

Our Standards and Ethics

Aida is currently positioned well in the market and strives to maintain a reputation founded on quality service for clients, unrestricted opportunity and great support for agents, managers and franchise owners.

For our Clients

AIDA approaches all client campaigns with passion and innovation. AIDA provides the highest level of professional service. AIDA is a trusted extension of our clients business and produces results that positively impact our clients' business objectives.

Our Business

- To extend our AIDA brand franchise throughout Australasia, Europe & North America
- AIDA will maintain a genuine enthusiasm and passion in everything we do.
- Quality delivery of our service is never negotiable.

For our Staff, Sales Agents and Franchise Partners

AIDA builds long term genuine relationships with our franchise partners and sales agents, by our relentless pursuit of new and innovative ideas and direct marketing opportunities, which will enable them to build strong and successful businesses.

We will deliver an environment in which respect and honesty are paramount. AIDA seeks to engage each individual in the continuous improvement of our business by recognizing and celebrating success at every level. Our leaders within AIDA are there to partner in your success.

We hope that all franchisees and their agents embrace our culture and focus on achieving our mission together as a team

Your part in this

- If you promise something, do it – if you are promised something, expect it
- Support and encourage all team members and celebrate their milestones with them
- Have an open mind
- Respect everyone you come in contact with – clients, prospects, customers, colleagues
- Have a reason to be here – set and strive for your individual goals
- Go home everyday knowing you gave 100%
- Speak up – if you have an idea about our business, please tell us – innovation is the key to our growth
- Be diligent and never compromise quality
- Be honest – mistakes happen, nobody is perfect

We look forward to celebrating many successes with you and your team

