

Fenix Brand

2023



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OBJECTIVE

The purpose of this paper is to capture information in relation to the Fenix brand. The document should be reference by other Fenix documents such as Business Plan and Getting to Know Fenix. The brand information is contained only in this document hence this is the single source of truth for Fenix brand information.



BACKGROUND

A great brand is what makes a business valuable, it's the "return customer" that generates consistent income and it's the "good will" that leads to an increase in company value. It's our brand that makes us who we are, good or bad.

Our brand is identifiable in a number of physical and emotive ways, such as:

- Visual identity:
 - Logo
 - Website
 - Green colour theme¹
 - Uniforms and presentation
 - Magnetic car signs
- Advertising
 - Website
 - Google reviews
 - Facebook
 - Instagram
- Communications
 - Website
 - Account management of key clients
- Service design
 - Integrated
 - Creative
 - Quality
- Service experience
 - Easy to deal with
 - Fast to respond
 - Consistent outcomes
 - Service M8 quotes and invoices
 - Service M8 emails and texts
- Pricing

¹ Signifies our respect for the planet



- We're not the cheapest prices, but you can't afford to not go with us.
- We're unbeatable value for the money.
- Partnerships
 - Cleaning contractors
 - Business partners
 - Easy Mobile Skips
- Sponsorships
 - Local football teams

VISUAL IMAGE

Name

The phoenix is an immortal bird associated with Greek mythology that cyclically regenerates or is otherwise born again. Associated with the sun, a phoenix obtains new life by rising from the ashes of its predecessor. Some legends say it dies in a show of flames and combustion, others that it simply dies and decomposes before being born again.

As the existence of the current company rose out of the ashes of the original company, Master Cleaning Consultants, it was considered, arguable somewhat naively, to name the company after the mythological bird.

And, due to the Spanish speaking heritage of one of the original owners it was considered a little quirky to use the Spanish spelling of Fenix in lieu of Phoenix.

It is thusly that Fenix was brought to life.

Logo

Colours

The green colour obsequiously signifies our respect for the planet. The grey of the slogan was chosen because of its pleasant colour-matching with the green.

Image

The Fenix image was, perhaps accidentally, based on an image associated with the 19th-century novel, Sartor Resartus, by Thomas Carlyle and modernised into what we see today.

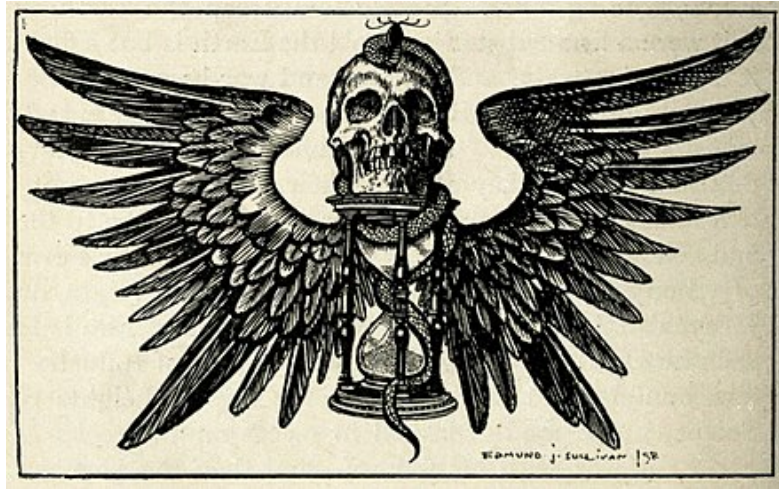


Figure 1 - "Time and Death", 1898 illustration by E. J. Sullivan for Sartor Resartus



Figure 2 – Fenix Logo



Figure 3 – Fenix Logo with Name



Slogan

The slogan chosen to accompany the logo was, Quality Improvements for the Best. This is a play on words meaning either the quality improvements are for the best possible outcome, or, the quality improvements are for the best judges of quality.



Figure 4 – Fenix Logo with Slogan

Favicon

A favicon is a file containing a small icon associated with a particular website. A web designer creates the icon and uploads it to the website, and graphical web browsers will then make use of it. Browsers that provide favicon support typically display a page's favicon in the browser's address bar and next to the page's name in a list of bookmarks.



Figure 5 – Fenix Favicon



APPLICATIONS OF THE VISUAL IMAGE

Business Card



Figure 6 – Fenix Business Card

Uniform



Figure 7 – Fenix Uniform

Vehicular Signage

Company Vehicles



Figure 8 – Fenix-owned Vehicle Signage

Independent Contractor Vehicles



Figure 9 – IC-owned Vehicle Signage



Social Media

Facebook

The brand awareness on Facebook is being managed by a company called Red Crunch Media who propose to do the following:

- Take control of our Facebook account
- Redesign your Facebook account consistent with our brand
- Carry out a monthly photoshoot
- Provide access to all edited content via Dropbox Share folder
- Build graphic designs to show case your services, values, and the team
- Build and structure daily posts centred around our desired content for the month
- Post consistently with creative captions and accurate key words
- Post fresh stories to show case some of the most recent posts
- Provide a monthly analytic report to track social media reach and engagement



Figure 10 – Facebook

Instagram

There is a strong interrelationship between Instagram and Facebook so much of what is done on one platform will be migrated to the other platform. Red Crunch Media will also manage out Instagram account.

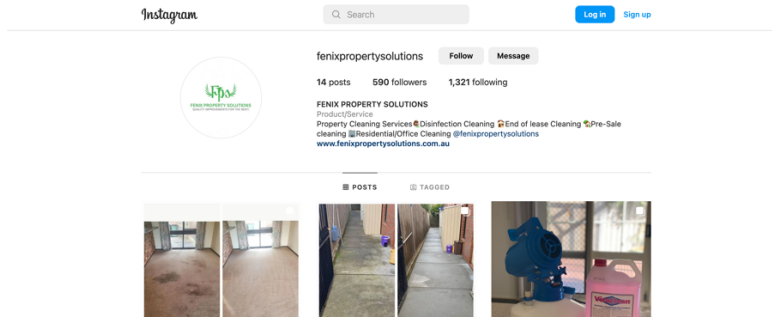


Figure 11 – Instagram

Google Reviews

It is intended to get as many of our satisfied customers to post a Google review as possible. Google reviews appear to be a very convincing source of new customers.

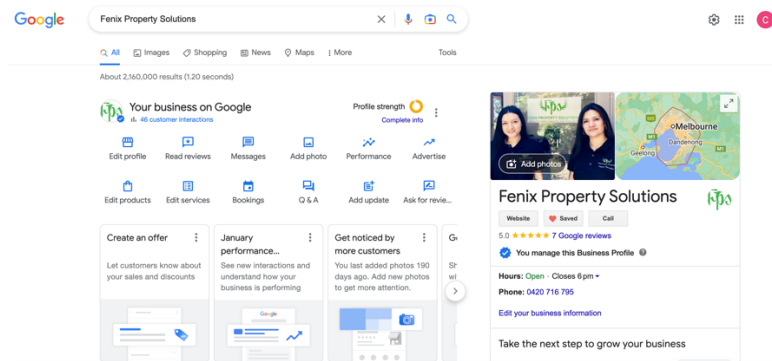


Figure 12 – Google Reviews

Linked In

Fenix do not have a Linked In presence at the time of writing.

Website

Fenix has a theme-based multi-page website which encourages visitors to contact us for a free no-obligation quote.

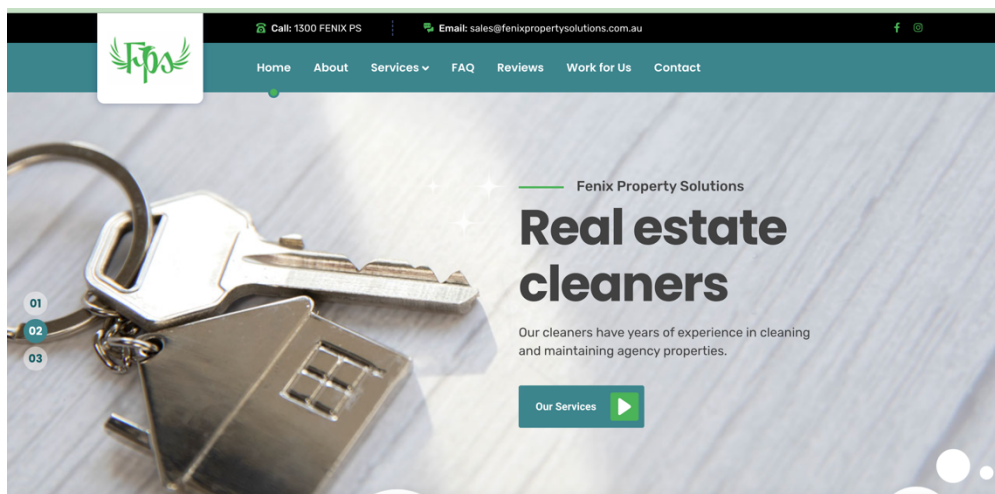


Figure 13 – Fenix Home Page

Email Signature

The official email signature of Fenix representatives is shown below:



Start of signature:

Kind regards

Fenix Property Solutions would love your feedback.

Why not post a review to our profile on Google. Just click the link below or copy it to your browser.

<https://g.page/r/CbiEmv9JR9s9KEAI/review>

Colin
Administration
1300.FENIX.PS

Fenix Property Solutions Pty Ltd
ATF The Fenix Unit Trust
ABN: 19 816 736 254

Administration - 1 Lowe Place Warragul Vic 3820

Operations - 25 Eden Avenue Heathmont Vic 335

admin@fenixpropertysolutions.com.au

<http://www.fenixpropertysolutions.com.au>

<https://www.facebook.com/fenixpropertysolutions>

www.instagram.com/fenixpropertysolutions/



:End of signature



Telephone Number

The official Fenix contact number is the direct sales mobile number of 0420 716 795 which, at the time of writing, is being phased out in favour of the 1300 number. The 1300 number is actually 1300 which using phone words becomes 1300 FENIX PS.

Currently, the only location of the 1300 number is the Fenix website.

However, the following is a list of where the 1300 number will be published over the course of time:

- Business cards
- Vehicular signage
- Social media sites, namely: Facebook and Instagram
- Email signatures

Documentation

The Fenix branding is alive and well in all Fenix documentation.

Refer to the following samples of the most common Fenix documents where the brand related aspects are illustrated.

It is strongly recommended that all Fenix documentation be produced by copying and modifying an existing Fenix document of the same type.

While a small sample of Fenix document types are included here, all types can be found in the MacBook desktop folder simply called “Docs”.



Agreements

AGREEMENT



COMMERCIAL CLEANING
EXTERNAL USE

FULL NAME OF CLIENT	
CLIENT CONTACT	
CLIENT CONTACT MOBILE	
CLIENT CONTACT EMAIL	
ADDRESS FOR BILLING	
ADDRESS FOR SERVICES	
DATE OF COMMENCEMENT OF CONTRACT	

1 PROVISION OF SERVICES

Services will be provided by Fenix Property Solutions Pty Ltd (Fenix), for the client.
The services will be provided as defined in Attachment 1.

2 ACCESS

Access is made available by the client by the manner described in SCHEDULE A.

3 MATERIALS

Fenix shall provide:

- All cleaning tools and equipment required for cleaning
- All cleaning products required for cleaning

The client shall provide:

- All consumable to be supplied in the kitchenette(s) and convenience(s)
- A secure storage location for tools and equipment and cleaning products provided by Fenix

4 TIMING

The services shall be performed on the days and times as described in SCHEDULE A.

Customer Initials _____

Figure 14 – Agreement Front Page



Informational Documents



Service Definitions

2022

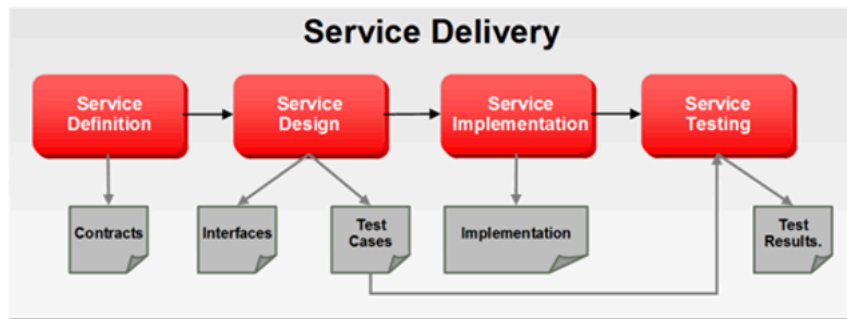


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INTRODUCTION

Within each market segment there are a number of service offerings. For example, in the market segment of real estate services, Fenix offer end-of-lease cleaning and presales cleaning to name but two. Not all of the range of services are currently offered by Fenix however they may be at a suitable time in the future. This section, Current Services, describes, in some detail, those service offerings currently being provided by Fenix. It is the single point of truth for Fenix services.

Figure 15 – Informational Document Front Page



How to Do... Documents

Fenix Property Solutions



Mopping

2022

USES

Concrete Floors, Floating Floors, Tiled Floors, Wooden Floors

TOOLS AND EQUIPMENT

Item	Looks Like	Example
Squeeze Mop Bucket		Big Foot Industrial Mop Buckets www.seeton.net.au A\$132.58
Mop		Oates Microfibre Mop Head 400g www.seeton.net.au A\$20.08

CLEANING PRODUCTS

Item	Looks Like	Example
Floor Cleaner		Agar Mop'n'Dry www.flints.com.au A\$28.90 - 5 litres A\$100.90 - 20 litres

Figure 16 – How To Do... Document Front Page



CUSTOMER SERVICE BRAND IDENTIFIERS

The follow topics represent a variety of ways in which the Fenix brand can be used to make Fenix distinctive in a positive way.

Response Times

Telephone

Until we get a receptionist who will be educated and rewarded to answer calls within a certain (short) time frame, we will never be able to perform as well as we may like. Having said that, we currently aim to answer all calls that come to the Fenix sales or 1300 number before it goes to message. And for those calls that do go to message, we aim to return the call within 30 minutes. The following actions will assist in our achieving these intended targets.

- When Glen, as the main responder to the Fenix sales or 1300 number, is going to be unable to answer the calls for 30 minutes or above, the call diversion will send callers to a secondary caller, namely, either 1/ Keith on 0432 690 208 (Tuesday to Thursday inclusive) or 2/ Colin 0418 359 720 (Friday to Monday inclusive)
- Before diverting the calls, Glen should check that the nominated secondary responder is available and if he isn't, the alternative secondary responder should be contacted instead
- Glen needs to ensure the main iPhone is always in peak working order including all charging accessories
- When the secondary responder answers a call they should endeavour to satisfy the caller's requirements and if unable to do so in a relatively straight-forward manner, should take the caller's name, call-back number and a brief reason for the call and advise that Glen will back within a time specified when diverting the calls plus 30 minutes
- Messages should be passed from the secondary responder to Glen via text, immediately the message is taken

Email

The management of email is perhaps simpler than telephone calls as all potential responders have access to both email accounts:

- sales@fenixpropertysolutions.com.au is intended to be used by agents and public customers to contact Fenix regarding jobs as well as from where sales emails are sent, it's also the account to which queries from the website are directed
- admin@fenixpropertysolutions.com.au is intended to be used for all other matters



At the time of writing, the following is the situation with management of our emails:

- During the course of each day Colin responds to all emails on sales@ or admin@ with the following exceptions:
 - Requests for redos are referred to the WhatsApp group called “Redo’s” by specifying the account, time and date the message was received. What happens thereafter is beyond the scope of this document instead refer to the Informational Document entitled “WhatsApp Groups”
 - All remittance advices received on sales@ are forwarded to admin@
- When Colin is going to be away from the desk for a period of 2 hours or longer, Glen is advised so he may monitor sales@ and respond to urgent emails. All such responses are alerted to Colin in the WhatsApp group called “Sales@” specifying the account, time and date the message was received

Contact Quality

It is not the intention here to repeat material available elsewhere. Instead refer to informational documents entitled “The Managing Customer Interaction” and “Getting to Know Fenix” where the importance and process of handling customer contact is articulated.

Service Quality

Fenix believes very strongly in customer service and in our role as the real estate agent’s extended team whose role it is to ensure they have nothing to keep them awake at night, at least as far as cleaning is concerned.

Sometimes at this stage of our development we struggle with this but are trying hard to improve. We are intending on being stricter with our ICs in regard to this intensely important issue. Fenix will be known by its attention to customer service. In addition to customer service which aim for Fenix to be recognizable by its high standard and consistency of workmanship. Consistent service quality is therefore part of our brand.

Value

Fenix will be known for its value for money. Not the cheapest but the best value for money. We often talk about customers saying, “Fenix is not the cheapest, but you can’t afford not to use them.” Value is therefore part of our brand.



Guarantee

A lot of cleaning companies say they offer a Bond Back Guarantee, but the question is, do they honour it. Fenix do. Our Bond Back Guarantee is always honoured if requested by an agent. Our Bond Back Guarantee is therefore part of our brand.

Tartan Ribbon

There is an old story about the Pet Mobile franchise. They had a simple and effective brand awareness and customer satisfaction technique referred to as the Tartan Ribbon. The Tartan Ribbon was just that, a length of green / red tartan ribbon cut from a spool and tied in a bow around the pets neck prior to being handed back to its smiling owner. In addition, and equally important was the quick spray of Lustre Aid, a pretty smelling and lasting scent. Returning a freshly groomed animal with a spray of Lustre Aid and a Tartan Ribbon never ceased to impress and was imminently recognisable as Pet Mobile.

The Fenix equivalent of the Tartan Ribbon is the business card left on the bench and the Fenix equivalent of Lustre Aid is the Agar “Country Garden” Air Freshener Concentrate. The Fenix “Tartan Ribbon” is therefore part of our brand.