

# RadioShack

## SIGNS OF SUCCESS

RADIOSHACK SELECT FRANCHISE PROGRAM





# Why a RadioShack Franchise?

## Low Investment

RadioShack's Franchise Program represents one of the best values in the entrepreneurial franchise market. A RadioShack franchise is really an extension of more than 4,400 corporately owned RadioShacks nationwide. You can benefit from the buying power of a major retail network in the purchase of fixtures, in-store signage, an exemplary Point of Sale system, and other necessities for starting up a new retail business. We have even developed a select lineup of our very best selling products to get you started on the right foot. With tiered investment levels and hundreds of potential communities to develop, a RadioShack Franchise represents an exciting opportunity for you to associate with one of the most powerful brands in retail. Our nominal startup investment represents a true value in franchising with a nationally recognized retailer.

## National Brand Recognition

A brand says a lot about a business. Like McDonald's, Pizza Hut or Wal-Mart; RadioShack is a brand recognized by virtually everyone in the country. By bringing a RadioShack to your neighborhood, you and your community benefit from instant recognition and a nationwide reputation for quality.

## Support You Can Count On

So, the sign is up, the merchandise is in place, and suddenly you're wondering—what now? Relax. As a RadioShack Franchisee, you not only have access to our Franchise training resources, but RadioShack's training programs for our corporate stores too. You will also have support personnel, including dedicated Franchise District Managers, Sales and Support Specialists and Bookkeepers' working for the success of your franchise. RadioShack also has skilled and helpful advertising, merchandising and marketing staff in Fort Worth, Texas. With a RadioShack franchise, you can operate your store in complete confidence, knowing you have the help and support of an experienced team behind you.

## RadioShack: By The Numbers

- \$4.251 billion in annual sales in 2007
- More than 150 million customers each year
- One of America's largest retailers: approximately 5900 locations nationwide
- One of every three households in America purchases RadioShack products each year

# Great Names, Great Products

## DISH Network

RadioShack hooks up customers with a leading satellite television provider, DISH Network. Our full line-up of DISH Network receivers, digital video recorders and programming packages provide the variety of satellite options today's customers demand.

## Apple® iPod® MP3 Players

MP3 players are the hottest thing in music. And RadioShack has a player for every taste—including an impressive selection of Apple® iPod® MP3 players. Plus, RadioShack offers all the hottest (and profitable) accessories, including cases, wireless FM transmitters, portable speaker systems and more.

## Digital Imaging

When it comes to digital imaging, there are no bigger names than Sony and Canon. That's why RadioShack proudly carries a wide variety of digital cameras and camcorders in these and other great brands such as Casio, GE, Olympus, Fuji and many more.

## PC/Networking

RadioShack makes home networking easy and affordable, with cool networking gear from HP, Linksys, D-Link, Motorola and other great brands. From wireless routers to adapters and other accessories, RadioShack has everything your customer needs to get started.

## Toys and Educational Toys

RadioShack is known for our fun and educational toy selection. Our retailers benefit from our global sourcing and reputation for quality in the category. Each product in our toys and education category is carefully selected, tested and then tested again. We even supply replacement parts and repairs for most products. From radio controlled flying helicopters and planes, to educational laptops and robots, our stores offer an exciting and profitable toy line-up.

## SIRIUS Satellite Radio

Today's radio listeners want to hear what they want, when they want, and SIRIUS Satellite Radio at RadioShack allows them to do just that. Our selection of SIRIUS receivers, boomboxes and accessories provides access to over 125 of channels of talk, sports, news, commercial-free music, comedy and more.

## RadioShack franchisees enjoy superior advertising support

In addition to an impressive national ad program, full-color mailers and inserts are periodically sent into customer's markets. Preapproved templates for newspaper ads and radio scripts are also made available to franchisees. Once you become a RadioShack franchisee, there is online instant access to additional resources.

## A Winning Merchandise Mix

With over 3500 products in our online catalog, choosing the right items to sell in your store would be a tough task for any new franchisee. We took the guesswork out and did it for you! More than 1600 of our best-selling RadioShack products are carefully chosen to produce solid sales results from the start. Since nearly 4400 company-owned stores can't be wrong, our selection process is science, not guesswork. Our selection is reviewed and refreshed regularly to ensure that you have the products your customers are looking for.

## Support Materials:

- Training Videos and certifications
- Grand Opening Ad Slick and Inserts
- Training Library on RadioShack TV
- Point-of-purchase kit
- Current sales circulars



## Pick the store that works for you

RadioShack franchise stores are found in a variety of locations, and space is a prime consideration in planning the RadioShack Franchise Program. To fit your store's layout, we offer a complete store layout service to meet your needs.

### POS/ICS is Your Direct Link to Us.

Your POS/ICS system will be the control center of your franchise operation. Installation is quick and easy. Within minutes, you'll be online with RadioShack. You'll be able to keep track of inventory, generate invoices, order new products, maintain accounts receivable and generate various reports, including sales reports by time, day, month or year.

### Setup is a Snap

Before opening, you'll be supplied with materials showing the layout and placement for every item in the RadioShack Select Program. Since the details are all worked out beforehand, you can be sure every product has its proper place.

## If you would like more information

The offer and sale of franchises are subject to various legal requirements, and we have a detailed disclosure document that you will need to receive if you are interested in pursuing a franchise opportunity with RadioShack.

Please Contact Glenn Showers @ 817-415-9138 or visit our website @ [www.RadioShack.com](http://www.RadioShack.com)  
Franchise offerings are made by prospectus only.







**RadioShack®**