence and a spirit of co-operation. With our share of market, strong brand presence and willingness to understand and support our local communities, Forty Winks’ Franchisees are proud to be part of such an iconic brand. They recognise that by supporting, learning and growing with each other, they can build a competitive and successful business.

We have an unwavering commitment to supporting our Franchisees and we welcome new franchise partners who are ready to grow with us.

David Edwards
CEO

OUR BELIEF

We believe sleep is incredible, helping us all to live longer, healthier and happier lives, but too many of us seek more hours in the day than revere the hours at night.

OUR MISSION

To provide Australians with the guidance and products to get the rest they deserve.

OUR BRAND PILLARS

SCIENCE-LED

Sleep support experts
BedMATCH®
Expert partnerships

TUNED-IN

Range to support needs
Personal service
Connected to the community

FAST & FLEXIBLE

Quick ship
Fast delivery, with support
Online and instore

QUALITY, ALWAYS

Carefully curated
Best in class value
Product pioneers
(first to market)

WHY JOIN US?

Our franchisees *are*
the business

We offer a supported
franchise model

We have a proven
track record

Forty Winks is a 100% Australian owned and operated franchised business. We remain dedicated to ensuring that key decisions regarding the business are made by those stakeholders who best understand our customers, our business model and the retail industry.

Our National Support Centre is committed to investing in the brand in order to better serve our community of Franchisees and their businesses. We employ experts across our business to support the successful operations of our stores. As a Forty Winks Franchisee, you will work in partnership with our Retail Operations, Marketing, Finance, Technology, Learning and Development, and Product teams to optimise your store's success.

Forty Winks is the market leader for a reason. With almost 40 years of experience, we are the largest specialist bedding retailer in Australia. Despite increasing competition, the business continues to grow due to the strength of our brand and an unrivaled franchise model that rewards entrepreneurs. The combined power of our shared learnings and decades of success will help you optimise the return on your investment.



WHY JOIN US?

The largest
product range

Our People are
sleep specialists

Our bedMATCH®
profiler

As Australia's most recommended specialty bedding brand, we stock the largest range of quality mattresses, furniture and accessories from leading local and international brands such as Sealy Posturepedic, Sleepmaker, Tempur, King Koil, MySide, Serta and Silent Partner. At Forty Winks there's something for everyone, and every budget.

Forty Winks staff are experts in sleep and undergo regular product and industry training to provide our customers with the right advice and products to ensure they get the best possible night's sleep.

We have the exclusive rights to bedMATCH®, the most advanced bedding diagnostic system available in the world. Using 18 statistical measurements, and over a thousand scientific calculations, bedMATCH® takes the confusion out of selecting a bed. Our profiler identifies a selection of mattresses that are matched to the individual needs of each customer. bedMATCH® is our central selling system, giving our salespeople every opportunity to ensure their customers get the rest they deserve from a personalised and science-based mattress purchase.



WHY JOIN US?

Our exclusive
Qantas Frequent Flyer
partnership

Our sponsorship
of The Block

Everybody
needs a bed

Forty Winks has joined forces with Qantas to not only attract new customers and generate more sales, but also provide a more personalised incentive and even greater value to customers.

QFF members are proven to spend more on getting the best night's sleep, and can earn points on their spend, which can also be used to purchase a bed. This partnership between two iconic brands helps us maintain our dominant position as Australia's leading specialty bedding retailer.

FREQUENT
FLYER



We are proud to be the exclusive bedding partner and sponsor of Australia's favourite renovation reality program, The Block. We continue to see great returns on our investment and increasing opportunities for our furniture and mattress ranges to be showcased.

We spend a third of our life sleeping, and the right sleep surface can make all the difference to our health and wellbeing. A bed is an essential item, so there will always be customers in the market for the right quality mattress and a good night's sleep. At Forty Winks, we are known as the sleep experts and the established market leader in this category, making us the destination for those seeking their next bed.



NEXT STEPS

Interview

After signing a confidentiality agreement, we will invite you for an interview so that you can learn more about our business model.

Application and planning

You will receive an application form and our franchise documentation for you and your advisors to review, in order to gain a complete understanding of our business.

Meet the Board

Upon receipt of your application, you will be invited to meet our Board of Directors for final endorsement.

Final documentation

Post Board endorsement your formal documentation will be issued and you will have the opportunity to review our franchise agreement.

Welcome

Time to open your Forty Winks store and start living your dream.

MEET SOME OF OUR FRANCHISEES



“I always thought the Forty Winks business model was a good one as it encourages franchisees to be involved in the decision making, which gives us the best opportunity to be successful.

To succeed in business, it helps to be with a well-known and respected brand, driven by building relationships with its community. Marketing, Product and Franchisee support enables us to localise the Forty Winks brand to our community, and this is what makes us successful.

We have worked hard to build our business and open additional stores because we believe in and trust the Forty Winks brand. We look forward to many more years of success.”



“Having a Forty Winks store is all about family. It’s what we promote and it’s what makes us different in the space we play in. This was one of the main draw cards for signing up.

Forty Winks provides a great structure to work within. We have built a successful business from scratch – and it’s something we are very proud of.

With the addition of our bedMATCH® diagnostic system and our partnership with Qantas, we are delighted to continue to be part of this innovative and market leading business.

We hadn’t owned a business before. Forty Winks supported us in the early stages and has continued to do so.”



Want to know more?

Please contact us for more information and to chat further:
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