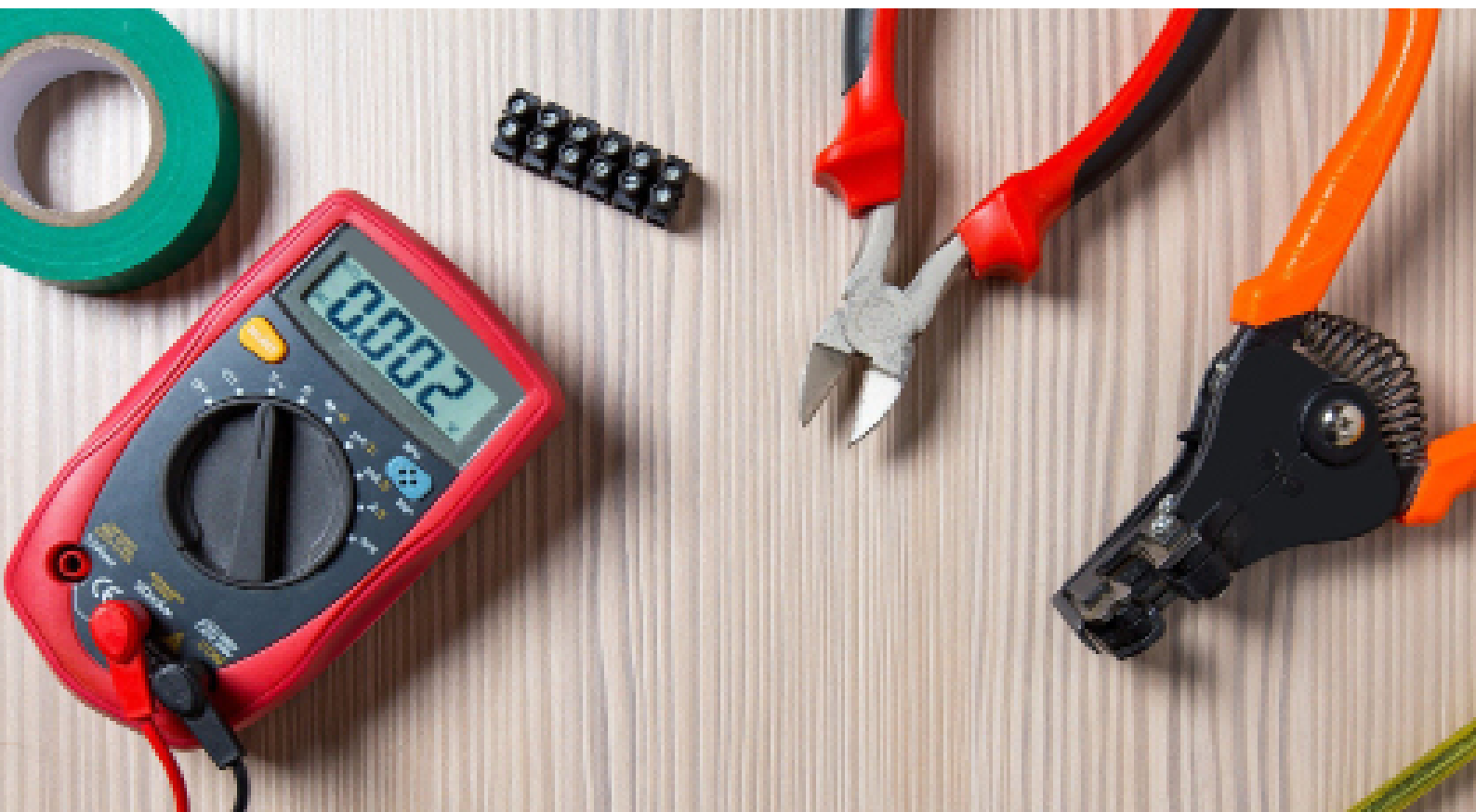


# **Repair- and Service-Center** **R.U.S.Z**



## **R.U.S.Z - Social Franchising**

Repair is climate protection!  
Make an active contribution to shaping our  
future with a R.U.S.Z franchise partnership.



**R.U.S.Z**

*“According to an EU-wide survey, 77% of Europeans would seek to have broken appliances repaired rather than buy new ones (Flash Eurobarometer 388, 2014). The most recent consumer surveys conducted as part of our PROMPT project to develop independent testing methods against premature obsolescence show a shocking picture of Europeans' repair behavior: only 30% of European households have e-appliances repaired and 50% of them are dissatisfied with the repair.*

*The main reason for this is that there is no sufficient supply of reputable repair services. We want to change that now! With our eco-social franchising system, we offer interested parties, as entrepreneurial self-employed franchise partners, to build up the missing serious repair infrastructure together with us - first in the D-A-CH region, then in the entire EU - and to profit from it. Since the end of April 2022, there has been an Austria-wide repair bonus for consumers, which compensates for the existing market failure until a socially balanced, ecological tax reform is implemented. New franchise partners will help to set up repair networks at their locations, following the example of the Repair Network Vienna.”*

Fotocredit: Damien Richards



**Sepp Eisenriegler**

Founder of the R.U.S.Z &  
Managing Director of the  
R.U.S.Z. Franchising GmbH



**Harald Reichl**

Managing Director of the  
R.U.S.Z. Franchising GmbH

The repair and service center R.U.S.Z. offers its successful business concept for repair and business concept for repair services and ReUse for use at new locations. With our carefully tested eco-social franchise system, we want to promote the system, we want to promote the repair and reuse of electrical and electronic equipment while creating new, sustainable businesses and jobs.

From the very beginning, the R.U.S.Z. business model has been fully compliant with the circular economy package published by the EU Commission in 2015. It generates added value for the community at the social and ecological level and thus also supports the UN Sustainable Development Goals.



## Contents

### R.U.S.Z. Social Franchising

The franchise system	4
The cooperation	6
The franchisor	8
The way to a Franchise Partnership	10



## **Eco-social franchising: System for Repair & Sustainability**

With the systemic change from the resource-destroying, linear to a circular economy suitable for grandchildren (EU Green Deal, Circular Economy Package and adaptation of the Ecodesign Directive), Europe will clear the way for durable and repairable products in the next few years. This will require a nationwide repair infrastructure. Since April 2022, there is now a generous repair subsidy throughout Austria, which promotes the repairs for consumers with 50% and means a massive increase in sales for repair businesses.

As a pioneer company with over 20 years of experience, R.U.S.Z has developed an **eco-social franchise system** for this purpose.

# 1. The franchise system



## Our eco-social franchise package



Social Franchising is understood by R.U.S.Z as a public welfare oriented, long-term service system for the scaling of the successful ecology project Repair and ReUse of electrical and electronic appliances, linked with the labor market policy necessity of employing disadvantaged groups of people.



R.U.S.Z's eco-social business model has been validated by the successful audit of its common good balance sheet.



The organizational structure is based on close cooperation between a system head office as franchisor and independent repair entrepreneurs as franchisees under the common brand R.U.S.Z. The system head office is the franchisee.



In order to have a truly sustainable impact, social entrepreneurs must also be economically successful in the long term. With our comprehensive franchise service package, we create the conditions for R.U.S.Z franchise partners to be active in the common good and to enable a secure existence for themselves and their families.



As a result, committed repair professionals can benefit as franchisees from an elaborated and proven concept and help shape a genuine eco-social transformation.



As a franchisor, R.U.S.Z thus simultaneously promotes the spread of its idea and multiplies its success at new locations.



## **Advantages of cooperation for the franchise partner**

- Face challenges as a team, not alone: trustful cooperation with the common goal to build a successful business
- simplified path to successful self-employment
- immediate start possible
- many years of experience with a proven and sustainable business idea
- ongoing support from a competent team
- Support in financing: preparation of investment plan, financing concept, liquidity plan, bank contacts, etc.
- Management aids in site search and analysis, equipment planning, central purchasing, etc.
- Participation in the franchise-specific "all in one" intranet syncOne® - an intelligent online and app technology
- Training of franchise partners and their employees
- Supraregional marketing
- Recognition value of the protected trademark R.U.S.Z
- Presence on the R.U.S.Z website
- very fair franchise conditions
- guaranteed exclusive area

## 2. The cooperation



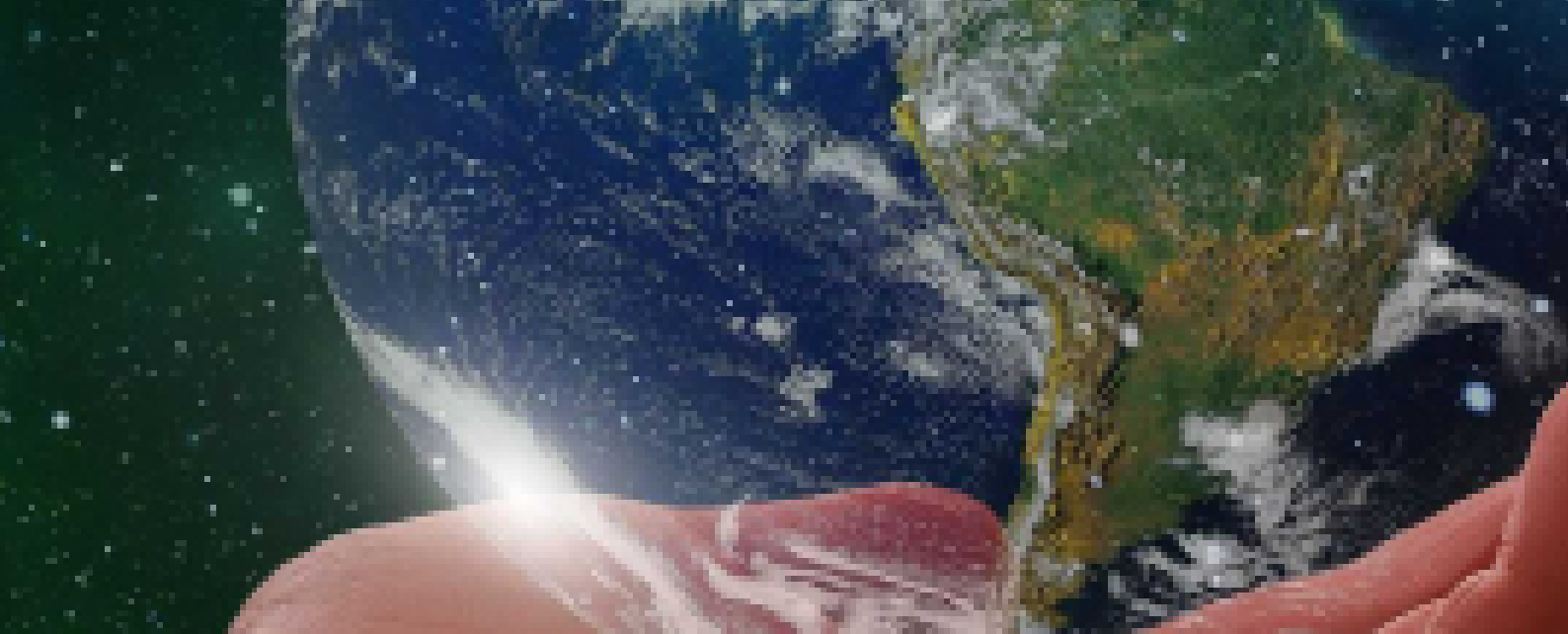
### Activities and roles of franchise partner and franchisor

The essential activities of the Franchise Partner\* include:

- ➔ Establishment and expansion of business areas for a defined territory
- ➔ Use of the name and logo of the R.U.S.Z brand for all distribution
- ➔ Uniform appearance vis-à-vis consumers
- ➔ Regional advertising
- ➔ Further training of employees
- ➔ Compliance with quality standards
- ➔ Cooperation in the further development of the franchise system

The major activities of the franchisor include:

- ➔ Passing on the experience and the entire knowledge of the business areas
- ➔ Professional trainings
- ➔ Provision of the repair order and merchandise planning & control system
- ➔ Supraregional advertising
- ➔ Creation and management of the intranet offer of the franchise system
- ➔ Further development of the product and service range



## **Prolonged use instead of replacement**

**20+**

**years of  
Repair & ReUse  
experience**

**98+**

**tons of  
recycled waste  
equipment per  
year**

**9000+**

**repaired  
equipment  
per year**

According to the motto 'Prolonged use instead of replacement', the repair and service center R.U.S.Z. has been repairing electrical appliances from the fields of household and consumer electronics for over 20 years.

The R.U.S.Z. is a pioneer company of the circular economy and has the social mission to help people who are less able to perform, in their development. This succeeds because social and ecological goals take precedence over profit orientation. The repair and service center R.U.S.Z. has received several prizes and awards for its social and ecological commitment. In addition, the R.U.S.Z. is actively involved in lobbying, PR and project work at national and EU level.

More information can be found at:

[www.rusz.at/en/uber-uns](http://www.rusz.at/en/uber-uns)



### 3. The franchisor



#### The Repair- and Service-Center R.U.S.Z.

The R.U.S.Z. not only offers repair services for electrical appliances in the greater Vienna area and also through franchise partners in the D-A-CH region, we also develop new consumption models, lobby for the circular economy and show that resource conservation goes hand in hand with climate protection. This benefits consumers, the economy and the environment. Our vision:

Out of the hamster wheel of material needs - into a good life for all!

#### The range of services offered by the R.U.S.Z.



On-site repairs



of large household appliances and large flat TV's of all brands



Workshoprepairs



of almost all devices through which electricity flows (excl. large household appliances)



Donated equipment



Acceptance, collection & preparation for further use cycle



Equipment sale



of Second-Life-Equipment



Equipment sale



of new devices that fulfill our requirements



Appliance rental



of washing machines incl. free annual service



## Requirements & Conditions

### Personal requirements

- ➔ High level of commitment, self-management & organizational skills
- ➔ Communication skills, team spirit and motivational ability
- ➔ Success-oriented entrepreneurial thinking and acting, professional appearance and credibility
- ➔ Willingness to join an efficient system and to comply with quality standards

### Professional requirements

- ➔ Personal experience with/in a repair shop (electrical appliances/electronics) and/or with self-employment
- ➔ Qualification to establish a business & Owning of the necessary authorizations

### Basics

- ➔ Franchisor since 2020
- ➔ Entry fee: € 20,000
- ➔ Franchise headquarters in 1140 Vienna
- ➔ Ongoing fees: 5% franchise fee
- ➔ Total investment from € 70,000. Franchise partners can choose between different company sizes. Depending on the size of the business, different business segments are available.
- ➔ The following applies to all of them: exclusivity through a secure, future-proof and sustainable market.

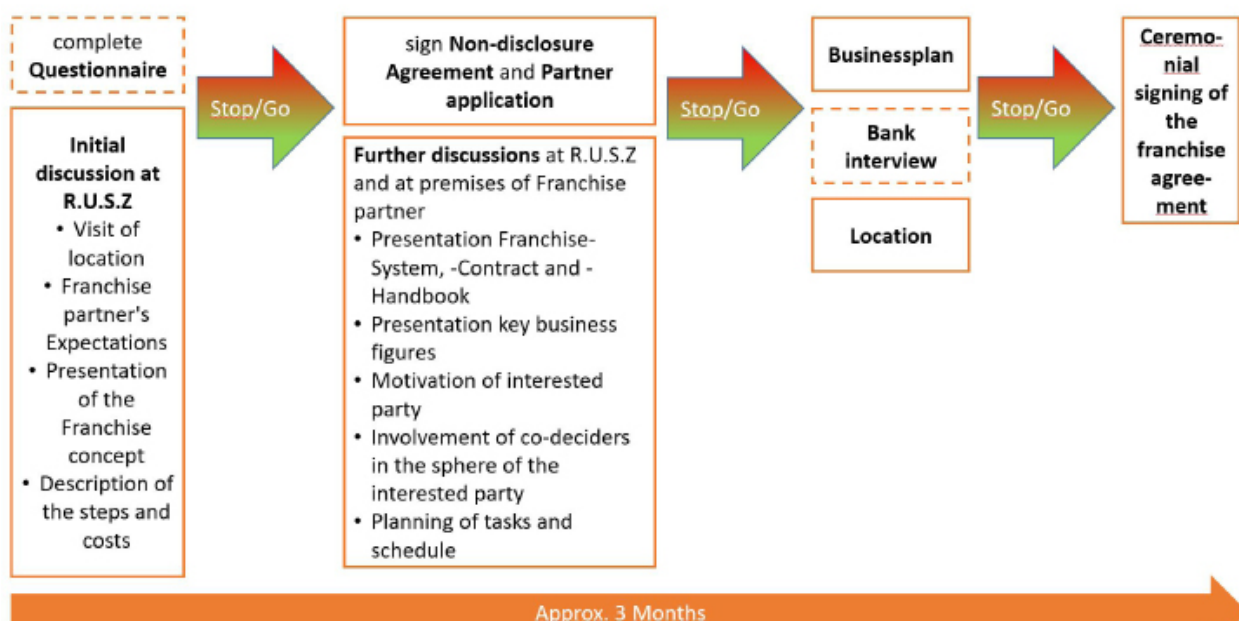
## 4. The way to franchise partnerships



### We are looking for franchise partners!

We are looking for committed technicians and/or entrepreneurs who identify with the mission and philosophy of the R.U.S.Z. and want to offer services from the R.U.S.Z. portfolio independently:

- 1. "People from the field":** Repair experts from a repair store or already with their own repair store
- 2. "Sustainability Moved":** People with the right mindset and business knowledge who want to make a difference



If this information about the franchise system and the repair and service center R.U.S.Z. as franchisor has aroused your interest, we would be pleased if you would contact us. To prepare for the initial interview, you can take our online survey for potential franchise partners:

[www.rusz.at/en/online-survey](http://www.rusz.at/en/online-survey)

R.U.S.Z. Franchising GmbH  
Lützowgasse 12-14  
1140 Vienna

Phone: +43 681 106 495 54  
E-Mail: [info@rusz-franchising.at](mailto:info@rusz-franchising.at)

Managing Directors: Sepp Eisenriegler and Harald Reichl

Copyright: R.U.S.Z Franchising GmbH 2023



**R.U.S.Z**

**[www.rusz.at](http://www.rusz.at)**