



Wednesday, April 4, 2007

BUSINESS

FRANCHISE FOCUS

PostNet

**Owners:** Mark and Sheri Murphy.

**Product or service:** A business and consumer services franchise featuring digital copy and document services, printing and finishing services, computer/Internet services, domestic and international shipping, private mailboxes, shipping and packaging supplies, office supplies and notary services.

**Address:** 2941 Cochran St., Suite 3, Simi Valley.

**Date established:** October 2006.

**Hours open:** 9 a.m. to 6 p.m. Monday through Friday, 10 a.m. to 2 p.m. Saturday; closed Sunday.

**Telephone:** 526-9100.

**E-mail:** CA214@postnet.com.

**Web site:** <http://www.postnet.com>.

**Employees:** 5.

**Franchise fee:** The total investment to become a single unit PostNet franchise owner ranges from \$175,000 to \$185,000 and includes a franchise fee of \$29,900 and \$40,000 for working capital.

**Questions to Sheri Murphy: What prompted you to start your own business?** I was tired of working for someone else, and even more tired of working long hours for minimal wages. I wanted the independence and personal satisfaction of owning my own business.

**What is your educational and career background?** I spent more than 11 years in retail, working my way up through the ranks. From nut factories and superstores to manufacturing identification card machines, I have a bit of experience from every walk of life.

**How much research did you do before starting your business?** I knew I wanted to own my own business and was attracted to franchising because of its support system. I began working with a franchise consultant who conducted a series of personality profiles and matched us to appropriate franchise systems. After attending the Franchise Expo in Los Angeles and meeting the



Karen Quincy Loberg / Star staff

Mark Murphy, 51, and his wife, Sheri Murphy, 49, pose at PostNet, a franchise that the couple purchased in Simi Valley last year. The business features digital copy and documents along with other shipping and mailing services.

executives in person, I knew PostNet was a perfect match.

**What were the most helpful sources, including Web sites?** Both working with the franchise consultant and attending the Franchise Expo were excellent sources for me.

**When were you the most discouraged?** Finding a location for our PostNet store was a bit frustrating. Because our business economy is doing so well, it was difficult to find a business closing that had the right space for us to take over. While it took a little longer than expected, our PostNet Realtor was great and found us the perfect space.

**What company or individual do you admire?** I admire my late father, Edward Kinney. An entrepreneur and inventor, he has always been my hero.

**What will make your business stand out from competitors?** PostNet

differentiates itself by offering a unique niche in the areas of digital document and computer services. It caters to small- to medium-sized businesses and corporate accounts while at the same time providing highly competitive services and rates to postal customers.

**Who is your target client/customer base?** While we have digital, printing and shipping services available for the everyday person, our target customer base is small businesses in the area.

— *Businesses less than one year old can be profiled in Who's New in Business. Businesses older than one year can be profiled in Company Spotlight. Those owning franchises in the region can be profiled in Franchise Focus. Only businesses that have never been profiled in The Star may participate. For details on the questionnaire, call 645-1049.*