



grant, mandii and cooper

... US

**Grant and Mandii Benson are the Australian Distributor for "Mediak - Kids Music Box".**

**They first discovered the product when holidaying in Hawaii in August 2003. Mandii dragged Grant shopping, when a fellow asked them what their sons name was. Within seconds "Coopers" name was blasting through the speakers. They were so impressed, when they returned from their holiday, they researched the different personalised CD's on the market and found that with the many options available, Mediak - Personalised CD's were the best and most professionally produced by a long way. The vocal and musical quality couldn't be equalled.**

**Since then other products have made their way to Australia, but Grant and Mandii have never been disappointed in their choice.**



... US



kidz expo 2004

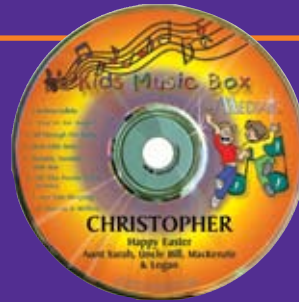
**In that time they have had another baby boy, Jasper, set up Distributors around Australia and New Zealand and have developed a new company "Get a Little Personal" a party plan concept specifically aimed at the children's gift market .**

**Since 2005 Kids Music Box has expanded into other personalised products such as securing the World's largest collection of CD Rom Story Books from My Very Own Story Book Limited in the United Kingdom. These are due to be released in traditional storybook form in mid 2006 thus adding to the Kids Music Box range.**

**Grant and Mandii are constantly on the look out for innovative products or methodology to increase their Distributors bottom line and lead the way in attracting unique products to the Kids Music Box brand.**



...product



label with personal message

**Mediak - Kids Music Box produces children's personalised CD's.**

**"You Are My Friend" an educational, motivational and upbeat CD ideal for 0 - 7 years of age, 8 songs which uses the child's name 98 times.**

**"Jesus Loves You" an inspirational, spiritual and moving CD ideal for 0 - 12 years of age, 8 songs which uses the child's name 45 times.**

**"You Are An Angel" a soothing, calming and dream time lullaby CD ideal for newborns, 8 songs which uses the child's name 40 times. Songs include Brahms Lullaby, All The Pretty Little Ponies, Twinkle Twinkle Little Star etc.**

**"Hip Hip Hooray It's Your Birthday" a birthday party CD, 7 songs which uses the child's name 58 times over 15 minutes.**



## ...product



you are my friend cover

**"Christmas Is Coming" 4 minute song using the childs name 11 times.**

**"How I Saved Christmas" 17 minute story using the childs name 47 times.**

**"My Chanuka" 6 minute Jewish story using the childs name 16 times.**

**"Sports CD's" put your childs name in the game - NFL football, soccer, MBA baseball, NBL basketball, NHL hockey and Nascar racing. 10 - 14 minute scenario in which the childs name is used 27 - 30 times.**

**Mediak - Kids Music Box have other products which compliment their CD's and they are continually adding to their range, they offer these other products to their distributors at wholesale prices. These products are continually reviewed and changed to keep Distributors motivated and customers satisfied.**





you are an angel cover

## ... opportunity

It is said that opportunities surround us each and every day, it is simply what we do with them that makes all the difference. This is one of those opportunities.

A Kids Music Box Distributorship offers you a unique opportunity to capitalise on the growing personalised gift market.

With over 245,000 children being born in Australia every year (254,000 in 2004 - ABS), your sales potential is growing continually. When you take into account that the product range appeals to children aged 0 - 10 years, the opportunities are limitless.

Purchasing an exclusive Distributorship provides you with everything you need to succeed. We ensure all of our Distributors territories are large to ensure adequate return on investment.





parents & babies expo 2005  
lisa and jason - north bne

## ... opportunity

The products have a high perceived value, almost any price you charge seems like a bargain and with up to 300% mark up, your profit is substantial.

Kids Music Box produces, imports and designs a variety of personalised, customised and interactive products. The products are fun, motivational, educational, musical and easy to use.

You will be able to produce high quality personalised interactive products within minutes.

As a Kids Music Box Distributor you do not need to be a computer genius as our software is user friendly and we provide technical support for all our distributors via phone, fax and email at all times.





adelaide show 2005  
carolyn and tracy - north adl

## ... opportunity

**A Kids Music Box business is also extremely flexible in that it is fully transportable and highly suited to fit around other businesses and family commitments. The rewards are obviously related to the amount of time and effort put into the business, but the variety of marketing methods available allows you to select those that suit you and your business plan.**

**Becoming a Kids Music Box Distributor might be just right for you, if you want to reap rewards derived from new and innovative products that involve the latest in computer technology.**



## ... direction



distributor weekend 2005

Over 20,000 CD's have been sold in the last 18 months by Grant and Mandii alone. This has been accomplished by Distributors attending all of the following: ( Baby Shows, School Fetes, Royal and Regional Shows, Markets and Casual Leasing at Shopping Centres ) A number of their Distributors have sold over 2000 in 9 months.

Grant and Mandii realised from the start that other unique and complimenting products were required to continually enhance the sustainability of the business. Over the past 18 months various products have been sourced and introduced into the Kids Music Box range.

The products sourced have led Kids Music Box into Party Plan (Get A Little Personal). This promises to take the Personalised Children's Business to a whole new level.

As a Kids Music Box Distributor you will have the 1st opportunity to market and build your own sales team and sell the best and most exclusive range of children's products and gifts. Not keen on doing parties yourself? imagine having 10 - 20 other people working for YOU!.



## ... direction



charles, junnie & darrell  
american founders at our kmb weekend

**Get a Little Personal is set to Launch in 2006. This is a great opportunity to enter a Multi - Billion Dollar industry for such a small upfront investment.**

**With the Branding of Mediak - Kids Music Box by Grant and Mandii's Graphic Design Business they have been able keep a uniformity throughout all the Distributors. Therefore being able to create greater brand awareness.**

**Customers have high standards when it comes to purchasing for their children. Kids Music Box have been able to maintain that, not only in the quality of their CD's and other products, but also in the outstanding service they provide and insist their Distributors provide as well.**

**Grant and Mandii took a year to develop and grow their business before selling distributorships and in the last 12 months have been very aggressive in their expansion, which has resulted in over 12 areas sold in Australia and New Zealand. Their goal is to have 20 Distributors nationally by December 2006 with 200 Party Plan consultants.**



...expertise



kmb weekend 2005  
discussions and speakers

**Grant and Mandii have taken their time in developing Mediak - Kids Music Box before taking Distributors onboard to ensure that all Distributors would be extremely satisfied with their purchase and feel that they are part of a professional and well directed business.**

**They have had many organisations and businesses input into the strategic direction of their business to ensure its success, which includes:**

- **business planning and development**
- **expansion strategy**
- **marketing**
- **operational strategy and structure**
- **trademarking and franchising**





kmb banner

## ...infrastructure

**To ensure Mediak - Kids Music Box is built on a solid foundation capable of long term growth and ongoing support, a number of systems have been set in place.**

**Technical - support is offered from America and Australia on all systems at no cost.**

**Marketing - Kids Music Box Head Office also markets and advertises in various media on behalf of all Distributors.**

**Graphic Design - Apart from having a Marketing Department available for Distributors (1st 3 months are free) Kids Music Box also has an in house design team. This is a major cost in starting up any business (some Advertising Agencies will charge \$120 per hour). Kids Music Box branding is uniform and ensures all branding is always of a high standard. This will flow through with Party Plan. All design work is free!!**



## ...infrastructure

**Research and Reporting** - the marketing department monitors consumer needs, so Kids Music Box can continue to develop innovative products to provide customer satisfaction.

**Website** - [www.kidsmusicbox.com.au](http://www.kidsmusicbox.com.au) has been customised so that it is postcode sensitive and is unique to Kids Music Box Distributors at no extra cost. Distributors have the peace of mind that all web orders that are from their territory are fulfilled by them. By having the one website address, Kids Music box Distributors can benefit by joining in marketing and advertising costs in national publications.

Distributors also have the opportunity to be assigned their own sales page so that if a customer who has received a brochure or has purchased a product away from their usual address can go directly to that Distributors sale page and purchase from them, eg. a person on holidays purchases a CD in Sydney but resides in Brisbane. Future orders made from this customer in Brisbane go to the Sydney Distributor. This ensures the maximum benefit for individual marketing efforts at a cost of \$35 per month





melbourne parents and babies expo

## ...your investment

**Mediak - Kids Music Box exclusive territory - \$14,500 + GST**

**The Burner System - this is the complete system you need to actually produce the CD's. It includes burners that takes less than 90 seconds to create a CD. The system provides the ability to produce 3 names at once, and all 3 are ready in under 2 minutes, that's less than 45 seconds for each CD. it also includes a flat screen monitor, colour printer, speakers, keyboard, mouse and stomper.**

**200 Burns - This is your "stock in trade". You simply have to buy the burns or the right to copy that CD to disc. The first 200 of these are included in the Distributorship. This will create \$5000 in sales for you which is all yours, a great kick start to help you get on your feet.**

**6 Software CD's - You Are My Friend, Jesus Loves You and You Are An Angel, Hip Hip Hurray It's Your Birthday, Xmas Is Coming and How I Saved Xmas. These are the actual songs and CD's. This gives you 6 CD's to start with.**



## ... your investment

**Total Graphics Package, Labels, CD's and Cases - This will ensure that you have the new image and supplies to get your business looking its best. This includes:**

- **1000 business cards**
- **1000 letterheads**
- **2000 with compliments slips**
- **5000 full colour DL, double sided flyers**
- **100 A4 label sheets**
- **200 blank CD's**
- **200 Cases**
- **200 Cover Inserts**
- **website and sale page**
- **all saved at head office for easy re-ordering**



## ... your investment

The RRP of each music CD is:

**You Are My Friend,**

**You Are An Angel**

**Jesus Loves You**

**\$25.00**

**100% of burn (\$8.80)**

**Hip Hip Hurray It's Your Birthday**

**\$25.00**

**80% of burn (\$7.04)**

**How I Saved Xmas**

**\$15.00**

**50% of burn (\$4.40)**

**Xmas Is Coming**

**\$10.00**

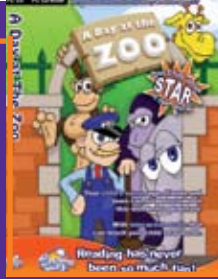
**40% of burn fee (\$3.52)**

**Your Purchase Price (burn price)**

**\$8.80**



...cdroms



one of the 8 cd rom titles

**My Very Own Story - CD Rom Story Book Distributorship - \$1350.00 + GST.**

**This includes 24 CD Roms, which is 3 of each title + Display Stand. This allows you to recoup \$718.80 straight away.**

**Becoming a CD Rom Distributor will enable you to purchase the marvellous range of products at a discounted rate and gives you a return of 300% per sale.**

**If you choose to RETAIL THE PRODUCT but not purchase a distributorship.**

**The RRP of each CD Rom Story is \$29.95**

**Distributor Price (minimum re order 10 per title) \$9.90**

**Wholesale Price to Retailers (minimum order 5 per title) \$15.00**





branding for get a little personal

## ...get a little personal

**Our fabulous boutique party plan concept!!**

**This information can be provided in depth at a later stage.**

**Manuals, Contracts and a Web Site will be included in this purchase.**

**Great Commissions !!**

**Any Consultants not established through existing distributors/consultants that are presently selling in the area you wish to purchase, would then become your consultants. How great is that, you may have instant cash flow from already established consultants!**

**Products Include: Exclusive Designer Manchester, (including bed linen, towels curtains, slippers, bath robes and accesories), personalised handbags, Plates, bowls and mugs and that's just the beginning.**





## ...contact us

If you have any further questions you can contact Kids Music Box marketing department by email [jo@joshposh.com.au](mailto:jo@joshposh.com.au)

or

call Grant or Mandii on 1300 304 148

alternatively

email any questions you may have to [admin@kidsmusicbox.com.au](mailto:admin@kidsmusicbox.com.au)

They would love to hear from you

