

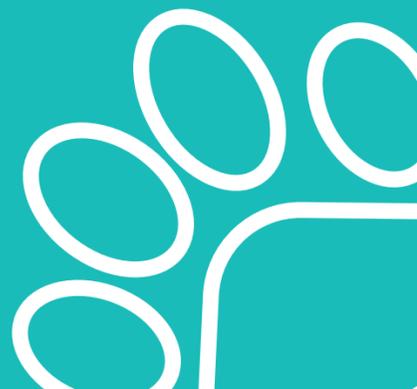
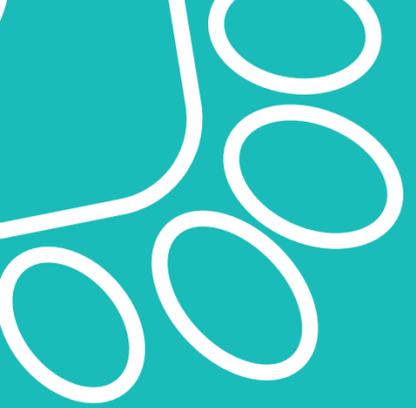
*Franchising*



**HAPPY BUBBLES**

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# INTRODUCTION

Happy Bubbles Dog Wash is Australia's fastest-growing self-serve dog wash franchise, designed to make pet care easy, affordable, and accessible for everyone.

With the pet care industry booming and a growing demand for convenient services, our innovative business model offers franchisees a unique opportunity to thrive. Today, we'll explore why Happy Bubbles is the perfect investment for entrepreneurs and pet lovers alike, and how you can join our journey to success.



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[www.happybubbles.com.au](http://www.happybubbles.com.au)

# ABOUT US

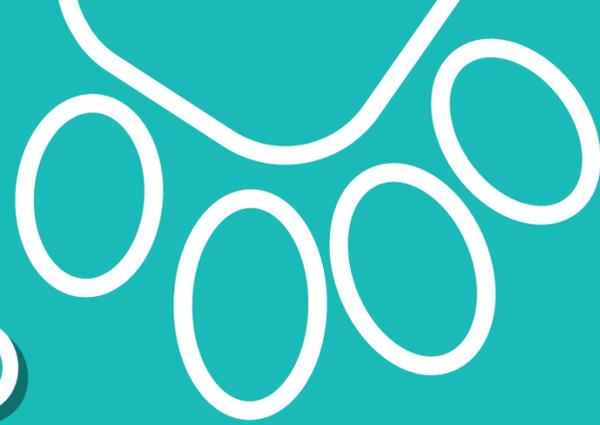
Happy Bubbles Dog Wash is Australia's leading self-serve dog wash franchise, dedicated to transforming pet care through convenience, quality, and affordability. We provide a stress-free, enjoyable washing experience for pets and their owners while offering a proven business model for entrepreneurs.

Happy Bubbles has rapidly expanded into a trusted brand. With our innovative subscription model, we create lasting customer loyalty while ensuring predictable revenue for franchisees.

At Happy Bubbles, we're not just a business—we're a community. We aim to improve the lives of pets and their families while empowering our franchisees to achieve financial independence and long-term success. With big ambitions and a heart for pets, we're redefining what it means to care for our furry friends



# ROADMAP



Happy Bubbles Dog Wash began with a simple goal: to make dog washing easy, affordable, and accessible. Starting with one machine in 2018

In 2024, we introduced Australia's first dog wash subscription, creating steady income for franchisees and building customer loyalty.

Now, our bold vision is to grow to 1,000 locations across Australia, making Happy Bubbles a household name.

Our journey is about more than numbers; it's about empowering franchisees, delighting pet owners, and improving the lives of pets across the nation.

**2018**



OUR FIRST MACHINE  
GET INSTALLED

HAPPY BUBBLES  
FRANCHISING IS BORN



**2022**

**2023**



4 NEW LOCATIONS

9 NEW LOCATIONS



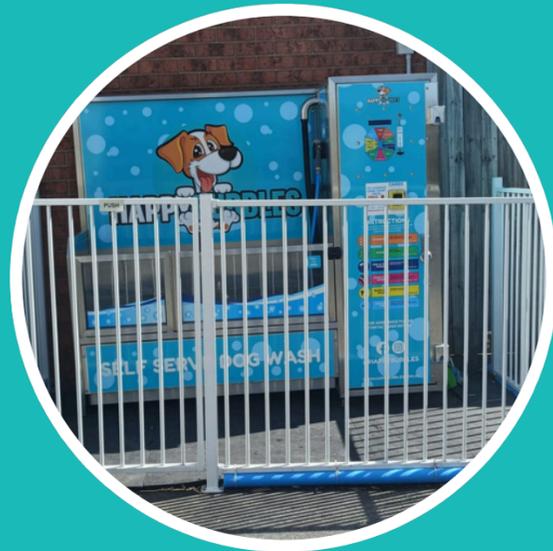
**2024**

**2025**



50 NEW LOCATIONS

# SOME OF OUR SITES



# MISSION & VISION



## Our Mission

Our vision is to revolutionize pet care by making dog washing simple, affordable, and accessible to all pet owners. We aim to create a community where pets and their families enjoy a stress-free experience while empowering our franchisees to achieve financial independence through a scalable and innovative business model.

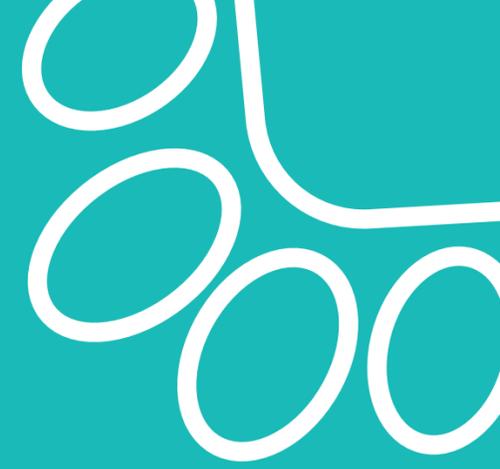
Together, we're building a future where dog washing is as convenient and joyful as it should be.

## Our Vision

Our vision is to redefine the pet care industry by becoming the leading self-serve dog wash brand, with 1,000 locations across Australia and beyond. We strive to make dog washing a convenient, affordable, and enjoyable experience for every pet owner while enhancing the lives of pets and their families.

Through innovation, accessibility, and community-focused solutions, we aim to set a new standard in pet care services. Our goal is not only to provide exceptional washing stations but to empower a network of franchisees to build thriving businesses. Together, we envision a future where Happy Bubbles is a household name, recognized for its commitment to improving the well-being of pets and creating opportunities for entrepreneurs across the nation.

# FUN STATISTICS



## High Pet Ownership Rates:

Australia is home to an estimated 28.7 million pets, reflecting one of the highest pet ownership rates globally.

## Dominance of Pet Ownership:

Dogs remain the most popular pets, with a population of 6.4 million, and almost half of Australian households owning at least one dog..

## Market Size and Growth:

The Australian pet services market generated revenue of 675 million in 2023 and is projected to reach 1,372 billion by 2030.

## Substantial Expenditure:

Australians are estimated to spend over \$33 billion annually on their pets, encompassing food, healthcare, and other services.

## Grooming Market Growth:

The pet grooming market has experienced a huge boom in recent years. Grooming and related services are worth approximately \$160 million a year.

## Expected Ownership Growth

By 2030, the dog population in Australia could grow from 6 million to approximately 8.5 million, assuming a compound annual growth rate

# WHY US?

Happy Bubbles Dog Wash stands out as Australia's leading self-serve dog wash franchise for good reason. We combine convenience, affordability, and quality to create a dog-washing experience that pet owners love. Our innovative business model, including Australia's first dog wash subscription service, ensures steady, predictable revenue for franchisees while attracting loyal customers

## Subscription Platform

With Australia's first dog wash subscription model, franchisees benefit from recurring revenue streams while attracting loyal customers. This innovative approach ensures financial stability and long-term growth.

## Low Overheads

Happy Bubbles franchises operate with minimal expenses, including low rent and maintenance costs. The simple, self-serve model allows franchisees to maximize profits while maintaining a flexible work-life balance.

## Ongoing Support

From initial setup to ongoing marketing and operational support, Happy Bubbles equips franchisees with everything they need to thrive. Our proven systems and a growing national brand provide a reliable foundation for success

# BUSINESS MODEL

## SUBSCRIPTION

This model creates a steady and predictable income stream, building customer loyalty and reducing reliance on casual, one-off washes.

With Happy Bubbles managing all aspects of subscription marketing and administration, franchisees can focus on growing their business. It's a win-win solution that sets us apart as innovators in the pet care industry, offering recurring revenue and lasting relationships with customers

## PAY AS YOU GO

This model offers a simple, pay-as-you-go option for casual users. At just \$10 for an 8-minute wash, this affordable solution caters to pet owners looking for a convenient, no-commitment service.

Pay As You Go payments provide franchisees with additional income opportunities, complementing the steady revenue from subscriptions. This flexibility ensures we meet the needs of all customers while maximizing business growth



**REVENUE  
CALCULATOR**

**Password:**

Happy Scooch

# OPERATIONS

Running a Happy Bubbles Dog Wash is designed to integrate effortlessly into your life as a low-maintenance, high-reward business.

Whether you're a busy professional, an entrepreneur, or someone managing a family, this franchise offers a scalable, passive income stream that doesn't interfere with your existing commitments.

Our self-serve stations are fully automated, meaning customers handle the washing process themselves.



## Your Roles

### TOP UP SUPPLIES

This simple task can be done in under 10 minutes, ensuring the station is always ready for customers. With just a weekly check, you can keep your machine running smoothly while maintaining a clean and reliable service for pet owners.

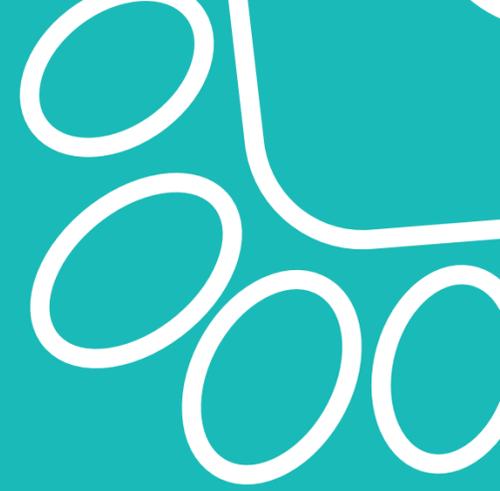
### CLEAN STATION

With just a few minutes each week, you can ensure the area remains clean and inviting for customers. Simply clear any pet hair, wipe down surfaces, and check that the space is presentable.

### LOCAL MARKETING

We create all the marketing materials for you. All you have to do is distribute flyers through letterbox drops, place brochures at local businesses, or partner with nearby pet services like vet clinics and groomers.

# OPPORTUNITY



**BRIGHTON**

**MINERS REST**

**WEST ALBURY**

**WEST ALBURY**

**BENTLEIGH**

**WENDOUREE**

**LENNOX HEADS**

**INDOOROOPILY**

**NORTH MELB**

**TRAFALGAR**

**COROWA**

**TONGALA**

**RYE**

**BENALLA**

**MACKAY**

**SPRINGVALE STH**

**CRANBOURNE**

**YEA**

**TOOWOMBA**

**ENDEAVOR HILLS**

# OWNING A HAPPY BUBBLES

Happy Bubbles Coin Operated Dog Wash	\$24,350
Onboard 50L Hot Water System	\$1,350
High Security Kit Inc Locks & Lock Boxes	\$686
Nayax Credit Card Terminal	\$1,250
Freight & Install	\$1,500
Total Ex GST	\$29,136

GST	\$2,913.60
<b>Total (inc GST)</b>	<b>\$32,049.60</b>

<b>Franchise Fee (inc GST)</b>	<b>\$4,450.40</b>
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**Grand Total (inc GST) \$36,500**

+ Trade \$2,000 to \$7,000

## What's Included In The Franchise Fee

- ✓ Leasing Contract \$1,900
- ✓ Subscription Platf Setup \$1,990
- ✓ Location Search \$4,900
- ✓ Launch Strategy \$990
- ✓ Brand Content Library \$2,990
- ✓ Proven System Priceless

TOTAL VALUE: \$12,770  
**YOU PAY: \$4,450.40**

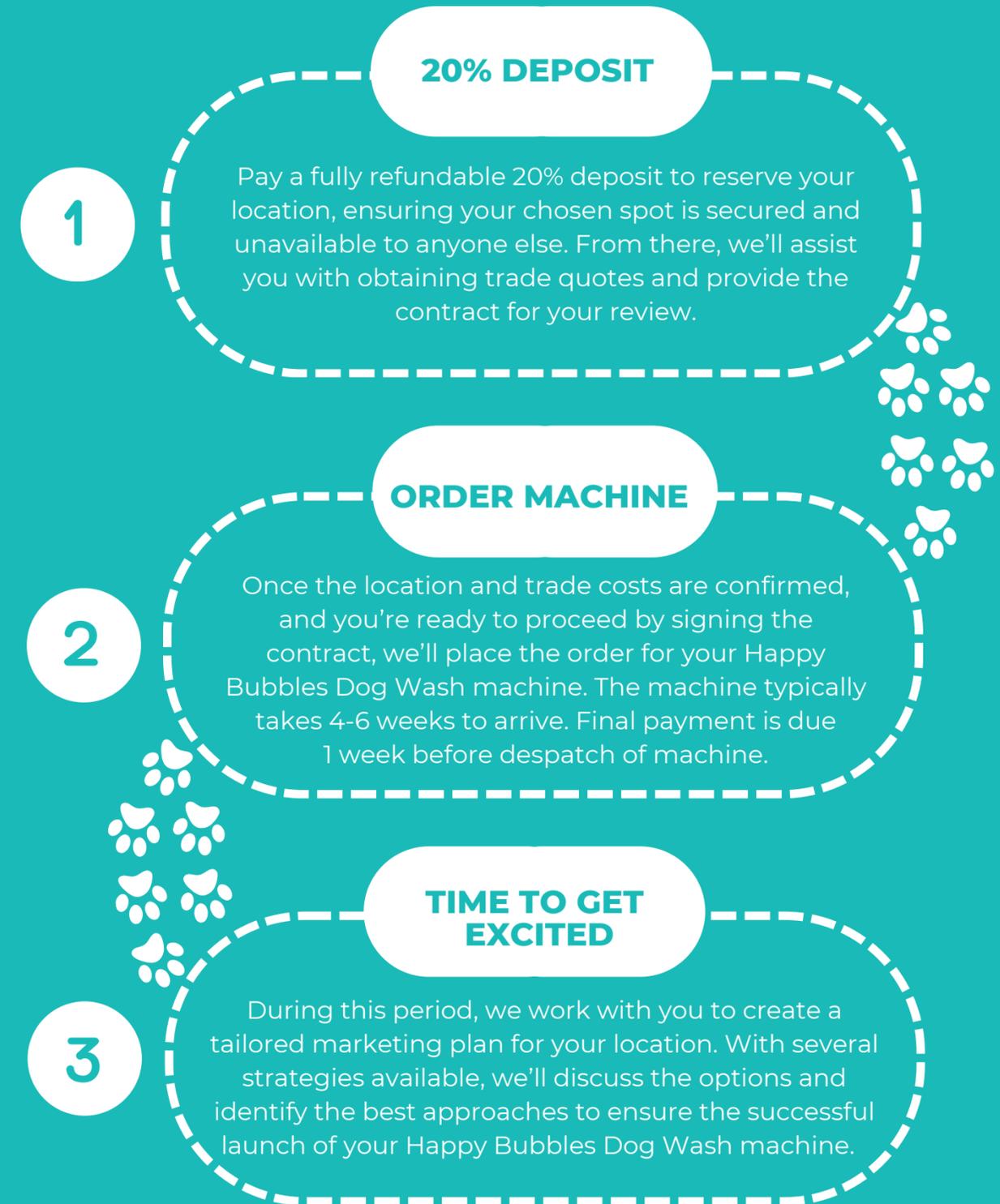


# NEXT STEPS

At Happy Bubbles Dog Wash, we make the process of becoming a franchisee as smooth and straightforward as possible. Your journey begins with a 20% refundable deposit to secure your ideal location. Once confirmed, we guide you through setting up your business and signing the franchise agreement.

From there, we work closely with you to prepare for launch, including personalized marketing strategies and training to ensure you feel confident and supported. With your machine installed and operational, you're ready to start welcoming customers and building your business.

We're with you every step of the way, providing ongoing support and resources to help you succeed.





THANK YOU  
*So Much!*

for learning about Happy Bubbles Dog Wash.

We look forward to partnering with you to make dog washing easy and accessible across Australia.