

# Sir Speedy

# 快印先生

PRINTING·COPYING·DIGITAL NETWORK

## THE MARKET

Globally, fast printing of documents now accounts for more than 10% of the total printing market. In the developing China market, however, the figure is still only about 3%.

Most fast printing enterprises in China have not fared well due to limited service quality, technology level and business capabilities. According to CAP International, sales income of the global printing and publishing market rose to US\$300 billion in 2003. Global printing product sales by volume rose 15% a year between 1999 and 2003.

The first Chinese flagship store of Sir Speedy opened for business in the Bund district of Shanghai at the end of 2002. It boasted business space of 1700 square metres divided into six working units. A second store opened just a few months later in Beijing's SOHO Modern City. These two outlets are world-class in terms of hardware, software, management, pre-sales enquiry and after-sale service. They are equipped with state-of-the-art fast printing facilities and a complete system of allocating, binding, folding and delivery.

In less than two years Sir Speedy has established a prompt delivery system with the Shanghai store as the headquarters, a middle-sized store and three small stores as its infrastructure. The service has been extended to business buildings and foreign-funded enterprises in Shanghai and now has annual sales of more than 10 million yuan.



the world simultaneously. However, only a few business networks are able to provide the support.

Sir Speedy owns more than 1,100 fast printing centres in 30 countries and can thus provide services for enterprises almost everywhere in the world. This unparalleled capacity gives Sir Speedy a considerable competitive edge.

The company began developing digital networks five years ago. Initially, it combined the fast printing centres around the world into a vast digital network. Then it created uniform commercial and training plans to ensure that every fast printing centre was capable of transmitting documents to other centres. Through a new digital system of authentication, professional working staff in every fast printing centre can receive and deliver electronic documents. The professional staff members are allowed to participate in

the global digital network only after qualifying via exacting examinations.

The commercial and support systems of Sir Speedy have turned out to be very successful.

Today it is as convenient for its customers to work near any of its centres in the world as they do in their homes.



## HISTORY

The first printing centre of Sir Speedy was set up in Costa Mesa, California, in 1968. The company's mode of franchised business attracted many investors and just one year later 24 fast printing centres had been established. By the end of 1970 the number had doubled to 48. In 1971 Sir Speedy began to make profits and went public.

By 1979 the number of centres had grown to 269 spread over 28 states of the US. Average sales volume of each centre was US\$130,000 and group sales amounted to US\$36 million.

By the middle of 1980s, Sir Speedy had advanced to electronic printing by using Apple



## ACHIEVEMENTS

In today's globalised business environment, many companies have to deal with businesses around



In 1998 the company celebrated its 30th anniversary and its sales volume exceeded US\$400 million. By then the sales of the company had ranked first in the industry for 11 consecutive years.

#### THE PRODUCT

- The company offers a wide variety of products and services including:
- Stationary: Notepaper, envelopes, business cards
- Brochures: Public brochures, sales materials, company presentation materials

picked up speed with stores in Shanghai, Beijing, Hong Kong, Sichuan, Yunnan and Guiyang.

Sir Speedy's management links the company's success to three factors. First, its strategic market insight based on the knowledge of current and future commercial needs and the ability to provide solutions. Second, the financial ability to identify commercial opportunities and to maintain a healthy growth of its fast printing centres. Third, the application of technology to achieve market and financial objectives.

#### PROMOTION

Sir Speedy established its on-line order system in 1994 and in 2000 it made a significant decision to initiate self-defined catalogues. In 2001 the extensive website document management included three services:

- My Catalog, which provides fast and frequent on-line orders
  - My Print Centre which exclusively provides on-line orders of current documents
  - My Design Centre which creates new documents under the guide
- In 2002 the new sirspeed.com started a complete series of on-line tools, which improved its system and catered to customers' growing needs.

machines for printing and design.

Colour copying came into use in the centres in 1987, as did fax machines. Sales income in that year jumped to US\$264 million.

In 1989 Sir Speedy began to test the application of colour copying in electronic publications, which was an economical and prompt invention. It also started to replicate colour presswork, colour slides of 35 mm and transparent film in order to help enterprises produce larruping documents.

In the 1990s, the company began to pay attention to overseas markets and the new technology of fast printing. Overseas centres sprang up quickly in Latin America and Asia.

In 1995 the large franchised website, www.sirspeedy.com, was set up.

In 1996 the company acquired MultiCopy, the famous European brand of fast printing which operated a chain of 96 stores in Europe, mainly in Holland, France, and Austria. In the same year Sir Speedy established a subsidiary, Franchise Service, that later took over PIP Fast Printing — one of the oldest brands with 375 centres in—the US and 12 in Britain.

In the late 1990s came Sir Speedy's strategic partnership with SNAP, the leading enterprise from Australia, and Protaprint, the British fast printing brand.



- Forms: Purchase orders, invoices, statements, time cards, employment applications, memos, ledgers
- Newsletters: Enterprise weeklies, industry journals, product catalogues
- Articles for sales promotion: Covers, typeset designs, colour and black-and-white slides, 35mm slides, PowerPoint makeup, special signs, flags, banners, displays, posters, super page copy, introduction and manufacturing of multi-media CDs
- Computer cartography: Design pictures, design plans, engineering charts, line charts, technical cartography, paintings, pictures, synoptic charts, charts, clustered charts of TV, film programs or commercial advertisements
- CD services: Multi-media presentation, converting websites to CDs, production of electrical CDs from manuals, directories and catalogs, dubbing of visualised products

#### BRAND VALUES

The essence of a brand lies in its core values. In the case of Sir Speedy it is based on its functional value: meeting promptly and punctually all the customers' demands. The quality of products and services must be high. To achieve this, the company strives to understand the customers' needs and demands.



#### RECENT DEVELOPMENTS

In 2000 the company expanded to Thailand, Singapore and Poland. The next year came China and Chile. By then, Sir Speedy's network of outlets was at 1,000 in 30 countries. In 2003, expansion in China

#### THINGS YOU DIDN'T KNOW ABOUT SIR SPEEDY

- Sir Speedy has more than 200,000 customers
- For a network like Sir Speedy, the key to success lies in sales and the core is long-term training, which includes sales training, biannual sales conferences and numerous regional training seminars. In addition, a book *How to employ, train and manage a sales staff* is provided with the company's training materials, electronic documents and CDs. These training plans help the sales staff of Sir Speedy do better than their competitors