



MEDIA RELEASE
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Sydney Sites Suit Rapid Expansion

Sydney commercial landlords have been put on notice: Australia's largest specialist battery retailer is looking to increase its New South Wales' footprint and wants to hear from you.

Greenfield or built, Battery World Australia Network Development Manager Alex Forbes is throwing down a challenge to New South Wales' landlords wanting a long-lease tenant with a strong and emerging brand.

Mr Forbes is on the hunt for both potential franchisees and landlords as large swathes of NSW metro and regional markets have been identified as crucial to the company's expansion strategy.

"Market research tells us many customers would shop in a Battery World store but don't as we are not close by," he said, "The answer: build more stores. This message aligns with our five-year growth strategy and we are on track to open more than 10 stores per year for the next five years. We now stand at 87 stores."

Battery World has teamed with the Tenant Leasing Group (TLG) who has identified metropolitan Sydney suburbs of Parramatta North, Five Dock, Hurstville, Chatswood, Maroubra, Double Bay, Rozelle, Ryde and Sylvania as key targets/locations.

TLG director Philip Reichelt said Battery World provided landlords with an excellent lease covenant.

"Our perfect sites are high profile retail strips," he said, "Along with bulky goods and automotive precincts on major arterial roads with high traffic volume. Ideally we are looking for a freestanding corner, approximately 130-200 sqm, with space for at least four on-site car parks and with highly exposed signage opportunities."

Battery World has enjoyed 18 years of sustained and stable growth reinforcing its dominant position as number one in the battery market. This strong performance stands in contrast to a sometimes-uncertain retail climate.

Mr Forbes said the only thing holding Battery World back in Sydney right now was a lack of locations.

"Potential franchisees see the value in owning a Battery World store and are keen to get into their own business," he said, "This brand presents wonderful opportunities for entrepreneurial Australians looking for a growing business, fuelled by the evolution of battery technology as the modern lifestyle trends towards continual connectivity."

"Likewise potential landlords are drawn to the certainty of long tenure and the confidence of a national franchisor signing the lease. This is why they see Battery World as both an unrivalled national market leader, and a sound strategic investment partner."

More information:

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