

CASE STUDY

CLIENT:	Clean Planet
INDUSTRY:	Manufacturing
LOCATION:	New Zealand
PRODUCT SUITE:	EXO Business
MYOB ENTERPRISE PARTNER:	Acclaim

Overview

Clean Planet, New Zealand's first eco-friendly, green and sustainably focused commercial cleaning company, was formed in 2007 by founding director Russell Werry and his wife Glynis.

The company began franchise operations in April 2008, and in October 2008 established a manufacturing arm, which produces and sells eco-friendly cleaning products, formulated to the highest environmental standards.

The majority of Clean Planet clients are SMEs, with larger corporations also beginning to make the shift, says Russell. "Now that we have a proven track record, word has begun to spread, and we are steadily gaining clients with more significant contracts."

Market potential

"When I established Clean Planet, there were a large number of commercial cleaning companies already in operation, but none were eco-friendly," says Russell.

"There was a very real unfulfilled and growing market demand for eco-friendly commercial cleaning, coupled with demand for eco-friendly, green and sustainable cleaning products. It was a great opportunity, with huge potential."

Russell says it took about a year to formulate a business plan.

"With the franchise side of operations, it was very important to have a robust, comprehensive business plan and to establish a first-class franchise system. We ensure our franchisees get everything they are promised, which includes proper training in developing their business and managing their teams, as well as the actual operational side. And our

franchisees don't just buy a job, they are carefully vetted to ensure that they are as passionate and committed to sustainability as we are."

Finding a suitable solution

As part of the franchise package, Clean Planet manages the billing, and invoicing for all franchisees. With no accounting background, Russell says it was important to find an accounting system that was both comprehensive enough to manage the myriad of activity, but was also very user-friendly – and could be developed as the business progressed. "We had a pretty substantial wish list," says Russell. "And MYOB EXO is perfect – it is a pretty top end program, but is surprisingly easy to navigate. It has extensive accounting systems, a versatile customer management tool and very good manufacturing capabilities."

"It is also very capable of meeting requirements for flexibility – being able to fine-tune the software to fit our specific needs is great, because it means there is scope for our business systems to grow as we do."

The company installed MYOB EXO Business in June 2008, with help from their supplier, Acclaim, who also provided the required training.

Flexibility good for business

Accounting administrator, Joni Davies, says she has found the software to be a good match for the business.

"I think it is great and suits our growing business perfectly. I would recommend it for businesses of a similar nature," she says."

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Russell agrees. "MYOB EXO Business is a great accounting package for the variations and specific requirements of a franchise business. It can also easily manage the requirements of our manufacturing business," he says.

"The program is quick to give us snapshots of specific information, and the reports we require."

Tailoring to requirements

Russell says the company has had the software tailored to suit the franchise component of the business – including Buyer Created Invoices and a payment processor – and it is investigating further customisation around stock, to cater for the manufacturing side of the business.

"The ability to have the application tailored around what we required was hugely appealing to us – it's a very flexible program," he says.

Joni says she finds the ability to create Buyer Created Invoices for franchisees one of the most useful parts of the program because of its high level of automation. The company sends all invoices via email, and Russell says the efficiency of MYOB EXO Business has meant the company has not had to post an invoice yet.

Improved efficiency

Joni says she has noticed a huge improvement in efficiency since implementing MYOB EXO Business.

"We save a lot of time by using the tailored package," she says, "and less paperwork is produced, as everything is sent via email."

"We have two sides to the business and MYOB EXO Business has helped to keep them separate and report financially on both sides," says Joni.

Room to grow

Russell says the company is yet to utilise MYOB EXO Business to its full capacity, but he has already noticed ways in which the program is helping to manage the growth of the business.

"We still have a lot of capacity to go – but the growth is evident even at this early stage."

Client and Enterprise partner details

www.cleanplanet.co.nz

www.acclaimgroup.co.nz



AUSTRALIA

Call 1300 555 110
Email exo@myob.com.au
Web www.myob.com.au/enterprise

NEW ZEALAND

Call 0800 696 239
Email exo@myob.co.nz
Web www.myob.co.nz/enterprise