

# Making Money

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## EXPERT ADVICE

- ★ Brand profiles
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- ★ Industry news
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THE BUSINESS START-UP MAGAZINE

## Don't give up your DAY JOB

How to start your own business while working full-time

## START YOUR OWN BUSINESS FROM £25 A MONTH

The benefits of becoming an Amazon Seller

## MOTIVATION

6 cost-effective ways to keep your staff happy

## PICK A WINNER

Top 10 tips on choosing your perfect franchise

## PR ON A SHOE-STRING

Why good ideas are more important than big budgets

**“At Restoration 1 we put people before the profit”**

PAGE **30** NETWORKING KNOW-HOW

Top tips from experienced business owners

PAGE **40** THE NEW FRANCHISEE

The changes to expect in your first twelve months

PAGE **80** HIT THE GROUND RUNNING

Aspiring franchisees have much to gain from the bfa's new initiative



**“McDonald’s is a fantastic business to be part of, with a great track record”**

We’re currently celebrating over 10 years of continuous growth, which has meant big changes for franchisees like Mike, who operates 12 restaurants in Bristol. He’s been able to expand into new locations and grow his portfolio of restaurants – all of which has grown his business, as well as ours. There’s no telling what the future will hold but as a McDonald’s franchisee, you’ll have the control, support and training to make an impact on yours.

**I am a franchisee & this is my McDonald’s**

Find out more about becoming a McDonald’s franchisee.

Search ‘McDonald’s franchising’





# The UK's No.1 Business Opportunity

## Are you ready for a new challenge?

- ✓ Winner 2014, 2015 & 2016 Best Mid-Priced Franchise Award, sponsored by RBS.
- ✓ Award winning franchise support – ActionCOACH is 1 of only 5 franchise networks to score their franchise 5-Stars 4 times.
- ✓ Personal investment can be as low as £10k.
- ✓ Best UK Business Opportunity according to CompareTheFinancialMarkets.
- ✓ Ranked No.1 Business Services Global Franchise by Franchise Direct in 2016.
- ✓ Guaranteed £8,333 per month by month 7 for the best applicants. (Ask us about Ts & Cs.)

### Looking for work-life balance?

A fantastically rewarding and fulfilling business to be in...

“In the first six months I found my feet. I'm now getting the work-life balance I was looking for and I'm banking over £150K a year. I have most Fridays off and I can eat breakfast and dinner, with my children as well as being able to attend their school events and assemblies.”



**Lucy Cameron**  
ActionCOACH Franchise Partner

### Is this what you're looking for?

Employee stumbles across compelling business opportunity.

“I wasn't looking for a business and I had never EVEN considered being a business coach. However, when I landed a job as a Strategic Alliance Builder with ActionCOACH & saw the toolkit, the team & how gratifying the role could be, I had to do this. In my first year, I earned £100k & in my 2nd year £200k, but more importantly I'm learning, having a blast & making a real difference to my business owner clients.”



**Simon Buck**  
ActionCOACH Franchise Partner

### Want the best of both worlds?

Family man figures out dream work:life balance.

“I had a tough 2 years building this business and learning my new profession, but now I'm eclipsing my corporate earnings, on my own terms, in a 2½ day week, so I get all the time I want with my wife & kids. I admire the calibre of people I get to work with & learn from & I've got the satisfaction of knowing that my clients are the biggest winners - they've already scooped 42 business & professional awards.”



**Lucas Vigilante**  
ActionCOACH Franchise Partner

### Monster to Monster Success

Client buys the franchise...

“In 2011, I created a monster. Money was tight & there were not enough hours in a week for me to get everything done. In 2012, I turned to ActionCOACH & since then, annual profit has grown by 1,000% from £56k to over £500k & my hours have reduced down to just 20 a week. The chance to become a franchise partner & use the same toolkit & support to help other business owners achieve their own massive results & dreams was irresistible.”



**James Circus**  
ActionCOACH Franchise Partner & Client



**Could this be the right opportunity for you?**  
**Call 01284 701 648 to discuss.**

**Find out more with the 6 minute video at:**  
**[actioncoach.co.uk](http://actioncoach.co.uk)**

If you're considering investing in a franchise, we've got plenty to interest you this month.

From 10 top tips to choosing the right opportunity to what you should expect during your first year in business, the March issue is full of expert advice.

We also reveal why aspiring franchisees have much to gain from completing the Prospect Franchisee Certificate, an excellent initiative recently launched by the British Franchise Association and Lloyds Bank.

This month's sector spotlight falls on the lettings and property market, where we profile 10 franchisors that want to grow their networks in the UK.

If you have a bigger investment in mind, turn to our main cover story, where Gary Findley, CEO of fast growing American company Restoration 1, explains his plans for the brand and why he's looking for an ambitious master franchisor to launch the business in the UK.

The franchise industry continues to go from strength to strength in this country. It offers something for almost anyone wanting a successful route into self-employment.

Jeff James  
Editor

## Making Money

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## MEET OUR EXPERTS



### BRIAN DUCKETT

is chairman of The Franchising Centre, part of the world's largest network of specialist franchise consultants.



### JOHN PRATT

is senior partner at specialist franchise firm Hamilton Pratt and has advised franchisors for over 25 years.



### VICKY WILKES

is a senior associate at law firm Squire Patton Boggs (UK) LLP, specialising in both domestic and international franchising.



### SHELLEY NADLER

is a legal director in Bird & Bird's international franchising team and has many years' experience of advising on all aspects of franchising.



### MIKE CLEARY

assists clients to improve sales performance through effective marketing initiatives.



### CHRIS DAY

is the creative director of The Reel Thing Ltd, a supplier member of the Direct Selling Association.



### CAROL STEWART-GILL

is founder and owner of Dublcheck, a leading franchise commercial cleaning company that was established in 1993.



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# philip- o-fish

**I am a franchisee &  
this is my McDonald's**

**'We do a lot for the community, like helping out local business groups and sponsoring local football teams. But the main part of being a franchisee is developing my people. Seeing them enjoy themselves and be proud to work at McDonald's – that's the best thing.'**

Phil, operates 6 restaurants in North Wales





**Come and talk to us at one  
of our Insight Days in 2017**

**3rd February, Bristol**

**10th March, London**

**31st March, York**

**21st April, Cranfield  
Management Centre**

**12th May, Edinburgh**

**26th May, Aston Business  
School**

**14th July, London**

**1st September, Bristol**

**22nd September, Milton  
Keynes**

**20th October, Leicester**

**10th November, Glasgow**

**1st December, London**

**Register your attendance at  
[www.mcdonalds.co.uk/franchising](http://www.mcdonalds.co.uk/franchising)**

# News

ALL THE LATEST FROM THE WORLD OF SMALL BUSINESS...

## SEARCH ON FOR YOUNG ENTREPRENEURS



The New Entrepreneurs Foundation is on the hunt for the UK's best young business-minded individuals to join its 12-month entrepreneur development programme.

While 18-24-year-olds are three times more likely to write a business plan than the UK average, their efforts are often thwarted by government red tape, increasing competition for funding and lack of the right skills.

The NEF initiative will give 50 young people a helping hand in overcoming these challenges through the provision of start-up skills, personal coaching, business mentoring, paid work placement and access to business networks.

Online applications for the 2017/2018 programme must be submitted by the end of March. Applicants should have recently graduated and have one-plus year's work experience or be about to leave higher education and fall into one of three categories - emerging entrepreneurs, early stage entrepreneurs or career changers.

Those selected will gain access to an intensive learning and development programme, business coaching and mentorship, as well as a one-year paid work placement at a fast growth company, working alongside CEOs and senior management to get hands-on experience.

To apply for a place on the 2017/2018 programme, which starts in September 2017, visit [getstarted.newentrepreneursfoundation.com](http://getstarted.newentrepreneursfoundation.com).

## SIGNARAMA LAUNCHES 'LIGHT' OPTION

Unveiled at The Franchise Show at ExCeL, London on February 17-18, the entry level opportunity allows owners to test the market, with the option to expand into the full production sign franchise as the business grows.

Aliyyah-Begum Nasser, who owns the UK master licence for Signarama, says: "The Light showroom is fully fitted out, just like all our other sign centres, but without the production equipment.

"The footprint required is smaller and therefore has lower associated rental and business rates costs. Production is outsourced to another Signarama centre or local supplier.



"The Light franchise package is the ideal way for franchisees to dip a toe into the sign market and gives them the option to invest in a full Signarama production franchise as their business grows.

"It's also a viable proposition for premises-based retailers who are looking for a new challenge or businesses wishing to add a sign service to their offer."



The milestone was reached in January, with the opening of the fitness franchise's latest centre in London's Ladbroke Grove.

It makes the UK the fifth country to have 100 Anytime Fitness clubs open, alongside the USA, Canada, Australia and Japan, and means there are now more than 3,300 clubs in operation globally.

Anytime Fitness opened its first UK club in Bristol in 2010.

Andy Thompson, chairman of Anytime Fitness UK, says: "We couldn't be happier to reach this milestone. The work and effort put in by the whole Anytime Fitness family is remarkable and we are now seeing the rewards.

"The franchise sector contributes more than £15.1 billion to the UK economy and we're delighted our business is a big contributor to that figure."

## DIARY DATES

### THE FRANCHISE SHOW

ExCeL, London  
February 17-18

### THE NORTHERN BUSINESS EXHIBITION

EventCity, Manchester  
April 6-7

### THE BRITISH FRANCHISE EXHIBITION

EventCity, Manchester  
June 16-17

### THE NATIONAL FRANCHISE EXHIBITION

NEC, Birmingham  
February 17-18

### THE BUSINESS SHOW

ExCeL, London  
May 17-18

### FRANCHISE SHOW IRELAND

RDS, Dublin  
September 8-9



# 'Making Tax Digital' legislation looms large



Business owners need to take action now if they're to be ready for a new way of submitting their tax returns, according to a Cheshire-based chartered accountant.

It's just over a year until the majority of businesses and self-employed people will be required to keep track of their tax affairs digitally and update HMRC at least quarterly via their digital tax accounts.

'Making Tax Digital' will mean small and medium-sized enterprises will have to use digital tools such as software or apps to keep records of their income and expenditure.

Phil Bates, principal at chartered accountant Phillip Bates & Co, says: "The legislation is due to begin taking effect from April 2018, which means the first digital tax

return will be due in July of that year.

"The changes should significantly improve the way companies manage their accounts and tax affairs and improve their ability to plan ahead and react to issues within their business.

"For example, business owners will no longer have to wait until the end of the tax year to discover how much tax they need to pay.

"But to comply with the legislation will require the vast majority of businesses to introduce new technology and ways of working.

"Businesses can ensure themselves a smooth transition to Making Tax Digital if they start the process sooner rather than later."

## 2016 BREAKS BUSINESS FORMATION RECORDS

Companies House data analysed by the Centre for Entrepreneurs think tank shows that business formation reached another record high in 2016, with a total of 657,790 new businesses started.

This builds on previous records of 608,110 in 2015 and 581,173 in 2014.

Matt Smith, director of the Centre for Entrepreneurs, says: "This is cause for celebration, not least because of the uncertainty generated in the run-up to and immediate aftermath of the June referendum."

The figures show the continued dominance of the UK's major cities in generating the country's entrepreneurial dynamism.

The combined authorities of London lead with 205,325 businesses registered last year, followed by Birmingham (17,473), Manchester (9,416), Glasgow (7,845) and Leeds (7,645).

Edinburgh, Bristol, Liverpool and Brighton also rank among the top 20.

"The new businesses registered in homes and offices across the UK show that entrepreneurship continues to reach all corners of the country," Matt adds.

"At the same time, the ease of registration and prestigious addresses on offer have



drawn many entrepreneurs to use company formation agents or virtual offices, with London attracting the lion's share.

"However, Glasgow's surprising increase to outrank Edinburgh, due to many

entrepreneurs choosing to use a virtual office in the city centre, represents a wider trend where companies seem to be registering in their nearest major city rather than defaulting to a capital city address."



### Quote of the month:

I GOT LUCKY BECAUSE I NEVER GAVE UP THE SEARCH. ARE YOU QUITTING TOO SOON OR ARE YOU WILLING TO PURSUE LUCK WITH A VENGEANCE?

Jill Konrath, sales strategist and author.

**THE NATIONAL FRANCHISE EXHIBITION**  
NEC, Birmingham  
October 13-14

# WEB NEWS

## CYBER SECURITY

Insurance specialist Hiscox has put together an online resource hub that answers some of the most important questions companies have around cyber security ([www.Hiscox.co.uk/business-blog/cyber-security-guide](http://www.Hiscox.co.uk/business-blog/cyber-security-guide)). Stephane Flaquet, Hiscox chief information officer, says small and medium-sized enterprises are mistaken if they think it's a case of 'if' rather than 'when' where cyber incidents are concerned. He says: "Central to our cyber security strategy at Hiscox is the assumption that cyber security breaches are unavoidable - they will happen. We will get hacked."

## DIGITAL CLEANSE

Small and medium-sized enterprises and their employees should carry out a 'digital cleanse' at least once a year, according to The National Cyber Security Alliance, which recommends five digital 'to dos' to improve online security. Measures include saving only those emails you need and unsubscribing from email you no longer want to receive, disposing of old computer equipment securely and emptying the trash or recycle bin to make sure old files are permanently deleted.

## ONLINE SALES

A survey of 1,000 adults in the UK by software company ePages has

revealed that 44 per cent of people have earned extra money by selling goods or skills online, while 30 per cent said they expect to do this on a regular basis. One in five said selling online was a way to achieve a better work/life balance.

## BROADBAND BOOST

The government has announced almost half a billion pounds will be invested in delivering superfast broadband to homes and businesses in the most remote areas of the UK. The sum of £442 million is the result of efficiency savings and 'careful contract management' during the existing broadband roll out, which accounts for £150 million, with money reinvested by BT accounting for the remaining £292 million.

## FACEBOOK LIVE

Small businesses should harness the power of Facebook's Live video streaming service, Sharon Stevens-Cash says. The professional marketer and director of digital marketing agency Gravity Digital says: "Make no mistake, Facebook Live is massive. With latest figures showing 1.79 billion monthly active users, the social media platform has an eye watering reach. For businesses, that has exciting possibilities when it comes to getting your message out there."



## New £50m franchise fund

Aimed at existing and prospective franchisees, finance is available for amounts between £5,000 and £500,000 at competitive rates, with repayment periods of up to five years and credit decisions typically made within 48 hours of receipt of a completed application

The fund is accessible exclusively through Franchise Finance, which specialises in funding, business planning and financial training services for small and medium-sized enterprises, and is provided by what's been described as "a highly regarded global finance organisation".

Chris Roberts, Franchise Finance business development director, says: "All too often we see access to sufficient finance as a barrier to growth, with franchisees unable to fulfil the potential of existing operations or expand into new locations.

"Because this fund is specifically for the franchise market, such frustrations are set to be a thing of the past for ambitious franchisees with strong business plans.

"We have a 95 per cent success rate in arranging finance for our clients and we're now in a position to support many more people to achieve their long-term retail goals."





# Looking for a better quality of life?

TaxAssist Accountants is a first class white collar business opportunity for accountants and finance professionals.

Andrew Twynam, a qualified Chartered Accountant of more than ten years standing, was previously finance director for a big city firm:

*"It's a familiar story. I had young children and was leaving home before they were up and getting home when they were in bed. I was really only seeing them at weekends, which puts a lot of strain on the family.*

*Leaving a well paid job was a big risk but it has absolutely paid off. I haven't looked back. While I still work late, I can always finish outstanding work at home in the evening as I'm my own boss.*

*Most importantly, by cutting out the two hour daily commute I can now be home in time for dinner and to put my boys to bed."*



**TaxAssist Accountants**

The Accountancy and Tax Service for Small Business

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or email

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## TOTALLY DRIVEN

Single mums often get a bad press, but Karen Holden says her single mother was the inspiration behind her award winning business. Linda Whitney reports

**S**even years after its 2009 launch, A City Law Firm, which specialises in offering legal advice to entrepreneurs, has won accolades including Most Innovative Law Firm of the Year 2016.

Karen has also been shortlisted for Working Mums Champion by job and community website WorkingMums.

### POWERING HER SUCCESS

Here Karen talks about how her mum powered her success, how to succeed without adopting the 'bottom line culture', how employers can avoid discrimination cases and how start-ups can raise money without sacrificing control.

Karen grew up on a council estate before moving back to Wales with a mum who had three jobs.

"Mum worked all hours, including Christmas Day," Karen explains. "It inspired me to want a career, not a job. She taught me to work hard, to be committed and conscientious. To this day I'm totally driven, in part to show her that her sacrifice was worthwhile."

"Her experience influences the way I run my company too. One year I helped with her hospital cleaning job and the way the surgeons spoke to her was shocking. Now I treat everyone in my firm with the same respect - from the cleaner to fee earners. I never wanted to be like those arrogant elitists."

Karen eventually won a scholarship to study at Cambridge, before working as a senior criminologist and then in big law firms.

However, she became disillusioned with "the bottom line culture".

"I think the lawyer's job should be to solve disputes for clients as quickly as possible without running up huge bills,"



**I TREAT EVERYONE IN MY FIRM WITH THE SAME RESPECT - FROM THE CLEANER TO FEE EARNERS"**

Karen says. "But many firms want to drive cases to court or fight for longer because it keeps their costs high and allows them to score points off rival firms. We often see firms take this disgraceful and hostile approach."

"In a previous job, my boss wanted to take a case further just to make money. I argued with him, was overruled and left the firm. The client later committed suicide."

### CLIENTS FIRST

At A City Law Firm, she says, clients' goals always take precedence over those of the firm. Doesn't this place her business at a disadvantage?

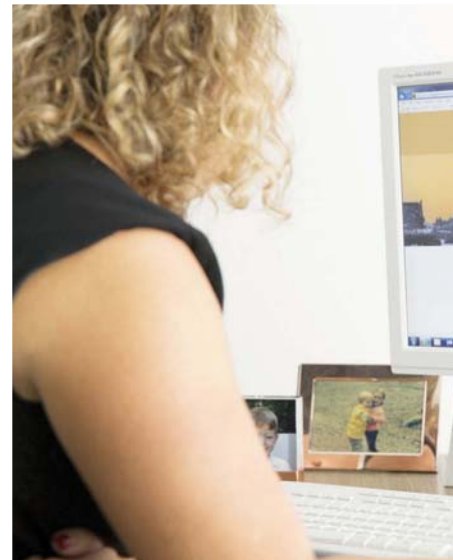
Karen says: "Not in the long run, as our clients return to us again and again as we maintain integrity and achieve what the client wants. Our approach works - we keep our clients and get repeat business."

One of the factors that drove her to set up the business was the desire to have a family. As a law firm employee, she says that when a woman announced she was pregnant: "It was as if she had died. You just knew her career was over."

She advises women considering setting up in business: "Think of gender and parenthood as wonderful aspects of your life - but it should never dictate, deter or hinder you in any way."

Karen and her firm specialise, among other things, in discrimination cases. What advice can she offer about avoiding discrimination, but still protecting profits?

Karen says: "The best way to get more out of your staff is by offering all of them flexible working, such as extra annual leave, homeworking,







flexible hours or job sharing. That also automatically tackles many discrimination complaints before they start.

Many small and medium-sized enterprises have no flexibility, diversity and discrimination policies in place. It helps to think about these issues in advance and create a handbook, so employees know what your policies are."

On maternity and paternity leave, she advises: "HMRC refunds the statutory sums, so it doesn't have to cost you anything, and while the staff member is away you can employ a temporary member.

"Talk regularly to the person who is away and if it's clear they're not going to return, you have someone already in place bidding for their role."

## RAISING FUNDS

Another of Karen's areas of expertise is advising companies on raising funds without releasing equity or giving personal guarantees.

Karen says: "Don't listen to just one person or group selling their solution. Understand all the available options, risks, benefits and costs. Consider the Enterprise Investment Scheme and debt financing, such as corporate bonds. At present, bank loans are available at low rates. There are methods of raising funds without losing control."

Running a growing firm and a family has forced her to think about work/life balance. One of her solutions is 'the magic hour'.

"I make a point of getting home in time to put my five-year-old son to bed two or three nights a week, but sometimes put in a magic hour, working until about 1am," Karen says.

"Magic hours are not for everyone, but it works for me. I don't feel guilty working when everyone is asleep. I am trying harder to turn off my mobile at home and when I have scheduled family time.

"Always make time for yourself, your partner and your family, otherwise you become a robot creating something you won't be able to enjoy sharing."

She advises new start-ups: "Initially, you will spend every waking hour on your new business, but take time out, remember why you're doing it and leave the guilt at home."



## LESSONS LEARNT

- ★ "Pay for good advice at the start - wrong tax or legal documents can make or break you. Good documents protected me when things went wrong early on, but bad tax advice at set-up meant spending more money unravelling the results."
- ★ "Nurturing, enthusing and developing staff saves money and helps grow the business. Ensure they maintain confidentiality and deliver your ethos and put restrictive terms in contracts to protect your business if they move to competitors. Bad eggs can bring you down if not watched carefully."
- ★ "Don't be dazzled by a big contract with a large business. Often such contracts have interim payments. Can you pay expenses and overheads meantime? Solid cancellation and debt recovery terms can protect you from unpaid for work. Late payment once meant I had to put staff wages on a credit card. Now I have better payment monitoring systems."



## UNHELPFUL HABITS

### Mike Cleary details seven business banana skins to avoid



If you want to make money and run a successful business, see if you need to address any of the topics mentioned here.

The list is based on random commentary and frequent observations expressed to me over the last few months by owners and managers of small and medium-sized businesses.

#### **BEING OUT OF TOUCH AND OUT OF DATE**

While a lot can be learned from history and experience, don't live in the past.

Technology is progressing at an exponential rate, forcing users to keep up to date. Those not using the latest technology shouldn't feel they're off the hook. Most commercial disciplines are changing, while regulation is becoming

more intrusive and work processes additionally complex.

It's necessary for those who want to remain employable and be successful to attend relevant training. Whether you have help from your employer or go it alone, make sure you remain competent in this ever changing world. There are no rewards for those who miss out, especially those who claim to be able to wing it.

#### **RESPONDING TOO QUICKLY**

We largely live in the self-imposed state of immediacy of response, brought on by allowing technology to manage us, rather than the other way around.

We respond quickly because we can, not always because we should. Whether related to personal or work

related issues, I have seen many people waste time unpicking their errors - sometimes leaving a larger mess behind.

It's better to give yourself time to assess the facts and think through an appropriate response, instead of getting caught out being rash, inaccurate or worse.

#### **HAVING POOR, ILLEGAL OR OUT OF DATE DOCUMENTATION**

In the litigious society we live with, it's essential to have good administrative support firmly in place.

Whether related to employment, purchasing or selling, you must have the right terms and conditions available for all to see. Material should be dedicated to your business and not simply extracted from standard templates or other businesses. By all means, take ideas, but don't mindlessly plagiarise content.

As well as printed documents, your cover needs to include the internet, advertising and other media you use to promote your business. Consistency of content is also essential.

#### **NOT ADDRESSING SECURITY AND NOT HAVING A PLAN B**

Sadly, security and having a plan ready to action if things go wrong is a low priority for many businesses - and not just start-ups.

These interrelated topics are worthy of more coverage than we have space for, but suffice to say, ignore them at your peril. Unplugging your server for a day, without warning staff, is a great way of focusing attention.

Another exercise worthy of consideration is to hire a legitimate



third party to hack into your system. You might be shocked at how easy it is and what damage could be done without your knowledge.

#### **MISUSING YOUR DATABASE INFORMATION**

Some businesses don't bother to collect customers' details for the purpose of marketing additional products or services, thus missing a good chance of making a sale.

Others do, but often use the data inappropriately and fail to maximise the opportunity by using mass, generalised and unfocused communication tools. The Direct Marketing Association has plenty of advice, so why not check out its website at [www.dma.org.uk](http://www.dma.org.uk).

Whether you use it or not, if you have a customer database you must register with the government's Information Commissioner's Office. Do it directly and not through a third party.

#### **CHOOSING PRODUCTS AND SERVICES INAPPROPRIATE TO YOUR TARGET AUDIENCE**

Most businesses seem to start up the easy way with a product or service, then struggle to find customers. Very few undertake intensive research beforehand to identify who their best target group is, preferring instead to make their offer to anyone who will listen.

This haphazard approach is like throwing mud at a wall and hoping some sticks, which is wasteful and time consuming. While I admit you can overdo preparatory research by too much fine tuning, it's essential to organise research where the results are actionable, not just nice to know.

#### **FOCUSING ON TURNOVER RATHER THAN PROFIT**

Many companies openly disclose approximate turnover and sales volumes to their staff and make the



**IT'S ESSENTIAL TO MEASURE PRODUCTIVITY AND COSTS RELATED TO TURNOVER, BUT ALONGSIDE THAT SHOULD BE A MEASURE OF WASTE"**

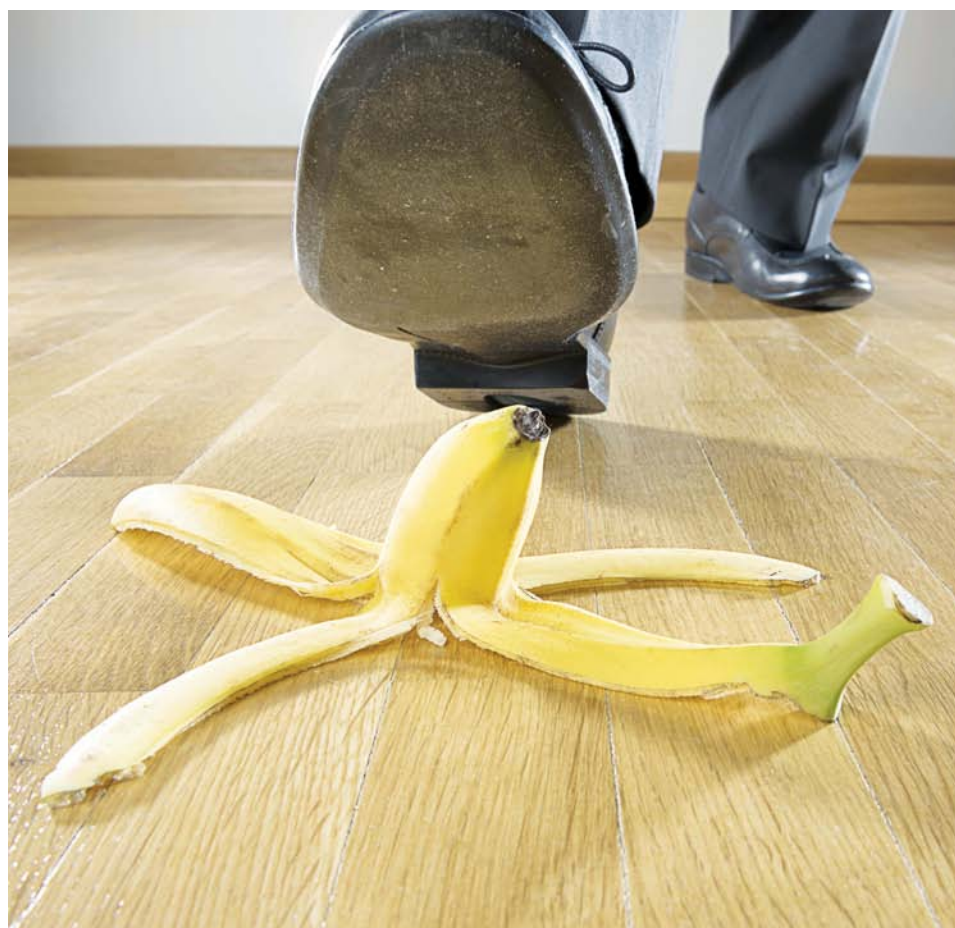
same information available for the public domain. However, they're understandably coy about disclosing the same level of detail when it comes to productivity levels and profit. Doing so might be of benefit to a competitor, so it's best avoided.

However, this reticence can have a negative effect on company culture. In any organisation, it's essential to measure productivity and costs related to turnover, but alongside that should be a measure of waste. Waste covers everything that's inefficient, unwarranted, unplanned and unproductive.

In larger organisations, it's common to have personnel dedicated to addressing profit improvement across all divisions. Their role as internal consultants is to work with front line heads of department to increase efficiencies that benefit the company as a whole. The same can be achieved by incentivising staff, rewarding them for good ideas connected with improvements to your bottom line.

Finally, a word of thanks and goodbye to readers of my column in Making Money, which I have written every month since the beginning of 1997. It's time for me to move on and consolidate my own plans for the future.

Special thanks to Mark Forsyth and Jeff James for giving me the opportunity to express my views through the magazine.



#### **ABOUT THE AUTHOR**

Mike Cleary assists clients to improve sales performance through effective marketing initiatives. MDC works with domestic and international organisations across a broad spectrum of industries. Marketing audits and mentoring have been core specialities since 1993.

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## PUBLIC RELATIONS ON A SHOESTRING

Investing time and coming up with good ideas are more important than how much money you can spend, Louise Ramsay says

### MAKE TIME

The thought of finding time to market your business, as well as actually do the work may feel overwhelming, but break it down into small steps and it will immediately seem easier.

If you put aside just one day a month to work on marketing plans, chances are you'll get some strategies organised to raise your business profile. It might mean you have to work in the evenings or at weekends, but don't let that put you off.

It's important, too, to remember to be consistent - dipping in and out of marketing and PR is less likely to

bring rewards than a measured, regular approach.

### SOCIAL MEDIA

The likes of Facebook and Twitter are fantastic ways to market your business without spending a penny.

One of the biggest benefits is that social media platforms drive traffic to your website. The more your Tweets and Facebook posts are shared, the higher up you come in Google rankings.

The more engaging your posts, the better. Use compelling images and headlines to attract people's attention as they plough their way through the

social media blizzard. Not only do good posts help to raise brand awareness, they also create a brand identity, which if well executed, creates positive associations.

Social media is also a great way to improve communication and interaction with key audiences, which include not just your customers, but people with influence, who may share or like your posts.

How frequently you post is also important, though what makes for optimum frequency is highly debatable. Suffice to say that quality is as important as quantity - if not more so.

Indeed, research shows that more posts across more social media platforms doesn't necessarily lead to increased consumption or interaction. And if you post too often, people either get annoyed or switch off.

If you can manage a post around three times a week, you'll be doing well. Equally, if you haven't got the time to manage lots of social media accounts, stick to one and do it well.

Within this, it's important to remember that each social media platform works in a distinct way, so it isn't going to work to share the same content across each one. Apps such as Buffer, which allow you to drip feed posts you've prepared earlier onto your Twitter feed, can be useful.

### NEWSLETTERS

A regular newsletter is a great free way to market yourself. Hopefully, that brilliant social media profile you're building will help to make people aware of it and they'll subscribe because they're interested in what you're doing as a brand.







You then have the beginnings of an email database of potential customers - and email has been proven to consistently show the best return on investment.

Keep your newsletter simple. For instance, write about how the product you're developing is going or how you're getting along with a service you plan to offer. To a relevant audience, this should be interesting and they'll want to know about it.

Depending on time, plan to run the newsletter monthly or bi-weekly. Reassure potential subscribers that they won't receive spam and don't be tempted to sell your database to a third party. It would be a PR disaster if you did.

Be careful too about how you use your database. If you continually bombard people with emails trying to get them to buy, they're likely to unsubscribe from your list. Instead, include the odd offer in your newsletter to nudge followers towards a purchase or email when a product launches.

#### **MEDIA COVERAGE**

Appearing in the media costs nothing and carries more kudos than paying for an advert. Called public relations, or PR, it involves traditional media such

as radio, newspapers and magazines, as well as online media, including social media channels.

For traditional media, you need to create a press release. This is a document that sets out your story and contains all the information needed to 'sell' it - as well as things such as contact details.

Good quality photos are a must and should include one of yourself, plus one or more related to your story, such as your products.

Find out who the best person to get in touch with is, then follow up quickly by sending your press release by email. If you don't hear anything after a week or so, send the person an email or call them.

If you still don't hear anything, it might be that you haven't hit home this time around, but the next time you have a story you think might spark some interest, try again. Don't overdo it though - every month or so is enough. But do be tenacious - it's important to keep plugging away.

Social media can be useful in terms of online PR. For instance, when you create a press release, why not publish it on your website and share it via social media? That way it may be shared and picked up by journalists you don't even know about.



**WHEN YOU GET A CUSTOMER TESTIMONIAL, RECORD IT AS A VIDEO AND SHARE THE BEST QUOTES ONLINE"**

Likewise, when you get a customer testimonial, record it as a video and share the best quotes online.

LinkedIn can also be useful. Now offering a publishing platform, you can share company updates and stories with an audience you know is interested in what you do. You can also offer an expert opinion on breaking news to raise your profile without having to wait for traditional media to pick up on what you have to say. It again also raises the chances of journalists hearing about you and approaching you for quotes.

#### **GET OUT AND ABOUT**

If you're selling a product locally, nothing beats getting out into the community. If you're working in food, offer free samples on your high street; if you're a sports retailer, take a stall at a local sports events or sponsor a local athlete.

Likewise, a presentation or talk at a local event or industry shindig is going to make you stand out. If you've got a fear of talking in public, now is the time to give it a try. Getting out of your comfort zone will open new pathways and help you think in different ways - which is all great for business.

[ AMWAY ]

# INSPIRING CAREER

There are four key reasons why you should become an Amway business owner, according to Mauricio Clavijo and Diana Cardona

**C**olombian-born Mauricio Clavijo came to the UK with his wife Diana Cardona in 2001. However, despite being financially comfortable, they were missing an inspiring career.

That was until they came across Amway, one of the world's leading family owned consumer goods companies, which sells more than 400 beauty, wellness and home care products.

Mauricio says: "We became aware of Amway through a family member and were impressed by the company's professionalism and global status. Many other Amway business owners were succeeding, thanks to the support they received, so we decided to embark on an exciting journey with the business."

Mauricio and Diana say Amway offers fantastic financial potential, career satisfaction and brings out an entrepreneurial spirit that many of us have, but are unsure how to channel.

Here are their top four reasons why you should become an Amway business owner:

## IT ENCOURAGES ENTREPRENEURSHIP

Recent research by Amway to support its annual Global Entrepreneurship report showed that, as a whole, Britain has a positive attitude to entrepreneurship.

Diana says: "Many of us have a desire to be our own boss. That's where Amway comes into its own, as it has scientifically proven and high quality products in lots of category areas that appeal to different lifestyles and life stages.

"When you combine this with a desire to be successful

and an entrepreneurial spirit, you're on track for success."

## BEING PART OF A LARGE SUPPORT NETWORK

Mauricio and Diana run their business together. "At the beginning of our journey with Amway, we saw the opportunity to have two incomes instead of just one and great flexible working hours," Mauricio says.

"With hardly any business experience, to have the support from the company and access to a team of UK Amway business owners with years of experience makes you feel you're never alone.

"Without doubt, this network is crucial to the ongoing success of our business

## BUILDING A BUSINESS BY HELPING OTHERS

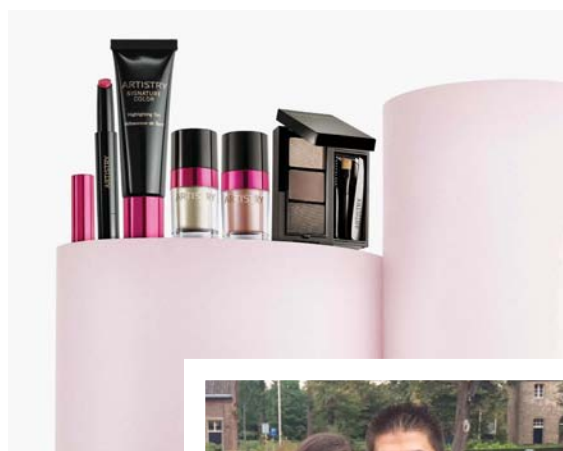
"We realised early on that there are many people like us looking for an opportunity," Diana says. "Amway is a proven business that allows us to not only have success for ourselves, but also to use our knowledge and expertise to support other people with the desire to grow their own businesses.

"We reach out to these individuals through social media channels, inspiring them to also enjoy a lifestyle of freedom and financial success."

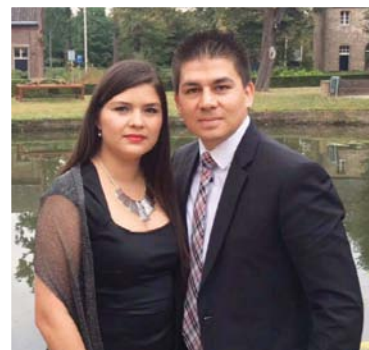
## BEING YOUR OWN BOSS

The Amway Global Entrepreneurship report revealed that nearly half of us want to be our own boss (49 per cent) and have a better work-life balance (27 per cent).

Mauricio says: "Being an Amway business owner allowed us to replace the income from our jobs, have the flexibility of being our own bosses and



**BEING AN AMWAY BUSINESS OWNER ALLOWED US TO REPLACE THE INCOME FROM OUR JOBS"**



be able to spend time doing what we love to do, when we want to do it and build our business around our lives.

"Thanks to Amway's global presence and the huge diversity in the UK, we have managed to expand our business to several countries in South America, Europe and America.

"By building a solid business, we have the opportunity to leave a legacy, as the organisations we build can be inherited by future generations."



## INFORMATION

Visit [www.amway.co.uk](http://www.amway.co.uk) and click on Start A Business or call 0203 684 2540.



[ AVON ]

# DIFFERENT DIMENSION

My Avon Store is celebrating its one-year anniversary of supporting social selling entrepreneurs

**T**his month Avon is celebrating the first anniversary of its digital platform, My Avon Store. Launched in February last year, the website fuses social selling and social networking and has revolutionised how Avon representatives serve and engage with their customers.

An Avon sales leader who is thriving in the social selling arena is Glenice Allison. Glenice originally started her Avon business when her twins were born and she moved to a new area as a way of getting out into her community and meeting new people while being her own boss.

## GROWING TEAM

Two years on and Glenice now manages a growing team. She's always looking for new ways to move her business forward and has found My Avon Store the perfect way to reach new customers.

Living in Birmingham, Glenice credits My Avon Store with empowering her to expand her business' reach across the country in ways she wouldn't have been able to before. She currently has customers contacting her: "All the way from Bury St Edmunds right back to here in Birmingham."

"It's added a different dimension to my business," Glenice adds, who, alongside My Avon Store, also uses social media and her #TeamAvonista blog to publicise her business.

My Avon Store allows representatives to run and personalise their online store to suit customers' individual needs. For Glenice, this has

Glenice Allison: "It's all about the art of communicating"



meant incorporating popular elements, such as personal product reviews that link back to her blog.

"It's all about the art of communicating," Glenice says. "My Avon Store completes the 360-degree journey with my customers. People can read my blog, then if they see a product I've reviewed and want to try it out, can click through to the store based on my recommendations."

The key, Glenice says, is maintaining a balance between the more traditional and newer interfaces of communicating with customers and understanding the nuances of how different customers want to engage with you.

"My local customers want to stay local and that'll always still be the way for a lot of people," she says. "However, for younger generations - a generation of people who aren't scared to use social media - it's exactly how they're looking to shop."

Maintaining the personal touch will always be important, according to Glenice, and for her, My Avon Store has allowed the perfect marriage of on and offline selling.

She says: "If a customer buys through my store, I'll then take it back to the traditional ways of connecting with them - for example, sending a handwritten thank you note with their purchases."

"My starting point is face-to-face connections and this has meant I'm now able to extend that to people shopping online."

## POSITIVE RESPONSE

An increasing number of representatives and sales leaders are signing up to Avon's digital platform every day.

"It's given my customers a new experience of Avon - I've had lots of positive response," Glenice says.

Aside from the earning opportunity, having the option of an online business with Avon allows those who join to work in a way that suits them.



**MY AVON STORE HAS ALLOWED THE PERFECT MARRIAGE OF ON AND OFFLINE SELLING**



## INFORMATION

Visit [www.avon.uk.com/become-a-representative](http://www.avon.uk.com/become-a-representative).



## QUICK WINS

Stun your customers by being faster than they expect you to be, Chris Day says

**H**ave you noticed the subtle change in the way we all buy things and do business these days? It used to be thought of as a good day out to go 'down the shops' and have a rake around. Less so now.

We are now far more likely to get someone else to pick and click for us and deliver goods directly to the door. Not only that, but our expectations of what good service means has changed as well.

### SPEED OF DELIVERY

In the past when we ordered goods from a magazine or over the phone, we would have been satisfied with delivery in 10 days to two weeks. Not any longer. Order something today online and we now expect to have it tomorrow. All of a sudden, speed has become more important than price.

Faced with the choice of having something we want delivered tomorrow or having it a week or so later for a couple of pounds less, speed wins every time.

I think it was probably Amazon that first raised the bar by offering next day delivery via its Amazon Prime service. This gave it an immediate competitive advantage in the marketplace and wrong-footed everyone else. Overnight, even a week seemed like a long time to wait for something to arrive.

It didn't take long for other businesses to respond and for next day delivery to become the norm. All it took was for one business to break the mold. What could you do differently in your business that would wrong-foot your competitors?

If speed has become a competitive advantage - and more important to a



**PUT THE CUSTOMER FIRST IN EVERYTHING YOU DO AND THEY'LL REWARD YOU IN THE ONLY WAY THEY KNOW HOW"**

customer it seems than price - are you using this knowledge in your business? As the saying goes: "Speed stuns". Are you stunning your customers by being faster than they expect you to be?

### WORD OF MOUTH

It doesn't cost any more to do things right away - all it takes is a decision. Is it convenient? Probably not. We all have pressures throughout the business day. However, if you take the decision to do things quicker than anyone else, you will get people talking about you.

I still talk about ordering an item late on a Saturday afternoon from Amazon and having it hand delivered on the Sunday morning. When something good happens, people talk about it. Positive word of mouth about your business is priceless and gives you a

competitive edge. The bad news is that negative word of mouth travels much faster.

Here's a thought - if doing things quicker than everyone else is more valuable to the customer than simply giving them a discount, what other ways are there to add value in the customer's eyes?

The speed you answer the phone is one. Recently I was a grumpy customer sitting in a car showroom waiting to speak to a member of the so called customer care team. I say so called because it was obvious customer care was the last thing on their minds.

As I sat there, the phones were ringing continuously and nobody seemed remotely interested in answering them. I had already discovered that the only way to get



Is the way you handle phone calls the best it can be?





# efficiency

through is to call the number for sales and ask them to put me through internally, but even that didn't always work.

Despite all the company's expensive and well written literature, where they passionately describe how they 'put the customer first', my first-hand experience told me they were meaningless words. The sad thing is that the management probably have no idea how badly they are letting their customers down.

What would it cost them to answer the phone by the third ring, take a message and promise to call the person back when staff were available? Not a lot, but it could rescue their reputation.

## MAKING IMPROVEMENTS

In your own business, are there little things letting you down? Is the way you handle calls the best it can be? Does everyone who answers the phone know how vital a job they have? Do they have guidelines to follow to ensure everyone represents the business in a consistent way?

Does your business have bottlenecks? When things get busy,

does speed suffer? If you're not careful, this can creep up on you without you realising it. If your customers are used to a quick service and things suddenly slow down, they will notice it even more.

Before that happens, look at how you can make your business more scalable. Who could you have on standby who can be drafted in at short notice to help you cope with demand? Are there businesses that offer an 'overflow' service to help you manage peaks in demand?

More importantly, have you gravitated to working too much 'in' the business rather than 'on' or 'for' it. If you're delegating properly and not doing too many 'penny tasks', you're available for those busy times to help take up the slack. If you're not, you're part of the problem, not the solution.

Another way of adding speed is to make it possible for customers to track a service or manage their account online or by using an app. It means you're available to them 24/7 when it suits them.

What could you add to your website to improve your customers'

experience and make it easier for them to do business with you? Look at your business from the outside in, not the inside out and you'll see things in a different light.

Put the customer first in everything you do and they will reward you in the only way they know how.



## ABOUT THE AUTHOR

Chris Day has spent a lifetime as a communicator. Originally an actor and theatre director, he has appeared on television, in films, on radio and on stage. He is currently the CEO of Filament Publishing, a boutique publishing house specialising in training, self-help and personal development titles. He is the author of the book *Turning Your Knowledge Into Income*.

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# HOW TO... START YOUR BUSINESS



## HOW TO START A PET SITTING BUSINESS

As people's lives get busier, the demand for premium pet services rises



**W**e Brits certainly love our pets. Forty per cent of UK households are now estimated to own one, and our fluffy friends include dogs, cats and hamsters as well as fish, snakes and lizards. As people's lives get busier and the demand for premium pet services rises, it's a trend which offers an increasing range of opportunities for animal-loving entrepreneurs to set up in business as pet sitters.

As a pet sitter your responsibilities could be as simple as ensuring a pet is fed and watered while an owner is out at work, to walking dogs on a daily basis, or staying in a customer's house while they're away. So if you love animals – this might be the business for you.

### DO YOUR RESEARCH

Before you start anything, market research is crucial. Look online to find out who else is offering pet sitting in your area, the particular services they offer and how much they cost. Can you find out if there's enough demand for another pet-sitting service? What can you offer that's different?

### QUALIFICATIONS

You aren't required to have any qualifications to set up as a pet sitter – but training is going to help you stand out from the crowd. NarpsUK (National Association of Pet Sitters and Dog Walkers) offers online courses to wannabe pet sitters and also those already working in the industry.

### MARKETING

This doesn't have to cost a fortune. Online, try working with Google Ads and social media. A flyer detailing your services with tear-off strips showing your name and phone number is great to pin up at the likes of vets, animal shelters and pet shops in your area. Make it clear in your marketing materials what kinds of animal you're happy to sit so you don't waste people's time.

### SET-UP COSTS

If you're planning on driving to pick up dogs to take them for walks, you'll need a suitable van with all the required cages and harnesses as well as vehicle insurance that covers your special





usage. It's also a good idea to put a logo on your van to advertise your services. You also need to pay for a DBS check (you'll be going into people's houses when they're out, so while this isn't essential, it is preferred), plus all the relevant insurance.

#### WORKING WITH CLIENTS

Every time you get a call from a new client, check that they live in the area you cover, or are prepared to travel to if you're going to pet sit in someone's home. Get a few basic details then visit to find out more about the pet and what's required. You might be given pages of information to read through, but that's better than too little – particularly if the pet you're sitting has any special needs. Being empathetic to an owner's needs is as important as being empathetic to their pets'.

#### UPSIDES AND DOWNSIDES

If you love animals, this is a great business to be in – particularly if you walk dogs. It'll help to keep you fit and you'll meet lots of other dog walkers out and about, which can be very sociable. But remember you can't be a fair weather pet sitter – those dogs need their walks come rain or shine. Animals can have very different personalities too – and working with this can be challenging. Looking after animals is also a huge responsibility. You need to be extremely reliable and if you can't turn up to work for any reason, you need to have a back up plan in place. However, the more professional you are, the more business you're going to get.

# HOW TO START A MOBILE CAR VALETING BUSINESS

Like any business, planning is everything



**A**t the last count, there were nearly 32 million cars on the road in the UK. Whether a jeep, a truck, a sedan or a jalopy – one thing's for certain, they all get mighty dirty. While it's true that owners often clean their own cars, lots do not – offering huge amounts of potential for wannabe car valets. Of course, you're not going to be able to clean millions of cars, but this figure does show that there's lots of potential to expand your business if that's what you want to do once it's up and running. But before you dash off to the shops to invest in a bucket and sponge, take a long, deep breath. Like any business, planning is everything – so you need to work on a few basic steps first.

#### MARKET RESEARCH

Market research is essential. If competition is high, you're going to have to work a lot harder to win and keep business – but this isn't impossible. Look online for who else works in your area and check out what they offer. Can you provide a better deal? Come up offer a more attractive kind of service? If so, you may be able to charge more. Or perhaps you need to come in with lower prices until you've made a name for yourself.

#### BUILD A BRAND

Whatever service you offer, you need to market yourself properly so people know who you are and what you. Building a brand is an important element of this. Make sure you come up with a name which is short, memorable and easy to read if someone zooms past your van at 30 MPH. You'll also need to advertise in the areas

you are prepared to travel to work in – leaflet drops can work well. You'll also need a website with details of all the services you offer, an idea of prices, plus where you travel to. You can update your website with regular deals. Social media can also help to raise awareness.

#### TARGET MARKET

You can opt to focus on the private or trade market – or both. Private customers offer a higher hourly rate, but working for the trade, including car dealers and vehicle rental, means you're more likely to drum up regular work. Working for trade customers also means that you can work even when the weather is bad, because normally there will be indoor facilities.

#### WHAT EQUIPMENT DO I NEED?

As a mobile car valet business at the very least you'll need a powerful pressure washer, a heavy duty generator, a water tank, a powerful wet and dry vacuum cleaner to clean upholstery and carpets and a reliable selection of sprays, polishes, sponges and cloths. You'll also need a branded van to carry everything in. Beyond this, as your business develops, you need to keep in a good supply in of car cleaning potions and lotions – and there are always more tools out there to help you do your job to the best of your ability. Be aware too that you'll need to pay not just van insurance, but also business insurance in case you damage someone's vehicle. You also need to consider marketing costs and fuel costs which you run up driving to your customers. Do your research and gets quotes from as many people as you can to get the best prices.

# HOW TO START AN ODD-JOB PERSON BUSINESS

The mantra ‘no job too small’ is an important one

**T**he term odd-job covers a whole range of work – indeed, anything you can do, which perhaps your customers either don’t have time to do, or can’t. Depending on your skills range, this could mean something as simple as changing a light bulb or weeding someone’s front path, to putting up shelves or cleaning out gutters. The mantra ‘no job too small’ is an important one. People often find it difficult to find workmen to do basic jobs because they’re too busy doing major works – so this is where an odd-job man can make his living.

## QUALIFICATIONS

You don’t need any qualifications to be an odd-job man – you do however need to be competent and able to perform the work that’s required. For instance, you may have acquired substantial home repair skills doing up your own house, or have a background in the building industry. However, you still can’t take on anything which you’re not sure you can handle. If a customer, for instance, asks you to hang a door, don’t promise that you can do it unless you’re sure you can do it well. Jobs like these often require real skills and done badly, won’t please your customer or enhance your reputation. It may however also be that you are a qualified, skilled trades person who wants to add variety to your work, or is just starting out and is happy to do odd jobs until the skilled work really takes off. If this is the case, emphasise that you have qualifications – but that you can do a whole lot more too. There are also numerous short course you can do to introduce you to new skills – you could try taking one in each of the major trades, such as plumbing and carpentry. Try your local adult education centre to find out more.



## MARKET RESEARCH

There will always be a demand for an odd job man – but it’s still important before starting out to research your local market. What’s the main competition and what are their prices? Try calling local odd job men to ask them for a ball park figure for different jobs, such as hanging curtains, or cleaning out gutters. This will help you to work out the rate you can charge.

## MARKETING

As with any business, a good website is a must – but leaflets through doors are a good way to raise awareness locally. Reputation is however crucial, so always do your work to the best of your ability – word of mouth is going to be the best way to win customers. Make sure too that you are polite, friendly and approachable. It’s one of the best ways to ensure repeat business in this

“  
PEOPLE OFTEN FIND  
IT DIFFICULT TO FIND  
WORKMEN TO DO  
BASIC JOBS”

trade. Also make customers aware at any job you do, however small, of the other services that you offer. You may be surprised about the rest of the work that they want done.

## SET UP COSTS

Tools are going to be your major outlay – along with a van, though if you want to start small, you can use your car to start. The kind of work you do will dictate the tools that you need, though you can guarantee that you will need at least a set of ladders, a drill, and a general tool kit including hammers, screwdrivers and paintbrushes. For other work, for instance, sanding floors, you can hire equipment in. You’ll also need to take out insurance, which should include at least public liability insurance. Factor in too the cost of any marketing, as well as training courses.



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## KNOWLEDGE IS PROFIT

Understanding how your online store is performing is vital. Dave Howell outlines the most important metrics to pay attention to and how this insight could boost sales

**R**unning an online store gives you access to masses of information that can help you gain more customers and increase profits. It's a simple equation - the more you know about how your business is performing, the higher visitor numbers, conversions and profits will be.

Not using analytics has been likened to driving your car at night

**“AS ECOMMERCE HAS GROWN, SO HAVE THE SERVICES TO SUPPORT THIS SECTOR”**

without the lights on. Analytics has been developed and honed for over a decade. As a result, your business has access to a range of tools that can reveal hidden information about every aspect of your online operation.

### ANALYTICS EXPLAINED

Armed with this information, you can make practical decisions that

move your store forward. But what are analytics and how can they be utilised?

Do you ask these questions about your business:

- ★ How many people are visiting my online store?
- ★ How many people visit my store, but don't buy anything?
- ★ What percentage of visitors buy and what's the average value of these purchases?
- ★ Where are my customers coming from?
- ★ What do customers think of my store across social media?

These are all fundamental questions online store owners need to know the answers to. Analytics can provide these insights and enable you to have an even greater understanding of how you can improve your ecommerce offering. Analytics enables you to ask the right questions, but more importantly gives you the tools to answer them.

As ecommerce has grown, so have the services to support this sector. There are now many analytical services to choose from. However, one of the most effective is Google Analytics. The fact it's free to use makes it even more attractive.

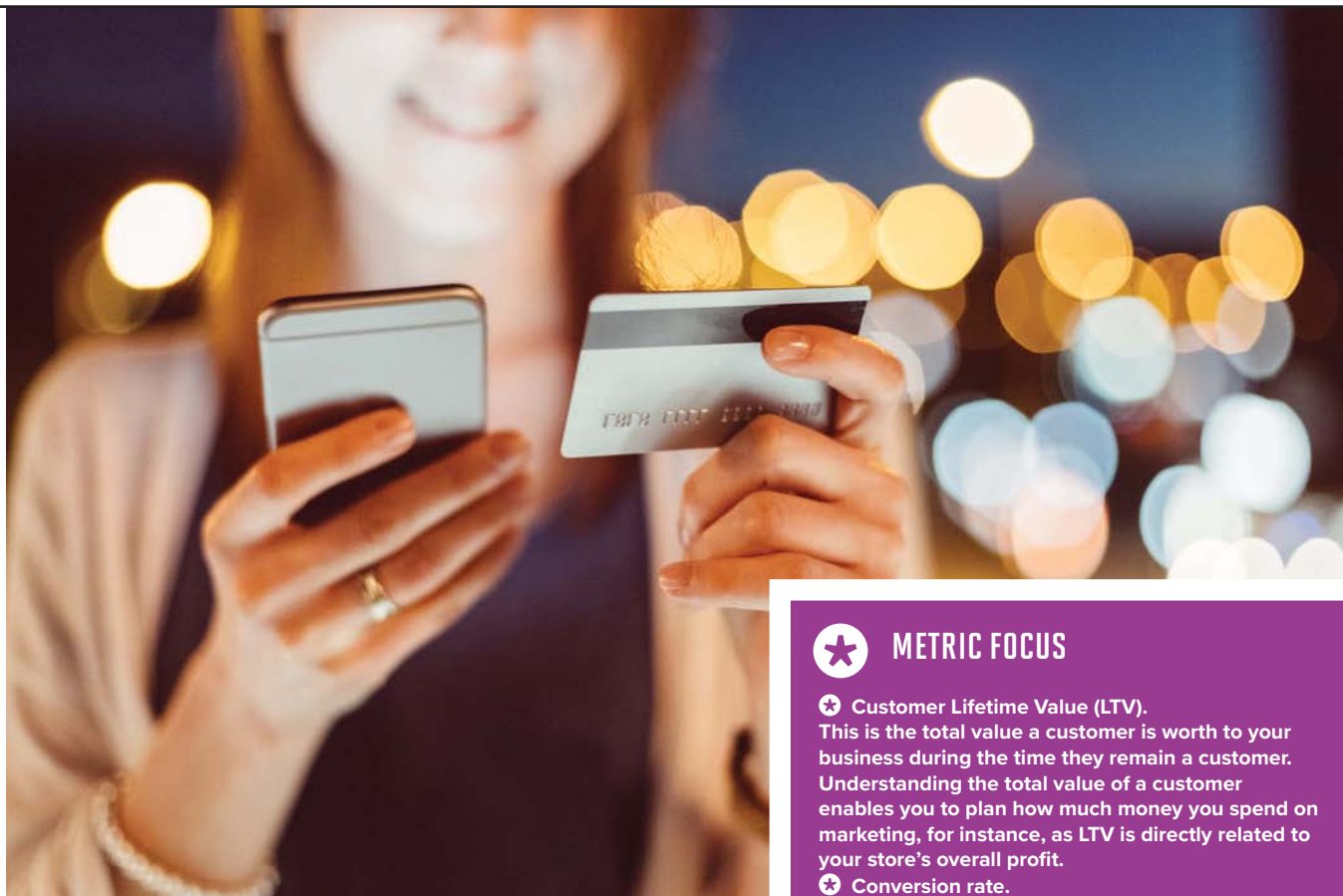
Whether your business is large or small, setting up Google Analytics is a sensible first step. This will give you cost effective data about your business' performance. Google Analytics has continued to be developed and is now a multilayered tool that's a vital component of thousands of successful online stores.

### SIMPLE CODE

The addition of some simple code to your ecommerce site is all you







need to start collecting data. If you have a mobile app, you can track how your app is performing using Google Analytics. You can also track the search traffic as it moves to and from your store.

One of the most powerful forms of analytics you can use is UTM codes. When added to links, these simple pieces of code enable you to track the link's activity.

Why is this important? Links in your marketing emails, on your social media pages and used in any inbound marketing can all be tracked. You can then instantly see what forms of marketing is working for your business.

Often referred to as UTM parameters, your Google Analytics account will enable you to build these for your business. Look for URL Builder in the Google Analytics help files.

## PRODUCING REPORTS

Having the raw data analytics can deliver to your business is your first step. Once you have this information, you can start to run reports and other forms of analysis.

If you have recently started supporting mobile devices, for instance, you can produce a report on just this subject. Or perhaps your

ecommerce store has a new product category. You can assess how your marketing is impacting on the sales of these new goods with a report.

Asking 'what if' questions are, however, the most powerful use of analytics across your online business. You can answer any question about a highly focused aspect of your business or even look at particular customer behaviour. All these reports feed into the overview you can gain about your online store.

The advice when starting with analytics is not to do too much at once. The depth of analysis that's available today is massive and can be confusing. Initially, track the headline statistics of your site, such as bounce and conversion rates (see panel). Then think about what you don't know about your online store. This next layer of analytics will start to fill in these gaps.

Finally, think about how you want your store to develop. Create unique reports and 'what if' scenarios to show you where you should be spending your time and money developing your store and the marketing and promotion you create.

Ultimately, analytics is now powerful enough to give you unprecedented insights into every aspect of your online store, how it functions and, of course, your customers.



## METRIC FOCUS

### ★ Customer Lifetime Value (LTV).

This is the total value a customer is worth to your business during the time they remain a customer. Understanding the total value of a customer enables you to plan how much money you spend on marketing, for instance, as LTV is directly related to your store's overall profit.

### ★ Conversion rate.

Closely linked to LTV is your store's conversion rate. This is simply the number of people that came to your store and bought something. The higher this number is the better, but there are caveats, such as the type of goods you're selling. High value luxury items will have a lower conversion rate than, say, commoditised items such as toiletries.

### ★ Pages per visit.

How your customers move through your site is vital information to obtain. The higher this figure is the better, as it indicates your site is well designed and easy to navigate. A low figure on this metric means you need to do some work on your site design. This is particularly important if your analytics show most people use mobile devices to access your store.

### ★ Returning visitors.

Knowing how many people come back to your store is critical. This figure should be around 20 per cent - a good ratio to aim for. Low returning visitor statistics usually mean your site design needs to be looked at in detail.

### ★ Bounce rate.

We all know first impressions count. A high bounce rate indicates your site isn't sticky enough and isn't holding new visitors long enough to engage with them. If your store has a high bounce rate, ask your customers why they left. Their responses will then form the basis of your site's redesign.

### ★ Customer acquisition cost (CAC).

How much your business is spending to gain a new customer is the CAC. If your CAC is higher than your LTV, your business will be running at a loss. Aim to reduce your CAC as much as possible. Your advertising spend, for example, may need to be adjusted if you're not gaining enough customers for the investment you're making.



## DON'T GIVE UP YOUR DAY JOB

**Trevor Johnson explains how to start your own business while working full-time**

**F**or two years Martin Sawyer didn't have a holiday, rarely saw his young children during the week and admits to living on a diet that contained: "An awful lot of black coffee and Red Bull."

"My life became a juggling act," he remembers. "It was fraught with stress, complexity and potential conflicts of interest, but looking back I'm glad I did it."

What Martin did was to start his own business while working full-time

for somebody else. After finally parting company with a national chain of building surveyors in 2013, he's now running a successful agricultural surveying consultancy in Devon with four staff and is hoping to take on two more.

### DIVIDED LOYALTIES

Martin adds: "There were many times in the early days when I wondered what on earth I was doing and whether it was fair on my family. One of the biggest

problems was dividing my loyalties between the firm that paid my wages and the project I hoped would be my future.

"I decided at the outset to tell my boss what I was doing. He didn't like it, but he was amazingly understanding and supportive. Now we have a good relationship and recently my old firm recommended us for some work they couldn't cope with."

Some of the world's top companies started as part-time businesses built up





in someone's bedroom during evenings and weekends. And never have so many would-be entrepreneurs taken on a two-job gamble as a route to becoming their own bosses - the latest study by First Direct bank shows that the UK's part-time business economy is now worth £50 billion a year.

"Living a two-job existence will never be easy and it's a big leap for anyone who has previously had a regular salary and security of employment," Martin warns. "The danger is you will be burning the candle at both ends - and in the middle, too - unless you have a rigid and organised routine.

"If you have already worked a full day, you need to plan a regime for your start-up with an exact time for starting work in the evening - and even more important, a time for calling it a day."

Adds Tristram Mayhew, who started the highly successful outdoor adventure company Go Ape while working as a General Electric executive: "Most people's experience of starting their own business while working for someone else is working all hours, but you've got to know when to stop."

## QUESTIONS TO ANSWER

Consultants agree that starting a business while employed is a great way to test whether your idea works, but say there are some basic questions to be answered before you take the plunge. For instance:

★ Have you talked to the family? Take them through your plan and get them involved. Persuade them to help out with things like paperwork, emailing and other routine jobs. They probably won't appreciate that you will be devoting all your holidays to work for a while, but hopefully you can convince them that when the venture takes off you'll all be heading for the beach.

★ Are you allowed to do it? Check your existing contract of employment to make sure there's nothing in it that stops you taking on a second working life.

Some contracts prohibit you taking additional jobs where there can be a conflict of interest. Also check for clauses in which your present employer lays claim to intellectual copyright.

You could risk being fired, and even sued, if you breach a contract you've signed and market a product or idea you came up with during your full-time job. If there's nothing in the contract, your employer can't prevent you starting a business on the side, so



Talk to your family about your plans and get them involved

long as it doesn't affect your work and commitment to them.

★ Will you leave under a cloud? Try to avoid this at all costs. Your current employer could be a potential customer or even an investor some day, so try not to burn your bridges. After all, they know who you are and that you can do the job - good reasons to do business.

Advise Wendy Tan White, who started the web development company Moonfruit while working at internet bank Egg: "Don't think you can't go and speak to your boss. Most employers are entrepreneurs themselves and will appreciate the fact you have shown initiative, particularly if you choose your words carefully."

★ Have you considered your tax position? If you start a business while remaining in a full-time job, you will be employed and self-employed at the same time. You should register as self-employed with HMRC. This won't affect your existing employment, which will continue to be taxed via PAYE.

You will pay class 2 national insurance contributions for your new business and will be required to file a self assessment tax return. Remember, too, that there are no additional tax allowances specifically for self-employment and you will be taxed on total income.

★ Is your idea worth the effort? Doing two jobs is stressful and demanding. So before you get in too deep, ask yourself if you've identified a problem and provided a definitive solution? That's why originally part-time businesses like Liquid Paper, cloud storage and plastic nappies became world leaders.

★ Have you got a market? Even if your potential market is niche, make sure it's large enough to sustain your new business. Remember, your marketing efforts may be limited in the early stages and you'll need to reach more people with less effort.

Tristram says: "I spent lots of late nights thinking it through, writing



SOME OF THE WORLD'S TOP COMPANIES STARTED AS PART-TIME BUSINESSES BUILT UP IN SOMEONE'S BEDROOM DURING EVENINGS AND WEEKENDS"

and making plans. A lot of research is available on the internet. I also talked through my ideas with friends. With things like cash flow forecasting, everyone needs as much help as they can get."

★ Have you put it to the test? If you intend to provide a service, make sure it's thoroughly tested in dummy runs. Products mustn't be developed until they are top quality and reliable and can be offered with confidence.

For instance, few people thought there was likely to be much of a future for the mobile phones that began to appear in 1987, but John Caudwell did. In his spare time as manager of a Midlands mail order company, he started a mobile phone business and it wasn't long before he felt able to give up his day job.

Today, his Phones4U group has brought him a personal fortune of £1.5 billion.



## PROS & CONS

The benefits of doing two jobs:

- ★ The security factor if the start-up fails.
- ★ Guaranteed income as you develop your business.
- ★ Taking advantage of day job resources - the advice and support of colleagues.
- ★ Networking for contacts for the new business.

And the drawbacks:

- ★ Lack of time to spend on the new business.
- ★ Taking longer to get things up and running.
- ★ Negative effect on your full-time job.
- ★ Family and personal life can suffer.

When you're doing two jobs:

- ★ Don't do your start-up work in company time. This could burn your bridges and leave you without a job.
- ★ Don't hide your plans from your bosses. The last thing you want is for them to find out by accident.
- ★ Don't burn yourself out and allow your performance to slip.
- ★ Don't set unrealistic deadlines.
- ★ Don't go it alone any longer than you have to.

A part-timer or someone on work experience will dramatically ease the burden on you without costing a fortune.



## NETWORKING KNOW-HOW

Linda Whitney gets some top tips from experienced business owners

**B**usiness networking is something many entrepreneurs feel guilty about. Should I be networking? Online or face to face? Formal or informal? Am I doing it right?

"I have suffered from networking guilt and fear of missing out," Lindsay Willott, founder and CEO of Customer

Thermometer, a small company selling customer survey software worldwide, says.

### FORMAL EVENTS

For most people, 'networking' conjures up the image of formal networking events such as those run by Business Network International, the American franchised networking organisation.

Members attend early morning meetings, where they give a one-minute presentation about their business and swap business cards and contacts, all with the aim of boosting their businesses.

So do they work? It all depends on the kind of business you offer, the kind of customer you want and what you want from networking.





David Bradbery, managing director at Transworld Business Advisors, which helps owners sell their businesses or grow through franchising, joined the Surbiton chapter of BNI last November and also belongs to golf playing business network FORE.

He says: "Because the groups are directly intended to facilitate networking, members actively learn about and support each others' business. They have provided an excellent introduction to the local business community - very helpful in getting myself established and giving me the confidence that my business can be successful.

"As I am new to running my own business, being with a group of people who are also having to generate their own income is reassuring."

David is confident he will also generate business: "While I have not yet generated any material sales from the connections, I'm sure it will come in time.

"Membership is a meaningful amount, but not that much in the larger context of a marketing budget. I can see the benefits playing out over time once there's mutual trust between members and business referrals are exchanged."

## ANOTHER WAY

But this kind of networking does not suit everyone.

Lindsay says: "I used to look at books and articles about networking this way and it looked terrifying. I think some of the most unsuccessful networking events I have been to are the formal variety, where everyone expects to get some business out of them.

"I know many formal events are very successful, but it's not the only way of networking."

She adds: "I think many small and medium-sized enterprise owners feel guilty about not networking, when in fact they are. I don't go to formal networking meetings or set aside networking time, but I do it informally at conferences, on relevant LinkedIn groups or even among other parents outside the school gates.

"I discovered another mum had close contacts at very high levels in the corridors of power."

## ANALYSE YOUR GOALS

The key to choosing the right kind of networking for your business is analysing what your goals are. Research by the Open University published in 2014 about why SME owners engaged in networking showed that, surprisingly, sourcing new business was not their number one reason.

The figures showed members of formal and informal networks rated their top three benefits as general business advice and information, shared experience and social contact, and advice on technical issues and best practice. Networking as a source of new customers only came fourth on the list.

Whatever your reason for networking and however you go about it, your choice should be tailored to your business.

Dan Hubert, founder and CEO of AppyParking, a company providing software and an app that shows parking options in major UK cities, says: "I belong to the British Parking Association, which has national and regional events where I can meet and network with public and private sector parking operators. All our business has come as a result of networking."

Lindsay says: "I went to a couple of local women's networking meetings. One included local female entrepreneurs, such as an accountant, a human resources specialist and even a funeral director.

"They could all supply each other and if you wanted business advice about, say, hiring or health and safety it would be very useful. But our customers are all around the world, so it didn't suit our business. Now I network online among people in the global software market."

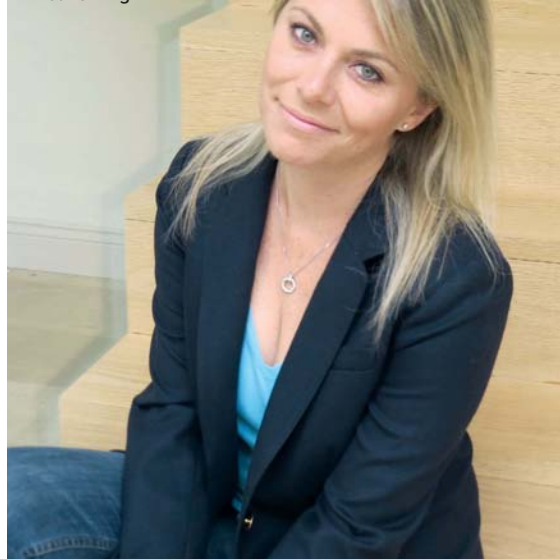
For recruitment, however, she finds informal face-to-face networking invaluable.

"I used to run a marketing agency with 70 staff and around 20 per cent of them were recruited through networking," Lindsay says.

"At Customer Thermometer, all our five staff come from networking, including one woman who was referred to me by a business friend who I met for an informal cup of coffee.

"Personal recommendation is very important, because in a small business

Lindsay Willott:  
"At Customer  
Thermometer,  
all our five staff  
come from  
networking"



**YOU HAVE TO GIVE IT  
100 PER CENT EFFORT  
OR IT'S NOT WORTH  
BOTHERING"**

recruiting the wrong person can be a big risk."

## ADVICE AND HELP

Networking can also deliver advice and help in getting ahead. Dan says: "Think about where you want to be in the future. Highly successful business people tend to be more committed to helping out SMEs and will usually give you advice for free."

And all agree that you need to contribute in order to reap the benefits. Dan says: "You have to give it 100 per cent effort or it's not worth bothering."

While David says: "The worst approach is to go in expecting the business just to flow to you. Membership only works when someone contributes to the success of others - it's a classic case of the more you put in, the more you get out."



## NETWORKING BY NUMBERS

Of small and medium-sized enterprises surveyed by the Open University in 2014:

- ★ 18 per cent were in an informal network of local owners in the same or different trades.
- ★ Of those, 33 per cent said the network was 'very important' for gaining new customers /extra business from existing customers.
- ★ 14 per cent engaged mainly online, 37 per cent face to face and 47 per cent both.
- ★ 41 per cent of those surveyed belonged to formal networks such as local chambers of commerce.
- ★ Of those, 43 per cent said they were 'very important' in gaining new customers/extra business from existing customers.
- ★ 32 per cent engaged mainly online, 12 per cent face to face and 48 per cent both.



## EBAY BUSINESS

**Trevor Johnson has some top tips if you want to start your own business on the world's biggest auction site following redundancy**

**D**avid Brackin was only 30 and looking forward to a successful career in finance when it happened. He was abruptly and unexpectedly made redundant.

"My university friend Fraser Pearce was in a similar position and we were both asking: 'What should we do?'" David remembers.

What they did was to make them millionaires and provide a blueprint countless other redundancy victims have since followed. They started an eBay business.

### FRESH THINKING

"In 2004, eBay had only been in the UK for five years, so it was all very fresh," David says. "We said there must be a market for people who either don't have the knowledge or the time to sell on eBay themselves - so we started Stuff U Sell.

"We hired a cheap van and drove around collecting items for sale on eBay. It took off from there, really."

It certainly did. Now specialising in designer fashion, Stuff U Sell is a multi-million pound business listing thousands of items a week.

"I have a real sense of satisfaction looking back at what we have created out of nothing," David says.

Today, the world's biggest internet auction site has become the lifeline for over 50,000 businesses started by redundancy victims - out of the 250,000 eBay businesses currently registered in the UK - employing 20,000 people.

While auctioning goods is still a key feature of eBay, the 'buy it now' option is now often chosen by up to 80 per cent of customers.

eBay has certainly come a long way since that day over two decades ago, when a young computer programmer named Pierre Omidyar built a website at home in California's Silicon Valley to auction a broken laser pen for \$14.

From that he developed Auction Web, an online exchange based in his spare bedroom and charged a small percentage to pay for web hosting bills. Last year, what has become eBay sold goods worldwide worth \$76.4 billion. Currently there are 25 million sellers, 165 million active buyers - 17 million log on in the UK every month - and a billion active listings are available at any time.

Now a new eBay business is opening somewhere in the world every minute and the most unlikely start-ups have become glittering success stories, as UK buyers now spend over three hours a month on eBay. It's hardly surprising that up to 300 new businesses a week are currently being started by redundancy victims attracted by the low set-up costs and minimal overheads.

### EBAY MILLIONAIRES

eBay says that nowadays there's nothing unusual in post-redundancy start-ups turning over millions. They include a single mother's fashion shoe empire and a classic car business run by a former accountant.

Indeed, eBay has inspired a new generation of entrepreneurs and there's big money to be made if you get it right - as former Tesco shelf stacker Mark Radcliffe showed when he became the first Briton to make £1 million from eBay sales.

The 35-year-old from Stockport put aside £200 from his wages to start



First2Save, a one-stop eBay shop for mobile phones and technological accessories.

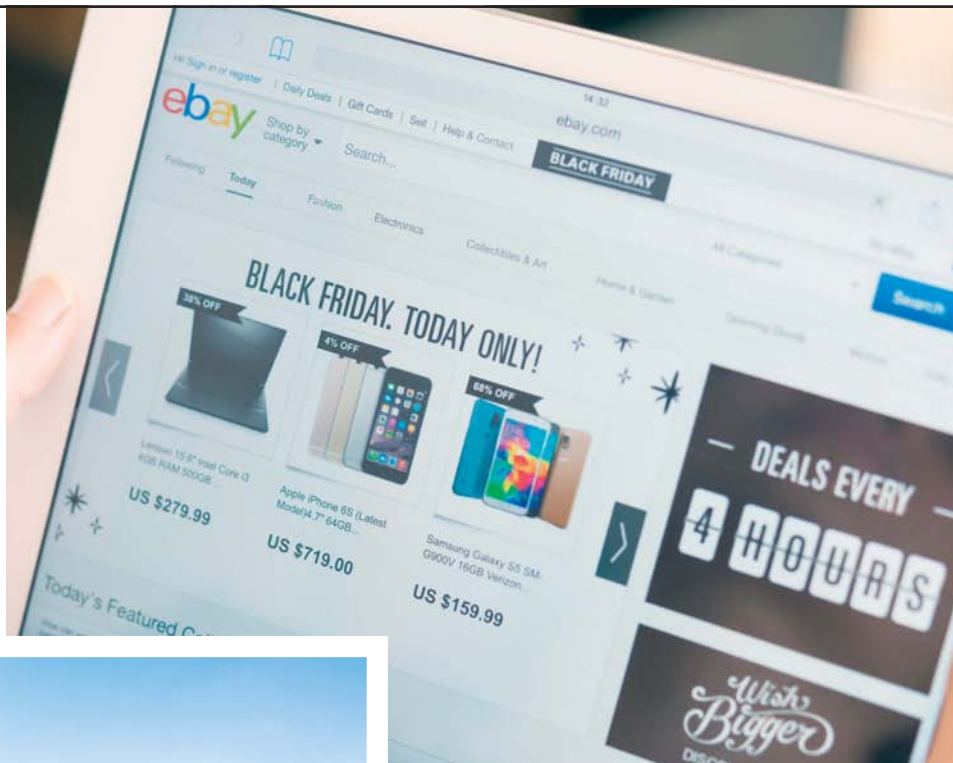
15 years after he started the business in his parents' garden shed, Mark says he owes everything to eBay. He was the first UK eBay millionaire, but certainly not the last. Today, some are raking in up to £17 million a year trading on the site and the top 30 UK eBay tycoons have an average turnover of more than £4 million.

Top of the list is Chinedu 'Ken' Emechebe, 38, who sells mobile phone accessories under the name universalgadgets01, employs 45 people and has yearly sales of £15 million.

"The great thing about eBay is that from day one the ease of selling makes it great for small businesses," he says. "On eBay, everything is set up for you."

Les Bailey, once a motor engineer, now runs eBay car parts giant PF Jones, which has annual sales of more





sales is unlimited, but it's hard work to keep on top of it."

### PROMISING AREAS

What are the most promising areas for an eBay start-up when you're trying something new after redundancy? Electronics are in the first three places in the UK monthly sales chart, followed by general sales, entertainment, books, car parts and spares, fishing and outdoor activities.

Fashion is also a top category for sellers, with 40,000 trading businesses and a further 600,000 consumer sellers. Over 4.5 million shoppers visit the eBay fashion category every month.

Car and motoring sites have more than 25 million listings and nearly four million visitors a month.

Would setting up an eBay business be a possible route to your new life after redundancy? Redundancy counsellor Sarah McCall says: "Certainly it's one of the cheapest and most simple ways to work for yourself. But there are quite often misconceptions about how you do it.

"For instance, eBay doesn't sell ready-to-run businesses. It's simply a venue for sellers to offer their wares and buyers to browse through and buy them. What you sell, how you price it and details of delivery are all up to you."

### BECOMING A TRADER

Becoming an eBay trader is a pretty simple process and basically works like this:

- ★ Become an eBay member and open an account. At first it can be the type ordinary shoppers use. But if you're serious about starting a business, you will probably need an eBay shop.
- ★ Buy a few things on eBay to learn how the system works. Look at listings in a few different formats.
- ★ Make some simple sales to gain experience. Make listings that will attract buyers and ask for, and leave, feedback.
- ★ Look for a niche market that has great product opportunities. Look at potential rivals and explore ways of doing things differently.
- ★ Get to know your suppliers and network like mad on social media. Anyone can buy stock wholesale, but can you make a profit from it? Research your market and devise a realistic mark up.

To open an eBay shop you will need to set up a business account and a PayPal account, so that customers can add you to their 'Favourite Shops' list. You will also need to register as self-employed and for VAT if you're aiming for the big time.

There are three basic eBay shops:

- ★ A basic shop for beginners, which costs around £20 a month.
- ★ A featured shop, costing around £60 a month, caters for ambitious traders who want to grow their businesses.
- ★ An anchor shop, at £350 a month, gives maximum exposure for high volume businesses offering more than 5,000 items a month.

Two years after 50-year-old Brenda Osborne was made redundant from her £14,000 a year call centre job, she is now happily working as her own boss, thanks to eBay. Her online embroidery business turned over £50,000 in its first year and profits could double in 2017.

"It's the perfect job for me," Brenda says. "And after 25 years of commuting, working from home is paradise."



**EBAY HAS INSPIRED A NEW GENERATION OF ENTREPRENEURS AND THERE'S BIG MONEY TO BE MADE IF YOU GET IT RIGHT"**



### 7 STEPS TO SUCCESS

- ★ Research your market - ask existing sellers how they do things.
- ★ Choose products you understand and can source reliably.
- ★ Look carefully at costs, including those for products, selling fees and postage.
- ★ Don't try to be the cheapest.
- ★ Customer service is key - you need a feedback score of over 90 per cent.
- ★ Use Google keyword tools to generate titles.
- ★ Work from home for as long as you can to keep costs down.

than £3 million. He says: "I like eBay because it's an open market. It doesn't matter what the product is - if people want something, they're most likely to look on eBay first."

John and Gil Hewitt worked in the food industry and communications before starting an eBay business selling household goods. But when the recession hit, they realised more people would be relying on DIY, so changed course to specialise in tools and hardware. It was a good move - the company now turns over more than £2 million a year.

Geoffrey Rosenbloom has cornered the UK eBay market in mobile phone batteries. He says: "Anyone can get a mobile phone battery from a high street shop, but I can sell them cheaper with free postage.

"I end up buying thousands of batteries at a time. The potential for



## JOIN THE GLOBAL MARKETPLACE

**Dave Howell discovers how small businesses can benefit from using Amazon's services**

**S**etting up an online business can be achieved in many ways. Opening a store using a specialist service such as Shopify, ecommerce enabling your blog or even using your favourite social media network can all be valid routes to take.

However, if you want instant global recognition and access to one of the world's most efficient logistical services, there's only one option - Amazon.

Today for just £25 (ex VAT) a month you can open a store and gain what could be a worldwide reach of millions of potential customers. In addition, you can also take advantage of Fulfilment by Amazon services. As a pay-as-you-go package, depending on what goods

your business sells and which markets you want to reach, FBA could offer the logistical support you're lacking.

### RECORD YEAR

Peter Faricy, vice president for Amazon Marketplace, says: "2016 was a record breaking year in sales worldwide for sellers on Amazon. The Amazon Marketplace empowers brand owners and retailers of all sizes, many of them small businesses, to reach customers around the world.

"In fact, according to our economic studies, sellers have created over 600,000 new jobs outside of Amazon. Sellers are choosing Amazon because we help them build and grow their businesses with impactful programmes like Seller Fulfilled Prime and we're

proud of the fact sellers are reinvesting their success into their local communities by creating jobs."

Ben Arneberg, co-founder of Willow & Everett, which sells high end kitchen products, says the Amazon Exclusives and FBA programmes helped sales grow by more than 100 per cent last year.

He adds: "The FBA service handles the work of packaging and shipping orders to customers, which gives us the time to create new products that customers will love.

"We had our most successful Black Friday and Cyber Monday ever and on Prime Day our sales boomed more than 10 times compared to last year."

### STANDING OUT FROM THE CROWD

How your business fits into the vast range of goods Amazon now offers is something you need to think about carefully. Amazon's goal is to provide its customers with the best possible match to their searches. This could mean your products competing with potentially thousands of others in your particular category. Making your business stand out from the crowd will often mean increased investment in advertising.

Westley Wood, managing director of Animation Toolkit, which sells animation products and armatures to animation specialists and education establishments globally, says: "We've found Amazon search engines list popular and reliable sellers first. This can be an issue when you're starting out or your product is new to market.

"In this instance, it's a case of staying in there and upping your social and media related activities to draw







attention to new products and where people can purchase them.”

For small businesses wanting to sell online, it seems Amazon is a great route to take. But are there any pitfalls to watch out for?

Helen Rolfe, founder and creative director at Lente Designs, which creates accessories for mobile digital devices, says: “Not everyone is an Amazon convert. A lot of people like to deal directly with small businesses, so it’s important to encourage your own customer base via other channels as well.

“You also have to bear in mind commission rates change. So if you’re selling a product that has a commission of nine per cent and you’re making money, this is fabulous. But if commission rates change, it can affect your profitability.

“You must also keep your account ‘healthy’ by ensuring your orders are shipped, encouraging good feedback, responding and dealing with any negative feedback and having excellent levels of customer service. This is a necessity to ensure you maintain a positive profile on Amazon.”

#### **ADDITIONAL SALES CHANNEL**

Some businesses only exist on Amazon, but many have their own standalone

ecommerce sites and run them in tandem. This gives them the most flexibility with how they approach the development of their stores over the longer term, also enabling them to have a mixed approach when selling their goods.

Animation Toolkit’s Westley Wood explains his approach: “We use Amazon as an additional sales channel. It bolsters our brand and lifts our search engine hits and click throughs.

“We are currently seeing a fluctuation in shopping habits and where people prefer to shop depending on the time of year. Amazon is the place to go at Christmas, but as our market is so niche, we find our website is a fantastic sales channel for people specifically looking for our range of products and help making selections.”

#### **CHILD’S PLAY?**

Amazon’s help files give the impression that opening and running a store using its platform is child’s play. The basic set up of your new account is straightforward, but you must be prepared to devote substantial time and effort to develop it. Opening a store using Amazon, or overhauling your logistics using FBA, needs careful management and oversight.



**THE AMAZON  
MARKETPLACE  
EMPOWERS BRAND  
OWNERS AND  
RETAILERS OF ALL  
SIZES TO REACH  
CUSTOMERS AROUND  
THE WORLD**

Helen says: “I hold stock at Amazon and can shift my products within the UK really quickly without being in the office. While there are always issues to be aware of, providing you manage your stock, keep your products updated and keep your promotions and keywords up to date you can find customers and fulfil their orders with a touch of a button. For small businesses starting out, this is an amazing resource.”

Gareth Jones, business manager at online office furniture store Kit Out My Office, believes the biggest challenge is how to get seen by potential customers.

He says: “It takes time to get clicks and then sales, which leads to reviews and then the Amazon algorithm moves you up their listings. Amazon quoted six-12 months for this to take full effect, but we’re three months in and I don’t think we’ve seen the uplift just yet.”

There’s no doubt the services Amazon offers could deliver significant advantages for even the smallest enterprise. The global reach of Amazon and the level of competitiveness could be an issue for some businesses, especially if they’re operating in product categories that have become commoditised. Standing out from what is a very crowded marketplace in some categories requires dedication.

Used as a component of a bigger business plan, Amazon’s services could be a welcome addition to your company. However, take some time to research the current environment within your category. This will give you an idea whether your business can compete favourably.

If Amazon is a good fit for your business, it could enable you to advance at a rapid pace.



## REWARDING YOUR TEAM

There are six cost-effective ways you can keep valued staff happy, Paul Clapham says

**F**inding good staff can be difficult, time consuming and costly. Therefore, it's at least as important to look after them in order to keep them.

Rewarding them properly with pay and bonuses is a fundamental part of this, but it's not the full story. Good management, potential to progress and, most important, the sense of being valued are all highly important.

Those three factors are good news because they don't cost a penny, yet they invariably score highest marks when employees are surveyed about what they want in a job or like about their job.

Incidentally, the three biggest hates are not knowing what's expected of them, constant changes to their role and a hire and fire culture. Note that those are all about uncertainty.



**THERE ARE A NUMBER OF THINGS THAT CAN BE DONE AT LOW COST OR NO COST, WHICH PEOPLE REALLY VALUE"**

So what can you do to get and keep good people? And does it have to cost big bucks? It's good news on that front. The vast majority of people are realistic. They know small businesses don't have a bottomless pit of money from which to scatter largesse on every want.

Happily, there are a number of things that can be done at low cost or no cost, which people really value.

### CORPORATE CLOTHING

Start with uniform clothes. This is as much a marketing tool as good staff management, so you can expect it to earn its keep. People like being part of a team, assuming you have recruited that sort of person, so they're ready to wear corporate clothing.

It also has the added benefit that your staff don't have to fret about what to wear to work.

There is a huge amount of choice, far more than you would find on the high street, and the quality is at least as good, typically better. Discuss this with staff and it's likely that one or other will have previous experience of what works best.

As above, this is a marketing tool, so feel free to do some selling. If you're running, say, Danny's Diner, a line of copy saying 'Ask me to email you a menu' is the sort of simple punt that gets results from time to time.

### FREE FOOD

'Feed the hungry' is one of those biblical injunctions that offers plenty of benefit for the small business. First of all, giving staff breakfast gets them to work early. Second, it ensures they have fuel in the tank for the day's work. Third, it's the simplest way of showing you value them - every day.

It's not expensive and you don't need to be a gourmet chef to microwave scrambled eggs.

The same is true at the other end of the day, if you're asking staff to work overtime. A couple of cheese rolls take seconds to make and do the job. All of this gives you a good reputation and staff will definitely talk about 'the boss who feeds them'.

### EUROMILLIONS SYNDICATE

How about running a EuroMillions syndicate that you partly or wholly fund yourself? It's a low cost thing that could just make you all rich. More likely, you'll pick up some beer money from time to time.

Make sure you're one of the syndicate members, as you don't want to find out on a Monday morning that

Offer free training to staff, as long as you can see a benefit to the business







all your staff are going to live in Spain. This has happened a number of times to businesses.

### TIME OFF

This brings us onto things that are free to staff members, but definitely not free for the business. Even then, some of them can be no cost or low cost.

A case in point - is time off. This is about school holidays. Anybody who gets this right has got themselves access to the keenest, most loyal employees available.

Ask them what they want. If the answer is: "All the school holidays off", tell them to forget it or train as a teacher. More realistically, parents (like everybody else) get four weeks holiday per year. Allow them to add, say, up to two weeks of unpaid leave when the business has a quiet period, as most do. If they can't work around your needs as a business owner, are they good employees?

### FREE TRAINING

Offer free training to staff, as long as you can see a benefit to the business.

It may be that the person who wants the training can get it free at a local college. They have to want to do that

training and you're entitled to expect serious commitment.

But if you get that, paying for a relevant course is a good move and deductible against tax. Plus, as I say, depending on the individual and local county council policies, it could be free.

### USE OF VEHICLES

Do you have a delivery van or other vehicle that lies idle at the weekend? Free use of it for 52 weekends a year would be a highly valued perk. Equally, it could be spread between a number of users.

I'd set some seriously tough rules, including keeping the vehicle clean, recording mileage driven and always paying for your own fuel. These should be in writing, with the user signing his or her acceptance. The basic rule is: 'If you abuse it, you lose it'.

Depending on the nature of your business, you may have a variety of tools of the trade you're ready to lend to staff short term. The principle is the same as above - if they're doing nothing and staff would value free use of them, it's right to loan them.

Be aware of any insurance issues, such as might apply with power tools, for example. The above basic rule applies again.



## WORDS OF WARNING

Sooner or later you'll have to bite the bullet and think about committing budget to benefits that help to recruit and retain staff. Tread warily. There are thousands of salesmen out there only too keen to relieve you of a chunk of money for non-tangible, future benefits that may prove to have little effect on staff morale, recruitment and retention. I have some previous on this issue. When working in a company of fewer than 40 people, the group below board level were asked what they would add to their package and required to cost it. Seven people were involved and guess what? We came up with six different answers between us. Also, the variation in costs was dramatic and the value to the business, as distinct from the individuals, was questionable in three of the seven cases. During the process, which took far longer than expected, two of the group of seven began by refusing to do any of the find out - until I pointed out where the meeting room door was. Not their job, you see. Little wonder that nothing happened.

I tell that story to demonstrate that 'asking the team', a principle I normally agree with, doesn't always work. I suggest that, if you go down that route, ask them to come up with one choice they agree they'll all benefit from.

I have two further negatives about small companies looking at benefits packages.

Essentially, they're designed for big companies. To make them work both for staff and business, you need a big headcount - at least 50 and in some cases over 100. For five or 10 people, the sums just don't work.

Second, they are almost always long term.

Free life assurance? Thanks very much, but I'm underwhelmed. Free Bupa? Great to talk about in the pub, but I have to be injured or hospitalised to gain anything personally. A pension fund? Great, but will it be there when I'm 65?



## DISPUTE RESOLUTION

**Pip Wilkins, chief executive of the British Franchise Association, brings us up to speed on the organisation's new arbitration system**

**W**ith no franchise specific legislation in the UK, the British Franchise Association is the self regulatory body for the £15 billion sector.

Last year bfa members voted to adopt the new European Code of Ethics for franchising, which will further strengthen the standards associated with ethical franchising.

Updates to the code included strengthened commitments from franchisors on their internet sales policies, brand development and network protection; and from franchisees on clarifying their independence and responsibility for their customers.

### NEW ARBITRATION SYSTEM

During 2017, the bfa, in consultation with its members, will see the introduction of a new arbitration scheme. The right to mandatory arbitration in the case of a dispute between a franchisee and franchisor is set to be included in legal contracts between the two parties where the franchisor is a bfa member.

This would allow disputes to be resolved without going to court, which can prove prohibitively expensive. Arbitration - a binding, more straightforward and usually less costly process - is currently only an option when voluntarily agreed to by all signatories of a franchise contract.

### WHAT IS ARBITRATION?

Unfortunately in the world of franchising, disputes occasionally arise between franchisor and franchisee. The parties to a dispute, having requested the use of an arbitration scheme, will



have an arbitrator (an individual, such as a judge) appointed to decide the issues between them.

The arbitrator will conduct the arbitration in accordance with the Arbitration Scheme's Rules and the Arbitration Act provisions. An arbitration is quite formal in terms of the procedure followed and the manner in which it is conducted and, therefore, is very much like litigation.

The arbitrator will make an award (a decision or judgement) that is final and binding on the parties (there are or may be limited rights of appeal) and this award is enforceable. The arbitrator will charge fees for undertaking the arbitration and costs can be awarded against the parties, as determined by the arbitrator.

### SPECIALIST ADVICE

Roz Goldstein and Ayla Karmali of Goldstein Legal and Pascal Hollander of Hanotiau & van den Berg, are



**ARBITRATION IS CURRENTLY ONLY AN OPTION WHEN VOLUNTARILY AGREED TO BY ALL SIGNATORIES OF A FRANCHISE CONTRACT"**

specialists in the advantages and disadvantages of mediation and arbitration and will be talking at the bfa International Symposium on March 16-17, discussing the topic in more detail.

Roz says: "International franchising can provide the perfect model for global expansion, but it's not without its complexities.

"That's why it's so important to attend high quality events such as the bfa IFA EFF International Symposium. This year the symposium will cover everything from digital marketing to worldwide trends in regulation and the interactive round tables will allow delegates to get to grips with all they need to know about global franchising."



### INFORMATION

Visit [www.thebfa.org/internationalfranchising](http://www.thebfa.org/internationalfranchising).



# FIRE • WATER • SMOKE • MOLD

## Making another winning franchise opportunity!

Gary Findley knows a thing or two about franchising. While serving as president of Curves International, Curves locations grew from one in Texas to 8,000+ around the world in just eight years. Under Gary's leadership, Restoration 1's jump from #383 to #96 in just one year proves that he's got what it takes to help willing entrepreneurs achieve their dreams of business-ownership.



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or contact our CEO, Gary Findley at  
**800.993.0803** or [gary@restoration1.com](mailto:gary@restoration1.com)

**Restoration 1**  
WATER DAMAGE EXPERTS



## YOUR FIRST YEAR AS A FRANCHISEE

Franchisors and franchisees explain what challenges to expect during your initial 12 months in business. Linda Whitney reports

**T**he first year of life as a franchisee is widely acknowledged to be the hardest.

Franchisors strive to prepare new franchisees as far as possible for their first year, but it's inevitably something of a leap into the unknown, with franchisees usually having to learn new skills and make the transition from employee to entrepreneur.

Ed Mauleverer, founder of garden services franchise Ed's Garden Maintenance, says: "The first year challenges encountered by each franchisee are different. For some it's coping with the accounts, for others it's mowing a lawn straight or turfing. In each case, we have experts who can help them.

"They tend to assume in advance that the major problem in their first year will be finding enough work, but usually it's about managing the work and making a profit. Often the problems they face are not the ones they expected, but they only have to ask for our help.

"That is the point of buying a franchise - you get the support and experience of the franchisor."

### MAKING THE TRANSITION

What are the major challenges reported by first year franchisees? Carol Rawson, director of the Suit the City franchise, says: "Probably the biggest change new franchisees face is from being employed, where your day is structured and organised by others, to one where you are responsible for organising your own activity."

Franchisee Kim Rhodes started delivering Jo Jingles music, singing

and movement classes to children in January 2016.

Kim, who formerly worked in human resources at Royal Mail, says: "Many things are similar to what I expected - running the classes, running a business and being part of a wider franchise. That's not to say I haven't had a huge learning curve in all those areas - I have.

"But I was not expecting the amount of behind-the-scenes admin, responding to enquiries, booking people in, keeping on top of payments, planning and preparing for classes."

Kim, who has two children, Emily and Anders, adds: "Fitting it around a family means that most evenings I'm working or feel I should be. It can also be frustrating, as I know I'd like to be doing more on things like marketing, though I have to limit myself to what's achievable in the time I have. However, soon my youngest starts school, so I will have more time during the day."

"If I could go back in time to last January, I would tell myself: 'Ensure you organise your time well.'"

### EXHILARATING EXPERIENCE

Many franchisees find the transition to self-employment exhilarating. David Bancroft has completed just over a year as a franchisee with Mac Tools after a 30-year motor trade career, where he was a truck mechanic and later a workshop supervisor/assistant manager for a bus company.

David says: "I don't have the responsibility of a workshop full of staff any more. I am only responsible for myself and now fully in charge of my destiny, which is fantastic."

His previous experience helped with the transition: "Having been a mechanic helps me understand what



PROBABLY THE BIGGEST CHANGE NEW FRANCHISEES FACE IS FROM BEING EMPLOYED TO ONE WHERE YOU ARE RESPONSIBLE FOR ORGANISING YOUR OWN ACTIVITY"



Charlotte Tiller: "I sometimes miss the security of knowing what my level of income will be each month"



customers want and the customer service training I received in a Ford/Iveco main dealership has helped a lot.”

However, he adds: “A big personality helps more, as the tools sell themselves - it’s you who makes the extra difference.”

He also puts in long hours: “I tend to leave home around nine and visit around 25 workshops daily. I try to return home by 5.30pm to complete all the end-of-day banking and ordering.

“Then I check the following day’s deliveries and load them on the van. If there is other admin that needs doing, I might not finish until around 9pm. It sounds like a long day, but I enjoy it so much it doesn’t feel like hard work.”

He advises people considering becoming a Mac Tools franchisee to

prepare themselves in advance, so the first year is not too much of a surprise: “Take at least one van ride with a current franchisee and stay with them for the whole day, so that you can see the other work that has to be done when you get home.”

#### LOSING A REGULAR INCOME

The loss of a regular pay packet can also take some getting used to.

Charlotte Tiller signed up with baby swimming franchise Turtle Tots in February 2016 after 10 years as a finance specialist in a law firm.

She says: “I sometimes miss the security of knowing what my level of income will be each month. At first it was like having a comfort blanket taken away. Fortunately my partner has a

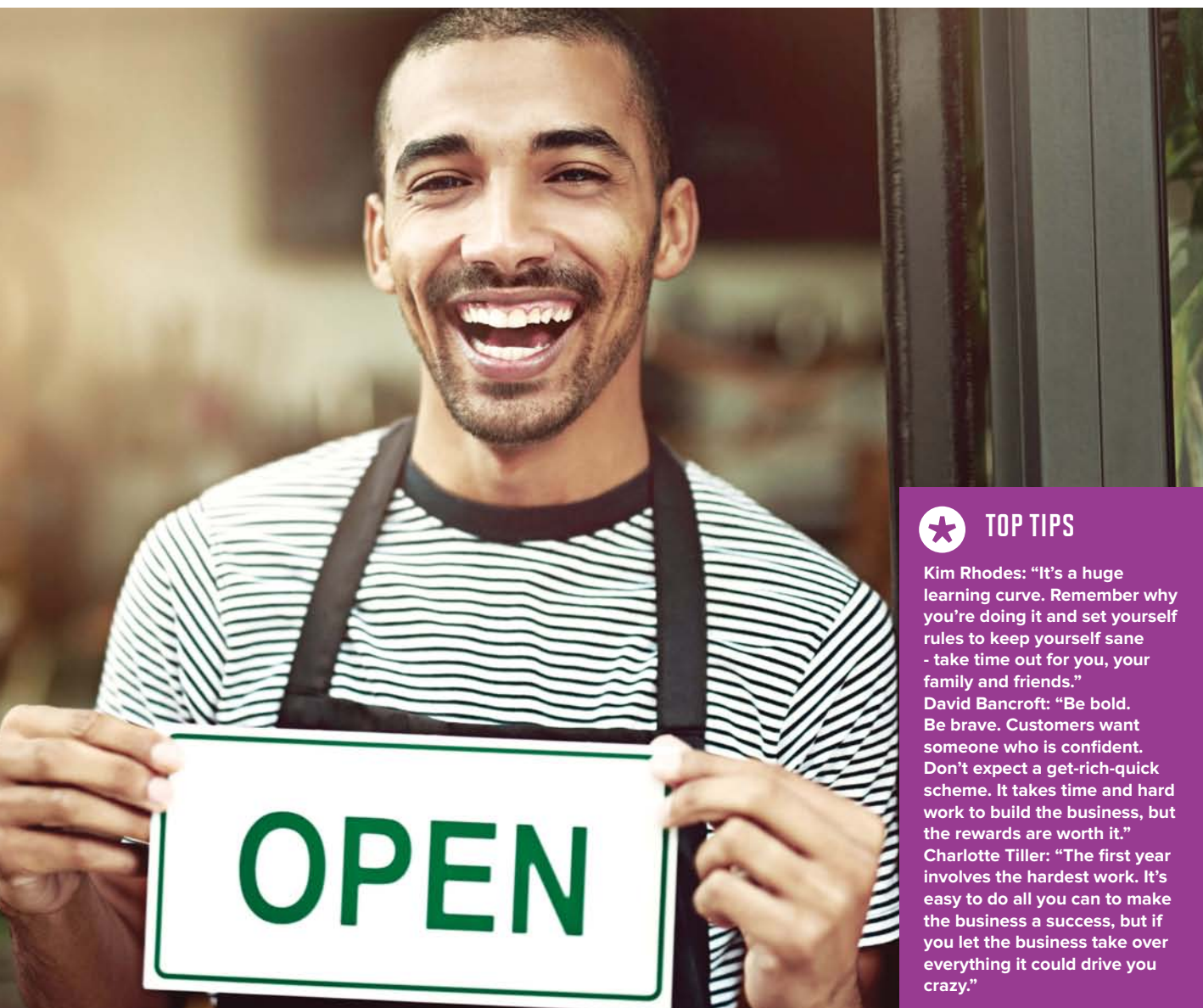
job, so while we rely on me working, if I had a bad month it would not be a catastrophe.”

The rapid first year growth of the business has delivered a mix of delight and challenge for Charlotte.

“The franchise delivered what I expected, but faster and in bigger doses,” she says.

Having started from scratch with no customers, Charlotte now teaches swimming to 110 babies: “I am busier than I expected, doing eight hours a week in the pool and 17 to 18 hours a week on admin. You cannot let it slip, so it must be done every day.

“But the franchise has given me more time for my family, especially my children Amy and Evie, and it’s great not to have to commute any more.”



#### TOP TIPS

Kim Rhodes: “It’s a huge learning curve. Remember why you’re doing it and set yourself rules to keep yourself sane - take time out for you, your family and friends.”

David Bancroft: “Be bold. Be brave. Customers want someone who is confident. Don’t expect a get-rich-quick scheme. It takes time and hard work to build the business, but the rewards are worth it.”

Charlotte Tiller: “The first year involves the hardest work. It’s easy to do all you can to make the business a success, but if you let the business take over everything it could drive you crazy.”

# 10 LETTINGS & PROPERTY FRANCHISES

For further information on any of the businesses featured, visit [www.what-franchise.com](http://www.what-franchise.com) and search the online directory by industry sector

## ONE

### AGENCY EXPRESS

**Established in 1998 to offer a nationwide professional board service to both corporate and independent estate agencies, Agency Express has a growing network of 112-plus franchisees who are reaping the benefits of a comprehensive home and van-based franchise package.**

The company's proven business formula offers unrivalled prospects for success to driven individuals wanting to work in the profitable area of property and lettings. Being a home-based van franchise, low overheads mean increased profitability and daily repeat business creates the opportunity for excellent returns.

The award winning company works for 45 per cent of all estate agency offices in the UK and conducts in excess of 100,000 property visits per month.

Agency Express ensures franchisees' exclusive territories are designed to give them the maximum return for their investment and hard work. A comprehensive franchise package has been carefully designed to get the business up and running straight away and includes a 10-year renewable franchise agreement to trade under the fully protected Agency Express identity.



## TWO

### BELVOIR

**Becoming a Belvoir franchisee is a means of starting and running your own business within the property industry.**

Belvoir was founded in 1995 by Mike and Stephanie Goddard and the business model swiftly became a franchise operation in 1996. Going from strength to strength over the last 21 years, the company is now one of the UK's largest property franchises on the high street, with over 300 offices as a group nationwide.

The business is keen to continue to grow the network and develop new franchisees as well as current ones. Alongside the traditional cold start opportunities, franchisee-led acquisitions are becoming increasingly popular.

Using the Assisted Acquisitions Scheme, franchisees have the opportunity to expand their businesses by completing the purchase of established independent estate agencies in the local area.

Belvoir welcomes those who have a keen interest in the property industry and would like to join a successful franchise.

### WHAT YOU NEED TO KNOW

**INVESTMENT LEVEL:** £150,000-£200,000 (cash required: £45,000).

**WHAT YOU GET:** exclusive territory; tried and tested business model; comprehensive and ongoing training; dedicated support team for legal and business matters.

**INFORMATION:**  
[www.belvoir.co.uk](http://www.belvoir.co.uk).



### WHAT YOU NEED TO KNOW

**INVESTMENT LEVEL:** £24,500 (PLUS VAT).

**WHAT YOU GET:** eight-day training programme, including territory launch; ongoing pre and post-launch support; deposit paid on a new Renault Master van, supplied complete with Agency Express graphics, removable racking and satellite navigation system; specialist tools, equipment and clothing; premium paid on your first 12 months' public liability cover.

**INFORMATION:**  
[www.agencyexpress.co.uk](http://www.agencyexpress.co.uk).



## THREE

### COUNTRYWIDE SIGNS

**Take a stroll through any residential area and there's a good chance you'll see the work of a Countrywide Signs franchise owner.**

Established in 1998, this estate and letting agents board contractor is responsible for the erection, servicing and maintenance of the 'For Sale', 'Sold' and 'To Let' signs across the country.

Countrywide claims to have the most advanced online board management system in the UK. It also uses state-of-the-art technology such as GPS to enable franchisees to provide the best possible service to clients.

After 12 months, franchise owners average a turnover of £3,000 per month, with take home profit typically 60-65 per cent of turnover. Established large franchises operating three-seven vans can generate between £400,000-£500,000.

Franchisees have total control over their businesses, with the territories offered large enough to expand as much as needed. Some prefer to operate with just one or two vans, others to develop their businesses into managed networks of several vans.



### WHAT YOU NEED TO KNOW

**INVESTMENT LEVEL:** At least £21,500, of which you must contribute £10,000 of your own money.

**WHAT YOU GET:** large territory; vehicle; training in all aspects of the business, including sales, marketing, operating procedures and administration (sales, marketing and operational support continues throughout the first 18 months of trading); personal branded website; tailored launch marketing; regional meetings.

**INFORMATION:**  
[www.countrywidesigns.com](http://www.countrywidesigns.com).

## FOUR

### NEWTON FALLOWELL

**One of the largest and most successful estate agency franchises in the Midlands, Newton Fallowell currently has over 40 residential sales and lettings branches, which stretch as far north as Brigg to Milton Keynes in the south and as far west as Telford and east as Spilsby.**

The company prides itself on its exceptional customer service combined with a local expert knowledge. New franchisees receive the highest level of training and support that's tailored to their individual needs.

Tim Stockdale, managing director of Newton Fallowell Swadlincote, recently celebrated the branch's 10th birthday. He explains: "You get the best of both worlds - independent estate agent, business owner, employer, but with the full benefits of a network of offices, group purchasing power and a dedicated support team to deal with the things you don't have time to deal with.

"It gives you time to focus on growing your business."



### WHAT YOU NEED TO KNOW

**INVESTMENT LEVEL:** £22,500 for both sales and lettings franchise. Additional funds will be required to operate the business, which will vary based on a number of factors.

**WHAT YOU GET:** tailored training; access to the head office support team; annual business reviews; quarterly regional meetings; annual conference.

**INFORMATION:**  
[www.newtonfallowell.co.uk](http://www.newtonfallowell.co.uk).

## FIVE

### MONOPOLY BUY SELL RENT

**Since 2013, Monopoly Buy Sell Rent has been thriving in its pilot location of Wrexham and North Wales.**

This estate agency franchise fills the gap between the high overheads of the traditional high street estate agent and the no-frills online model. Monopoly Buy Sell Rent's hybrid model offers clients a cost-effective way to sell or rent their properties, while still providing that all-important personal touch and hands-on service.

The company has secured 100 per cent financing for new franchise partners (subject to conditions), making it one of the most accessible property franchises in the UK.

Following initial training, the head office team will supply you with a HQ call answering service, ongoing marketing and lead generation and all the tools of the trade for property valuations.

No prior experience in estate agency or lettings is needed to become a franchise partner with Monopoly Buy Sell Rent.

### WHAT YOU NEED TO KNOW

**INVESTMENT LEVEL:** £9,950.

**WHAT YOU GET:** full training; initial and ongoing support; all the artwork for headed notepaper, comp slips, business cards, etc; starter pack of all the paperwork you need; access to all the contracts, letters and forms required; policies and procedures for running your estate agency.

**INFORMATION:**  
[www.monopolybuysellrent.co.uk](http://www.monopolybuysellrent.co.uk).



## SIX

### NICHOLAS HUMPHREYS

**A specialist student letting franchise, this innovative brand has been trading for over 18 years.**

The business is dynamic and reputable and sets itself apart from traditional letting agents by bringing a new style and fresh approach to fully explore the profitable student letting business.

Student lettings can provide up to 2.5 times the income of that of the traditional letting agency. However, when you become a Nicholas Humphreys franchisee you're able to trade as a student letting agent, professional letting agent and operate in the residential sales market alongside growing the property management side of your business.

Nicholas Humphreys is a full member of the British Franchise Association.



### WHAT YOU NEED TO KNOW

**INVESTMENT LEVEL:** from £18,500.

**WHAT YOU GET:** bespoke four-week training programme; two months' launch support; start-up package/equipment; stationery and marketing materials; annual conference.

**INFORMATION:** [www.nicholashumphreys.com](http://www.nicholashumphreys.com).

## SEVEN

### NORTHWOOD

**Northwood franchisees provide a full range of sales and lettings services.**

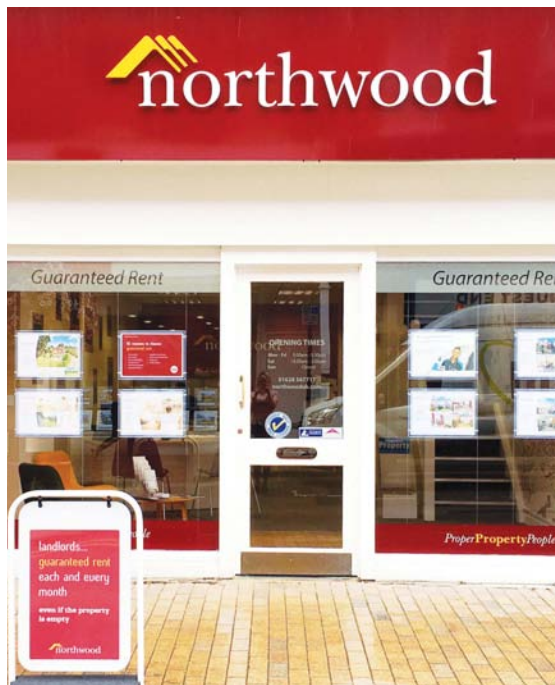
The company's franchise package includes all the tools a new franchisee needs, while the Northwood guaranteed rent service sets the company apart from the competition.

This is a highly profitable and successful business model that gives franchisee the chance to earn double that of a traditional lettings service.

A new franchisee receives support every step of the way, including everything from mystery shopping local competitors, finding office premises and recruiting staff to providing branded mugs and pens.

Ongoing local support from experienced operations managers is backed by comprehensive legal, marketing, accounts and IT support provided centrally. A heavyweight national marketing programme promotes and reinforces the already strong Northwood brand, ensuring a new franchisee immediately benefits from the efforts of an established, reputable business.

First established 21 years ago, the company now has 87 offices nationwide, 20,000 landlord clients and is looking to expand further.



### WHAT YOU NEED TO KNOW

**INVESTMENT LEVEL:** £25,000 (plus VAT). Office set up: £25,000 (plus VAT).

**WHAT YOU GET:** large, exclusive territory; full initial and ongoing training; bespoke business system; website; full office set up; national marketing; unlimited support.

**INFORMATION:** [www.northwooduk.com](http://www.northwooduk.com).

## EIGHT

### PEARSON FERRIER

**With a Pearson Ferrier franchise it's possible to have multiple income sources, as you're not confined to working within one market.**

With the company's experience and proven systems behind each franchise, committed individuals can tap into a variety of sectors within the property industry, such as domestic and commercial lettings, commercial property management and maintenance.

The business has prospered for more than four decades, during many different stages of the UK economy, due in large part to the benefits of its innovative multi-sector business model.

Franchise owners have the choice of becoming a property specialist, a premium agency or to rebrand their property agency as a Pearson Ferrier branch.

Property specialist franchisees can be based in their own home or a small office. This franchise option is suited to a dynamic professional looking to run a small but highly successful business that gives them a healthy income and a good work-life balance.

A premium agency franchise is ideally suited to an entrepreneur looking to build a multifaceted business.

For those who already run established property agencies, the conversion franchise allows owners to upscale and improve their businesses by bringing it under the Pearson Ferrier brand.







## WHAT YOU NEED TO KNOW

### INVESTMENT LEVEL:

premium agency franchise £29,950 (plus VAT). Property specialist franchise: price on application.

**WHAT YOU GET:** large exclusive territory; comprehensive training; ongoing support;

### INFORMATION:

[www.pearsonferrier.co.uk](http://www.pearsonferrier.co.uk).

## NINE

### PLATINUM PROPERTY PARTNERS

**Platinum Property Partners is a hugely successful property investment business and the fastest growing premium franchise in UK history.**

Its mission is to teach both novice and seasoned property investors how to build a sustainable and profitable portfolio that will produce a significant lifelong income stream.

Since being established in 2007 by entrepreneur Steve Bolton, PPP has developed a tried and tested system that maximises rental income from specialist buy-to-let shared housing for young professionals and long-term capital growth. The model generates 40 per cent higher returns than traditional buy-to-let rental properties.

You'll learn everything you need to know, including which properties to buy and where, how to cost effectively refurbish them and obtain the required planning permissions and licensing,

as well as setting up the most tax efficient business structure.

In addition, you own the assets, so the income keeps coming in long after your commitment to PPP has expired. You'll be building a valuable portfolio of property, which in years to come will provide a pension fund for you and a valuable legacy for your family.

## WHAT YOU NEED TO KNOW

### INVESTMENT LEVEL:

At least £300,000-£500,000.

### WHAT YOU GET:

comprehensive start-up and ongoing training programme run by a network of industry experts and specialists.

### INFORMATION:

[www.platinumpropertypartners.co.uk](http://www.platinumpropertypartners.co.uk).



## TEN



### PENNY LANE HOMES

**Penny Lane Homes offers clients a comprehensive service for a low, all inclusive fixed fee. The company launched its franchise model in September 2009 and is currently focusing on expanding in Scotland only.**

For franchisees, networking and marketing play a big role in building relationships and gaining new clients. Over time franchise partners are able to take a more hands-off approach and simply manage their branch, leaving staff to deal with the day-to-day running of the business.

The success of existing franchises proves this robust business model can work for those looking to run their own business with the backing of an established brand.

Franchisees will be predominantly working with vendors and landlords, ensuring they receive the best possible service. A Penny Lane Homes franchise provides a good opportunity to anyone with the ambition and business acumen to build his or her own business in a thriving and growing industry.

## WHAT YOU NEED TO KNOW

**INVESTMENT LEVEL:** typical start-up cost: £25,000. Minimum personal investment: £5,000.

**WHAT YOU GET:** comprehensive training course, which includes one week at head office learning all about Penny Lane and its systems, followed by two weeks in-field training (one week working alongside an estate agent and the other with a letting agent); exclusive territory; operations manual; business planning assistance.

### INFORMATION:

[www.pennylanehomes.com](http://www.pennylanehomes.com).



# WARRENS BAKERY 1860



JOIN US FOR  
**FRANCHISE**  
OPPORTUNITIES  
IN **2017...**



## A Warm Warrens Bakery Welcome.

We're Cornwall's oldest commercial bakery and the World's oldest pasty maker. With quality products, craft heritage, contemporary branding, we're growing fast.

## Reasons to love us...

- A **proven concept** that has been established for 150 years, with over 50 stores proven in varied formats across multiple counties as well as multiple industry awards
- A **gap in the market** for a national premium bakery
- **We have the infrastructure and turnkey** model to act fast

## Get in touch...

**Andy Hulbert**

Head of Franchise

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[www.warrensbakery.co.uk](http://www.warrensbakery.co.uk)

[www.warrensbakeryfranchise.co.uk](http://www.warrensbakeryfranchise.co.uk)

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We offer a management franchise for which no cleaning is carried out by yourself you will need no stock no invoices need to be raised and you are paid in advance for your effort!!

The cleaning industry has a projection of 1.3 billion pounds over the next five years



### **What makes us different from other cleaning franchise companies?**

We book all your appointments from our call centre we know of no other cleaning company that offers you this.

We offer to run your own dairy system so that it enables you to do the important thing like running your business we know of no other cleaning company that offers you this.

We offer the full post code territory (Not just part of it) we know of no other cleaning company that offers you this.

We offer to deliver on your territory 5,000 leaflets by our own leaflet distribution team we know of no other cleaning company that offers you this

### **What we do not offer**

We do not limit your earnings

We do not limit the amount of households you have in that post code area (limiting your earnings)

We do not intend to have 100s of franchisees in the country (limiting your earnings)

We will not sell you a franchise that has other franchisees in the same post code area. (Limiting your earnings)

So if you are fed up of working for someone else and don't know how to escape this franchise is your opportunity to escape the rat race.

We will show full proof of some of our franchisees earning in excess of 100,000 pounds per annum. (This is after the housekeeper has been paid)

With our franchise License at £10950 plus vat you can earn a substantial income

**For a prospectus please contact Peter Dalton on 01933 667538 or go to [www.bellecasa.uk](http://www.bellecasa.uk) The Gloucester's Strixton Manor Strixton Northants NN29 7PA**

[ RESTORATION 1 ]

# EXPANDING ITS FOOTPRINT

Gary Findley, CEO of Restoration 1, explains his plans for the brand and why he's looking for an ambitious master franchisor to launch the company's franchise concept in the UK

**R**estoration 1 is a recognised national leader in the emergency restoration industry for mould, water, fire and smoke damage, handling jobs of all sizes across the nation for residential and commercial properties.

The company has been a trusted name in home remodelling and restoration since 2008 and started in Pompano Beach, Florida. In 2016, I was offered and accepted the position as president and moved the company headquarters to Waco, Texas.

## MOST TRUSTED

Restoration 1 continues to expand its footprint and has anchored itself as the fastest growing and most trusted emergency mitigation and restoration franchise in North America.

Since taking the helm at Restoration 1, my focus has primarily been on developing a strategic direction for the company and its network of franchisees. With my vision, integrity and passion, the company added over 75 locations in 2016, exceeding my target of 100 locations by the end of the year.

Restoration 1 was recently ranked in Entrepreneur Magazine's Franchise 500, the world's most comprehensive franchise ranking. Recognised by entrepreneurs and franchisors as a top competitive tool of measurement, the Franchise 500 moved Restoration 1 from number 383 in 2016 to 96 this year because of its exceptional performance in areas including financial strength and stability, growth rate and brand power.



## KEY ELEMENTS

Having been in franchising for over 25 years, representing over a dozen brands, I look for these five major factors when purchasing a franchise:

- ★ Low investment.
- ★ Low overheads.
- ★ High margins.
- ★ No bricks and mortar.
- ★ Recession resistant.

During my many years of franchising and helping people choose a business, these are key elements I would look for in a business today and have been instrumental in my personal decision making.

Not every good idea makes a good franchise and not every franchise is a good idea. What makes a great franchise system is three things - your support, your staff and the success of your franchisees. If franchisees aren't happy, nobody's happy.

## IDEAL FRANCHISEE

Our ideal franchisee is a driven, service focused, passionate entrepreneur who's



THE RESTORATION BUSINESS IS AN ESTIMATED \$60 BILLION A YEAR INDUSTRY"

looking to own their own business. We have many coming out of corporate America with little or no experience in the industry who have been very successful following our proven business model.

We equip our franchisees with a 12-day training programme that fully prepares them to offer their services as soon as they return home. In addition, continued education is offered throughout the year.

On top of this, we provide superior support from the home team, while an experienced field consultant meets with them weekly to analyse and strategise for the growth of their Restoration 1 franchise.

Our ethics, professionalism, quality and availability are carried out at each of our franchise locations. Our team is committed to giving franchisees the support system they need to succeed in these same areas. Restoration 1 franchisees can reach their full potential with our superior training, technical support and in-territory





support. We offer old fashion service in a high tech environment.

The main way we differ from our competition is that we represent the individual home or business owner. We work directly with the homeowner's insurance company or adjuster to keep it as simple as possible.

We help our customers throughout the process, causing the least amount of disruption in their life. We treat the home or business as if it were our own. Customers always come first. We offer a free full inspection and evaluation. While not all inspections or evaluations will result in jobs, we can give the client free advice on the best way to handle their specific situation.

#### PEOPLE BEFORE PROFIT

At Restoration 1, we put people before profit. In addition, regardless of how extensive the damage is, Restoration 1 has the equipment and techniques to repair and restore their property. Customers are amazed at how quickly and thoroughly we work to get their properties back to their pre-damaged state.

We only use high quality materials and operate above code requirements, so that our customers can relax, knowing their properties are receiving the best restoration services available. We even offer 24/7 emergency services. Disasters don't wait for a



convenient moment to strike, but we want to be available when they do. Addressing the issues early on can make a big difference in the extent of the damage.

#### NEW SERVICES

This year Restoration 1 is adding content cleaning, reconstruction and a national catastrophe team to the services we already offer. We will also be adding new operating software for our franchisees to assist them in becoming more profitable. In addition to these things, we will continue to add to our staff industry experts, who will add to our core team.

The restoration business is an estimated \$60 billion a year industry, providing emergency restoration services for mould, water, fire and smoke damage.

Our goal is to find a master franchisor to bring this profitable concept to the UK this year and to have a total of 500 locations in North America over the next four years.



#### INFORMATION

Visit [www.restoration1.com](http://www.restoration1.com).



# The premier garment alteration and repair franchise in the UK



## Unzip a unique business opportunity

**The ZipYard is the most successful and fastest growing garment alteration franchise in the UK and Ireland and with its distinctive yellow and black corporate colours, is one of the most recognised brands on the high street.**

With exceptional growth potential – the opportunities for new and existing franchise owners are limitless.

**“Since opening, the reaction has been amazing and business is going so well that we have opened a second centre”**

**Richard McConnell, franchise owner in Altrincham and Wilmslow**

Part of The Bardon Group stable of franchises, all franchise owners benefit from first-class ongoing business support, excellent training and comprehensive marketing programmes, tools and collateral.

With over 70 years' experience in franchising, the management team are very much part of YOUR TEAM – there to advise, guide and support your business development activity, and will also help recruit experienced seamstresses, dress makers and tailors to work for you.

Our franchise owners need to be as dedicated, passionate, focused and hard working as we are.

However, you do not need to be familiar with repairs or alterations and we're not looking for tailors or tailoresses. Successful franchise owners will be ambitious to run their own business, customer driven, well organised and keen to follow a proven business system.

All ZipYard Centres are finished to a distinctive specification, with a corporate image designed to stand out in the marketplace.

Experience to date suggests that a unit of around 600 sq.ft. to 800 sq.ft. is the ideal size for a ZipYard Centre – where the initial fit out will include:

- Industrial sewing machines
- Blind hemmer
- Over locker
- Button holer
- Ironing station
- Computer
- Till and software programme
- EPOS system
- Stock
- Corporate branding
- Merchandising

Additionally, your Centre will have a complete shop fit – including but not limited to external and internal signage; fitting rooms; counters; flooring; fixtures and fittings.

Your investment presents you with a fully operational and fully supported business, with trained staff and comprehensive marketing activity from day one!

The market potential is huge and we expect all our Centres to be profitable in the first year – and interestingly the clothing alteration business is not economy driven!

**“The brand has a very professional image which is reflected in the quality of the shopfit, online presence and all of the marketing collateral provided by the franchisor. In addition there is a high level of business support and all franchisees also have free access to a very proactive PR agency. None of this could be replicated easily if you set up on your own.”**

**Graeme Mulheron,  
The ZipYard Bedford**



## DETAILS:

**Investment level:**  
£38,500 + VAT + Shop fit

**Business type:**  
Retail

**Franchise contact:**  
Emma Downes  
The ZipYard  
Unit 2,  
Cartwright Court,  
Cartwright Way,  
Forest Business Park,  
Bardon, Coalville,  
Leicestershire, LE67 1UE

**Tel:** 01530 513307

**Email:** edownes@thezipyard.co.uk

**Web:** www.thezipyard.co.uk



# Women in Business

[www.what-franchise.com](http://www.what-franchise.com)

**Over 2 decades  
of successfully  
setting people up  
in business**

**Turn to pages 52-53**



*Dublcheck*

Cleaning

[ DUBLCHECK ]

# GROWING PLACES

Working mum Jo Bennett invested in a Dublcheck franchise in 2009. Today she runs a business that turns over £13,000 a month and employs 32 part-time staff

**J**o Bennett is one driven woman. Talking to her about her success as a Dublcheck franchisee is done between appointments with an existing client and a possible new client she is pitching to, after which she is going back to her Edinburgh home to deal with “a bit of admin” before her daughters - aged 11 and nine - get in from school, when she will be able to spend some quality time with her family.

And this is one of the reasons she moved from her previous job in the financial services sector - a difficult event in Jo's life a few years ago made her realise she had to get her priorities right and that spending more time with her family had to be number one.

## COMPLICATIONS

Jo takes up the story: “I was 35 when I had my second child and there were complications after the birth, when I was really quite poorly - in fact, I could have died.

“It made me re-evaluate my priorities in life. I took a long hard look at what I was doing and where I wanted to be in the future and realised that for me to be more fulfilled the future was being self-employed and managing a team of people in a role that would allow me more flexibility as a working mother.”

Jo was already familiar with the concept of franchising, having done her research and spoken to two friends who had found success with franchising. But it was at a government funded Business Gateway seminar in Edinburgh, where she learned more about what franchising entailed, that her mind was made up - it was just a case of finding the right franchise for her.



“There were a few options open to me and I was certainly aware of Dublcheck, but I didn't make my mind up to buy a franchise with the company until I met the team,” Jo explains. “Then it all made sense. At a franchise exhibition in 2009 I talked to the people behind Dublcheck and decided this was where I wanted to be.

“Here were people who were proud of their business, many of whom had been working for the company for a long time, which clearly indicated this was no fly-by-night operation. Plus, the Dublcheck business model really appealed to me.”

With Dublcheck, new franchisees can choose a guaranteed initial turnover, which means they benefit from the security of a guaranteed gross profit. Initial investment varies from £9,950 to £190,000 and after an initial training course franchisees receive ongoing training and support, plus access to branded uniforms, products, sales and marketing tools and stationery.



**I WANT TO BE AS BIG AND SUCCESSFUL AS SOME OF THE OTHER DUBLCHECK FRANCHISEES”**



## THE BENEFITS OF DUBLCHECK

- ★ 23 years' experience.
- ★ Low cost entry.
- ★ Invoicing and cash collection.
- ★ Recession proof utility business.
- ★ Low overhead requirement - can operate from home.
- ★ Dublcheck is a UK company that's wholly owned by its founder and chairman.
- ★ Dublcheck has been awarded the 20th fastest growing private company in the UK by Virgin Fast Track and The Sunday Times.
- ★ Professional white collar management franchise or operational franchise.
- ★ Everywhere you look buildings need cleaning.
- ★ Over 100 franchisees in the UK.
- ★ 90 per cent customer retention rate.
- ★ A massive market that keeps on growing.

## SKILLS

Having spent years in operations and change management in the financial sector, Jo knew she possessed the skills that would enable her to move forward with running her own business.

Jo says: “I knew I was a good organiser and had the sort of skill set that would enable me to build my own business, as long as I had a little help in the one area in which I had least confidence - sales.

“Dublcheck said their head office team would be able to help me in





this respect and that I would have a guaranteed turnover, so in 2009 I invested in a Dublcheck franchise. I started with a turnover of £2,400 a month and was able to recruit staff very quickly."

Jo now manages 32 part-time staff and has a monthly turnover of £13,000.

"A lot of the growth I've had has been down to customer referrals and the feedback I've had has been very positive," she says proudly.

Jo says she benefited hugely from Dublcheck's mentoring system, which helped her grow her franchise in its early years.

"With the Mentor Support Programme, franchisees can contact any other existing franchisees with questions about how their businesses work," Dublcheck founder Carol Stewart-Gill says.

"People starting out or moving up in the business can be allocated an experienced and successful franchisee to act as a guide in their progression. Jo subsequently became a mentor herself and is gearing up to hear soon from a couple of new franchisees who recently joined the network."

Jo is also full of praise for an initiative started by Dublcheck around 18 months ago called Kickstart.

"Once you've settled into the role, there are lots of things you can do to continue to grow your business and this is what I learned on the Kickstart course I did last December," she says. "Dublcheck gives you lots of pointers and ideas for progression - it was so helpful."

What's next for Jo? "I'd love to double my monthly turnover," she says. "The only question is how quickly I can do that - what slows me down is that I



## HUGE REWARDS CAN BE REALISED

Founded in 1993, Dublcheck is the UK's leading franchised commercial cleaning company and has been recognised as the 20th fastest growing private company by Virgin Fast Track and The Sunday Times.

With over 100 franchisees in operation, Dublcheck remains a wholly owned British company. Founder and chairman Carol Stewart-Gill says: "If you put in the effort and follow the Dublcheck system, huge rewards can be realised. Franchisees can look forward to a safe and secure future and a great opportunity to create a large business and a valuable asset."

Dublcheck is a franchise where you don't need to do any selling, unless you want to. All the business is obtained on behalf of franchisees, so they know exactly what their turnover will be. You can start with a minimum turnover of £9,950 per annum if you want to run a hands-on business, starting small while retaining the security of your current employment, or you can purchase a franchise worth £500,000 per annum by operating a management business. And opportunities are endless, as there is no upper limit.

The variable investment levels offered by Dublcheck allow franchisees the flexibility to operate a hands-on venture, a partly managed enterprise or a completely managed business. These tiers enable franchisees to operate a successful business according to their personal skills, ambitions and lifestyle requirements.

Whatever your background, investing in a Dublcheck commercial cleaning franchise can make you a success. Having been in the business of setting people up in the commercial cleaning sector for 22 years, Dublcheck knows how to deliver. When you invest in a franchise, the company's committed head office team will not only walk you through a comprehensive training course, but will also go that extra mile by obtaining cleaning contracts on your behalf.



## THREE ACTUAL AUDITED DUBLCHECK FRANCHISE ACCOUNTS

**Case A (this business is managed with 95 per cent of the cleaning done by employed cleaners)**

	Turnover	Net Profit	% Profit
Year 1	£63,000	£17,000	27%
Year 2	£104,000	£33,000	31%
Year 3	£128,000	£54,000	42%

**Case B (this business is 50 per cent managed and 50 per cent hands-on cleaning)**

	Turnover	Net Profit	% Profit
Year 1	£25,000	£6,000	24%
Year 2	£38,000	£20,000	52%
Year 3	£45,000	£25,000	55%

**Case C (this business is 100 per cent hands-on at the start, moving to 95 per cent in year three)**

	Turnover	Net Profit	% Profit
Year 1	£17,000	£8,600	50%
Year 2	£18,200	£9,500	52%
Year 3	£25,000	£10,300	41%

can't do everything, although I try. So my next step is to create a structure that allows me to delegate a bit more and take on more of a 'helicopter' role. The business model works, that is clear, so it's all down to me.

"Personally, I want to be as big and successful as some of the other Dublcheck franchisees - and I can't see any reason why I shouldn't achieve this."

### CONFIDENCE

Jo's confidence is backed up by the fact that, since becoming a franchisee, her commitment and ambition has shone

through. And Jo readily admits her optimistic outlook counts for a lot.

"I want my business to look and feel successful and what's to stop me?" she asks.

One gets the feeling there won't be many things that could stop this woman from achieving her goals.



## INFORMATION

Call 0800 317236,  
email [franchise@dublcheck.co.uk](mailto:franchise@dublcheck.co.uk)  
or visit [www.dublcheck.co.uk](http://www.dublcheck.co.uk).

[ OSCAR ]

# FLEXIBILITY AND FREEDOM

An OSCAR pet product delivery franchise proved to be the perfect choice for Rachel Knight

**D**uring an internet search for animal related employment, Rachel Knight came across OSCAR, which offers people the chance to run their own franchise using a tried and tested system.

The company wasn't completely new to her, as she had been feeding OSCAR food - which came via direct home delivery - to her dogs for several years.

## VOLUNTARY REDUNDANCY

Of her decision to be her own boss, Rachel says: "After spending 25 years in a bank as a commercial financial adviser to farming clients, I took voluntary redundancy. I went on to join a farm insurer as an on farm insurance agent, offering advice on the many aspects of insurance.

"After three stressful years of working unsociable hours and travelling around the country for little reward, I made my decision to move on.

"As one door closes another opens and my research introduced me to franchising - a halfway house to running your own business with



**I'VE WORKED TO THE OSCAR RECOMMENDED SYSTEM AND BY USING MY SALES EXPERIENCE I'VE MADE GOOD PROGRESS"**

the benefits of working alongside a large organisation. Complete with systems, products and support in place, the flexibility and freedom to run a business as you wish could not be better.

"Thinking about my future, I was able to forgo my previous professional career because I'd reached a stage in my life where I was financially and personally comfortable."

She discovering OSCAR was not represented in her local area, so approached the company's franchise team to find out more.

"With their professionalism and my existing range of skills, from sales to relationship management, I could see everything falling into place," Rachel says.

"Speaking to other franchisees gave me a positive introduction to the finer details of the business and spending a day out in the field enabled me to assess the business carefully. Everything was well presented, selective and with attention to every detail in relation to different experiences."

With help from OSCAR, she secured a significant number of introductions to new customers.

Rachel adds: "It's been almost a year now and I've met all my expectations. I've worked to the OSCAR recommended system and by using my sales experience I've made good progress.

"I found my niche by attending shows and fairs and building strong customer relationships referrals have been forthcoming. I've given my customers the benefit of a convenient service and, combined with quality



products, this has resulted in a loyal customer base."

## RECOGNISED QUALIFICATION

She's currently at stage two of gaining a recognised qualification in pet nutrition and behaviour.

"Back-up support and additional training could not be more accessible and regional meetings, open surgery discussions with the management team and other franchisees brings the network together, while keeping everyone focused," Rachel says.

"I'm far less stressed and I have time for myself, my husband and my two dogs, Ted and Hannie, while enjoying new friendships with my customers.

"OSCAR felt right for me and my recommendation to anyone looking at a new business is to take your time and tick all the boxes to ensure it's right for you and your family."



## INFORMATION

Call today on 0800 068 1106 for full details and a free information pack.

Email: [discover@oscars.co.uk](mailto:discover@oscars.co.uk).

Web: [www.oscar.co.uk](http://www.oscar.co.uk).



[ RIGHT AT HOME ]

# REAPING THE REWARDS

Two female franchisees explain how they've built thriving businesses with the help of Right at Home

**E**WIF Franchisee of the Year finalist Julie Foote was one of the first franchisees to join Right at Home UK in 2011, providing quality home care services across East Lancashire and Ribbles Valley.

In the five years since then Julie has built a highly successful business, operating as a premium quality brand, and carved a role in the community that's led to her being recognised as an expert on older people's well-being.

## OUTSTANDING RESULT

Her hard work has resulted in Right at Home's first 'Outstanding' result in its recent CQC inspection for the responsiveness of the service.

Julie says: "While the benefits a franchise offers are valid to both genders, a strong franchisor will look for owners whose strengths and



**"WOMEN NOW COMPRISE MORE THAN 25 PER CENT OF THE RIGHT AT HOME NETWORK"**

attributes are well suited to their recipe for success.

"Right at Home's business model focuses on empathy; strong organisation and management skills; an insistence on high standards of care; and investing in people, so it does appeal to a lot of women.

"I love reaping the rewards of running my own business in my local community and have enjoyed building a strong, consistent team around me as I expand the business.

"Having built it up from scratch, I've enjoyed overseeing the personal development of carers who have been with me since day one. I now have three in my senior team.

"My focus for 2016 was to utilise our community relationships to benefit more people in the areas where we operate. We've set up a successful lunch club with an entertainment programme and as a Dementia Champion trained by the Alzheimer's Society I've given many community talks on being a Dementia Friend, raising awareness of the condition and promoting dementia friendly communities.

"This level of community integration, which is an important part of Right at Home's operational model, has been really rewarding for me and the team. It's also given us a strong presence in the area and indirectly cemented the credibility of my business."

## IMPRESSIVE PERFORMANCE

Women now comprise more than 25 per cent of the Right at Home network, running 12 out of 44 franchises operating across England and Wales.



Ruth Solomons, owner of Right at Home Harrow and a former assistant head teacher, is one of five franchisees whose impressive business performance has elevated them into the network's Premier Circle.

She says: "I chose to join a franchise because I wanted to be my own boss, creating a thriving and successful business, but also be part of a larger network, so that I could draw on the experience and expertise of others.

"It was hugely beneficial in the early days and now we are well established I still very much appreciate being part of a supportive network.

"Being able to share best practice and compare performance with other Right at Home businesses is really helpful and has helped me to grow the business significantly faster than I ever could have as an independent."



## INFORMATION

Call Kate Dilworth on 0151 305 0755 or email [franchising@rightathomeuk.com](mailto:franchising@rightathomeuk.com).

[ KARE PLUS ]

# PART OF SOMETHING

Why Kare Plus' branding sealed the deal for the company's Swansea franchisee

**K**are Plus Swansea was the first Kare Plus franchise in Wales, joining the network in September 2015. Husband and wife team, Lisa and Richard Buchanan, trusted the Kare Plus brand, ethos, mission and access to NHS framework in the region to support their new venture - even in uncharted waters.

Now, almost 18 months on, the business has an established recruitment service, has recently achieved its home care registration and is receiving rave reviews from local care homes, customers and staff.

## QUALITY AND STANDARDS

Lisa explains: "The quality and standards that the brand, vision and mission hold for the organisation have helped increase business for us, but also been a fundamental part in our brand awareness and strong brand reputation.

"In line with the model, I place our carers at the core of the business. I

really do value our staff, which is part of the Kare Plus ethos, part of the slogan and part of the Kare Plus brand.

"The difference this makes to our staff is phenomenal. I often have staff coming to us saying they're just seen as numbers in other agencies, whereas they feel part of something with Kare Plus. Even if they don't come through the whole recruitment process with us, they even say they feel more respected at the interview stage.

"The feedback I get from our clients, not only care home managers, but also home care customers in their own home, is also subject to this. I regularly get feedback saying how good our care is, but also how friendly, approachable and helpful the office staff are too."

Although both Lisa and Richard are joint franchise owners, Lisa is the day-to-day manager of the business, stepping away from her near 20-year career in scientific sales and marketing when they invested in a Kare Plus franchise in 2015.

“

THE REPUTATION THEY WERE BUILDING IN THE INDUSTRY WAS VERY IMPRESSIVE AND REASSURING”

"When I reached 40, I wanted a change in life," Lisa says. "The children are still young, so juggling family and a career was a must. I'd been in the same industry for years and I didn't want to look back and think 'what if'.

"We looked at various industries, including the food industry and child care/crèches, but from a moral perspective the healthcare industry sat more comfortably, plus it's a growing marketplace.

"Once we had decided this was the industry to enter, we knew straight away we couldn't do it alone. Due to rules and regulations and with no prior recruitment or healthcare experience, we felt much more comfortable investing in an established franchise model - an idea that first came to Richard when he saw a franchising magazine in an airport departure lounge when we were going on holiday.

"What first attracted us to Kare Plus was the variety of income streams that it would offer. Most of the other healthcare franchises were just home care, but Kare Plus actually offered other routes to go down - and the establishment side is unique.

"Kare Plus had also just been accepted on the framework for NHS staffing supply in Wales. The reputation they were building in the industry was very impressive and reassuring."

## GIVING SOMETHING BACK

Entering the healthcare industry with moral reasoning supporting their decision, one of Lisa's favourite things about owning a Kare Plus franchise is giving something back to the local community - from looking after people in their own home to providing jobs to those in the local area

"Allowing customers to remain in their own home for as long as possible puts a smile on the faces of so many





people,” Lisa says. “Since we achieved our CSSIW registration to provide home care services last October, it has allowed us to drive our business in areas that have the most potential in the Swansea area.

“As a result, I have witnessed some inspiring stories from customers we are working with.

“Even on the recruitment side, meeting so many people is really enjoyable. It can be difficult finding the correct calibre of staff that meet both the customer’s and our needs, but this is something else Kare Plus’ brand awareness has helped us with.

“We have had a number of staff come to us after they relocated to Wales and found Kare Plus Swansea online, after they had previously worked with a Kare Plus franchise elsewhere in the country.

“I wouldn’t have got that on my own, and it’s thanks to such fantastic marketing and social media getting the Kare Plus name out there that it happened now.”

### LOOKING LONG TERM

With such a good experience running her own Kare Plus business, Lisa is even happy to admit she has every intention of still being with the organisation in 10 years’ time, entering a second term with the franchise.

“Looking ahead, I am looking to maximise what is here in Swansea,” Lisa says. “There is such a big opportunity here and we are only just chipping away at the surface. There’s a lot more potential in the region and I want to maximise on this.

“I see no reason why we wouldn’t extend out term with Kare Plus, taking us into 10 years of franchising. By which time I hope to be less involved with the day-to-day operations, but overseeing the performance and objectives as a whole.”

Kare Plus has franchising opportunities just like Lisa’s across England and Wales available now.

With an award winning marketing team constantly evolving the brand and its awareness, a support team specialising in compliance, IT, recruitment, contracts and research and development, as well as new services set to be developed in 2017, there’s no better time to join Kare Plus and the healthcare industry.



### INFORMATION

Visit [www.kareplusfranchising.co.uk](http://www.kareplusfranchising.co.uk), call the franchise sales team on 01952 783 338 or email [franchising@kareplus.co.uk](mailto:franchising@kareplus.co.uk).

[ ENCOURAGING WOMEN INTO FRANCHISING ]

# REDRESS THE BALANCE

Encouraging Women into Franchising wants to change the face of the franchise industry

**W**e've all heard about the gender pay gap in the UK. Even in 2017, women are still paid almost 18 per cent less than men.

Women in their forties find the pay gap opens even wider and, as they return from a break after raising children, see their male counterparts being promoted ahead of them. With these figures in mind, it's no wonder that many women find business ownership and, more specifically, franchising a much better option for their career progression and income needs.

## SIGNIFICANT IMBALANCE

However, even in the franchise sector, there's a significant imbalance between the number of men and women in the industry. The British Franchise Association/NatWest survey recently revealed that women now account for just 23 per cent of franchisees in the UK. The survey also highlighted that during the last two years only 17 per cent of new franchisees have been women.

With lower levels of risk involved than a traditional start-up business and the ability to determine your own future and earnings, franchising offers a great chance for women to build a more financially secure and rewarding future. In franchising, there's a type of business opportunity to suit everyone's needs.

And that's where Encouraging Women into Franchising comes in. Established in 2008, EWIF aims to support women who are looking for

a route into the franchise industry. Its remit is threefold - to encourage women to consider buying a franchise, to encourage businesswomen to franchise their existing operations and to help franchisors attract more women to their networks.

EWIF is a not-for-profit organisation run entirely by volunteers, providing advice and guidance to anyone wanting to become part of the franchise industry.

It spends a significant amount of time working within the franchise sector to support and encourage women looking to get into franchising.

By recruiting members, EWIF hopes even more women will see the benefits of franchising for themselves and their families and be inspired to take the leap into business ownership. By providing advice to help prospective franchisees identify the type of franchise they would be most suited to and explaining what is involved in becoming a franchisee, EWIF is looking to change the face of the franchise sector.

## REWARDING SUCCESS

EWIF is counting down to the seventh annual NatWest EWIF Awards. By recognising the achievements of so many women in business, the organisation hopes to encourage and inspire even more women in the franchise industry.

The awards provide a great boost for franchisors, franchisees and employees, who appreciate having their hard work and efforts recognised by an industry body and their peers. It boosts their brands and confidence and gives them an extra accolade to help promote



**“ESTABLISHED IN 2008, EWIF AIMS TO SUPPORT WOMEN WHO ARE LOOKING FOR A ROUTE INTO THE FRANCHISE INDUSTRY”**

their businesses and give them an edge over the competition.

Clive Sawyer, CEO of EWIF, says: “Every year I’m astounded by the number of award entries we receive and to see EWIF growing. I’m always even more astounded when I hear from the winners that they never thought they would win or didn’t think their achievements were anything special.

“So many business owners achieve great things on a daily basis, but it simply becomes part of their normal working days. It’s nice to help them recognise their success and have their hard work publicly acknowledged and celebrated by the franchise industry.

“I look forward to reading this year’s entries and am sure 2017 is going to be better than ever.”



## INFORMATION

Award nominees will be announced in April. To apply for free tickets to the award ceremony in London visit [www.ewif.org/natwest-ewif-awards](http://www.ewif.org/natwest-ewif-awards).



[ MONKEY MUSIC ]

# BRAND BUILDING

Monkey Music's book deal is bringing the company to the attention of a wider audience

**S**ince 1998, Angie Coates has led the way as one of the first female franchisors in the UK and has developed Monkey Music into a highly successful business model.

It's been 24 years since she turned her passion into a premium brand of music classes, which brings music into the lives of nearly 12,000 babies and young children at classes each week. It has also nurtured the business and teaching careers of hundreds of women.

Having created the original four-stage progressive musical curricula of over 500 songs and musical activities for use in classes, Angie has continued to use her creativity and experience to find innovative ways to develop the Monkey Music brand.

## LIFELONG DREAM

Her lifelong dream of finding a publisher to produce a series of Monkey Music books finally became a reality when Angie found the perfect partner in Campbell Books.

Work began in earnest in March 2015 with the first book, *Let's Sing and Play!*, aimed at toddlers from 18 months, was released in July 2016. A second book for babies from 6-18 months is currently underway, with a release date of June 2017.

Angie knew that by producing books that featured the Monkey Music characters and some songs, she would not only be offering something new and exciting to existing customers, but that as the books would be sold across the country in local bookshops, it was possible young families who may not



currently attend their local class may be encouraged to do so.

Having strategically grown her franchise sales team with the aim of promoting the franchise opportunity to more people, she was also aware that the books would inevitably bring Monkey Music to the attention of business people who may make good franchisees in a new area of the country.

## NET PROFIT

Monkey Music's top franchisees have sales that exceed £200,000 and some franchisees report a net profit before tax in excess of 50 per cent of turnover. The average turnover per franchise has increased by 50 per cent over the last five years, demonstrating that growth emanates from growth of individual franchisees and not just from an expanding network.

Over the last five years, the company's combined network turnover has similarly increased



THE AVERAGE  
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LAST FIVE YEARS"

significantly and saw network sales in excess of £3 million for the first time.

## PERFECT ANSWER

It's no coincidence that Monkey Music attracts mainly women to its team. For many of the franchise business owners, Monkey Music is the perfect answer to their desire for a change of career.

They are all motivated by the exceptional high standards and musical integrity behind the company and also the fact that they earn an excellent return on their own time and any personal financial investment.

So quite apart from bringing music into the lives of thousands of children, Angie Coates and Monkey Music's hardworking team of creative people are now building a famous brand while enjoying a wonderful working life.



INFORMATION

[www.monkeymusicfranchise.co.uk](http://www.monkeymusicfranchise.co.uk)

[ BELLE CASA ]

# THE BELLE CASA WAY

The domestic cleaning specialist has a comprehensive franchise offering for the right candidates



Belle Casa books all franchisee appointments from its call centre

cleaning company that offers this unique service.

"We as a company have conducted 32 interviews in the last nine months and decided to take on just four franchisees. We will continue only to have the best available people to slot into territories that we have.

"It has always been and will remain the fact Belle Casa will only have 85 franchisees in the UK."

## RIGHT DECISION

Franchisee Chris Bevan of Belle Casa High Wycombe joined 12 years ago. She says: "For me, it was simply the right decision.

"I had a long meeting with Peter and, in fairness to him, he told me the good and the weak side with regard to the franchise. I looked at other cleaning franchises, but nothing came anywhere close to what Belle Casa had to offer."

Andrew and Tracey Holding of Belle Casa (Herts) confirm the above. They say: "We too had a long meeting with Peter and he was forthright in what he said. Above all, he left us alone to carry out our own due diligence.

"It was the right choice for us to join and we are delighted with our franchise."



**J**enny Wilson, managing director of Belle Casa (UK), believes the domestic cleaning company has a bright future.

She explains: "We wanted to be different from other domestic cleaning franchise companies. It's not our policy to have hundreds of franchisees in the country covering a small territory, as this will limit franchisee earnings.

"If you look at the whole of the UK, in our opinion there are only 85 postcode areas from which you can earn. What makes us different is that when a new franchisee joins us, they have that entire postcode area. Therefore, the earnings they can achieve are much greater due to the size of the territory."

**“ WE OFFER TO RUN YOUR DIARY SYSTEM, SO THAT IT ENABLES YOU TO DO THE IMPORTANT THINGS, LIKE RUNNING YOUR BUSINESS ”**

## HIGH INCOME

Peter Dalton, founder of Belle Casa, says: "If you take the Sheffield territory, they have 56 postcodes to go at. Of course, there will be bad areas, but we believe the size of the area gives our franchisees an excellent chance to earn a very high income."

Combined with a large area, Belle Casa also has a system that books all franchisees' appointments for them.

Peter continues: "This is such a great service for all our franchisees, as it allows them to be getting on with the day-to-day running of their business and not have to answer phones.

"It saves them so much time and makes us look more professional. We don't know of another domestic





Andrew adds: “Before joining a cleaning franchise, you should check out the size of the territory. Can you earn enough? Does the company spend a long time trying to convince you that 100,000 households will be enough for you to earn a living?”

“Check out if they have penalty clauses in the contract, which will keep you paying until the end of the term.

“Also, check out franchise money back offers. This simply means that if you don’t conform exactly to the contract, the company will not be obliged to pay you.”

Barry Turpin, who owns and runs Belle Casa Cambridge, has been with the company for 13 years. He says: “It’s such a great system. It allows me to spend a lot of my time with my family and has enabled me to earn a great income. On average, I will add 25 to 30 new clients each month.

“I’m delighted I took the decision to join Belle Casa. It took me out of the rat race and I have a very comfortable lifestyle.”

Jenny continues: “Franchisees Josephine and Hugh McLaughlin have taken Glasgow by storm. Having joined us five years ago, they have made big inroads into Glasgow.

“Hugh had the idea to have three Glasgow taxis wrapped in the Belle Casa colours. The response has been overwhelming. They had over 200 clients in the first 12 months of trading.”

#### STAR IN THE MAKING

Lisa Carr, who owns Belle Casa Medway, is a star in the making. Not

only did Lisa hold down a full-time job, but she also managed to have 450 clients on her books. Lisa now earns over £17,000 a month.

Jenny says: “I am amazed at what Lisa has achieved. When Lisa joined us, she was working over 40 hours a week and still running a Belle Casa franchise on a part-time basis.

“It’s an amazing story and we are filled with admiration for Lisa.”

Peter continues: “What makes us different from other cleaning franchise companies? We book all your appointments from our call centre and we know of no other cleaning company that offers this.

“We offer to run your diary system, so that it enables you to do the important things, like running your business. We know of no other cleaning company that offers you this.

“We offer the full postcode territory - not just part of it. We know of no other cleaning company that offers you this.

“What we don’t do is limit your earnings. We don’t limit the amount of households you have in that postcode area, we do not intend to have hundreds of franchisees in the country and we will not sell you a franchise that has other franchisees in the same postcode area.”



For a free prospectus call Peter Dalton on 01933 667538 or visit [www.bellecasa.uk](http://www.bellecasa.uk).



[ TIME FOR YOU ]

# GROWING BUSINESSES

Why you should consider investing in a Time For You domestic cleaning franchise



Amanda and Ian Thompson bought Time For You Buckinghamshire in 2010



Time For You founder Freddie Rayner



Caroline Kirby: "My franchise is always growing"

**B**uckinghamshire franchisees Ian Thompson and his wife Amanda bought their Time For You business in October 2010, after Ian was made redundant from his job with the John Lewis Partnership. He had been working for the company for more than 30 years when his department was relocated and, not wanting to uproot his family, took the redundancy package that was offered to him.

He considered starting his own business, using his redundancy package as an investment, but given the economic climate decided it was too risky. Instead he looked at franchising as an alternative.

## RESEARCH

After researching several different sectors, Ian decided that he needed something that had unlimited earning potential - being a man in a van meant that he could only take on so many jobs each day. He decided on a cleaning franchise because it was a stable sector and he found that Time For You had a great track record.

"The thing I really liked about Time For You was the fact that company founder Freddie Rayner encouraged me to speak to some of his franchisees," Ian says. "Obviously, he would promote the benefits of the business to me because he was trying to sell it, but his franchisees

weren't selling to me, they were just being honest about their experience with the company.

"This confirmed to me that the business model was a good one because franchisees were getting great results. I would advise anyone thinking of buying a franchise to speak to franchisees before they commit to anything, as it is really helpful."

Ian and Amanda have since gone on to buy a second franchise area and now have more than 200 clients across both territories. They plan to keep growing both businesses and feel that with the support they get from Freddie they will achieve all their goals.

## INVESTMENT

Caroline Kirby is the Time For You franchisee in Tunbridge Wells.

She says: "Once upon a time I worked as an investment banker. After having my three children, however, that occupation was no longer suitable, so I decided to do something different and set up a community magazine. It was there I learned about Time For You.

"To make my magazine work I learned as much as I could about marketing and advertising - what works and what doesn't. Freddie Rayner submitted an article to my magazine about Time For You and, in my opinion, it ticked all the right boxes."

It wasn't long before Caroline found herself looking at investing in her own franchise. "I visited the Time For You website and decided that I was sold," she says. "Who doesn't want to work half the hours of an average person for double, or even triple, the money? I decided I was one of these people and, one meeting with Freddie later, I was a franchisee."

Caroline adds: "I can't stress enough the positive impact Time For You has had on my life. Having made £77,000 profit this year alone, I am able to send each of my three children to a private school. During the school holidays I can work at home and I have the extra money to treat each of them. This is something every parent dreams of being able to do and I truly believe it's easily achievable.

"My franchise is always growing. I currently have close to 200 clients and work with 100 independent cleaners. Our partnership benefits the both of us and enables me to take care of things such as the smooth running and accounts of the business, while my clients receive a trustworthy service.

"I would strongly recommend that anyone who wants to spend more time with their children looks into the investment of a Time For You franchise. Not only do I have more quality time for my family, but I also have a larger income to make sure that they will have the best upbringing I can provide for them."



[ TIME FOR YOU ]

# HIGHLY RECOMMENDED

Edinburgh Time For You franchisee Catherine Fitch explains how becoming her own boss changed her life for the better

**T**his morning I sat at the table and ate breakfast with my three-year-old son. Then we built a train track together. I didn't have to rush to work for a certain time, so we had time to chat and spend quality time together. At this point residual income is coming into my business account and the tasks I needed to complete for the day are flexible and planned throughout the morning. Both my son and I have big smiles on our faces. We are very, very happy.

I lead a very different life today compared to a few months ago, when I had to get up at 4.30am twice a week to fly to London, not returning home until 8pm. I felt so shattered at the weekends that just the thought of doing family activities was exhausting. I regularly felt guilty because I couldn't give my son the time he deserved. On top of this, I wasn't doing as good a job at work as I could have.

## CONFIDENT

I knew I needed to make a change, but with a mortgage and bills to pay, I had to be confident in what change that would be. I also worked for good people. I loved my job before I had my son and the company I worked for were supportive and generous.

Another factor in making a change was financial. I couldn't carry on working 70 hours a week, but what could I do that would earn me more money for less hours? The solution was to work for myself and run my own business - a very daunting prospect. I had developed business skills from my previous role as a recruitment consultant - I was confident dealing with people and bringing in sales - but to write a business plan, set up a website and put together robust procedures and processes? No thanks.

It was my mum who spotted the franchise opportunity with Time For You in our local Duddingston

community magazine. I always had cleaners, so I know how important it is to have a good one. A single phone call wouldn't hurt, I thought.

This call led to a meeting with Time For You founders Freddie and Ruth Rayner. I also spoke with several Time For You franchisees across the UK to see how their businesses were performing. The feedback was honest and positive. When I met with Freddie and Ruth I knew investing in a Time For You franchise was the right move to make. They are so passionate about helping you to achieve your goals. They don't interfere, but are there if you need them. They also run a 'success track' programme, which has been invaluable in keeping me focused and on track.

## TRAINING

The initial training is great and geared up to the individual franchisee. Everyone coming into the franchise has different skills to bring to the business, as well as different things to learn. The website is set up for you - you just add the content, guided by Time For You, which advises you on what works well online. There are different leaflet designs to choose from and the marketing materials provided make you look professional and competent in front of clients.

Freddie and Ruth have vast industry experience, which they share with you. They have learnt through the mistakes they have made while building their business, enabling them to provide you with real life examples of what to expect. The training is ongoing and you can reach out to other franchisees and learn from them.

Freddie and Ruth also put on a dinner dance after the company's AGM, which is a lovely chance to meet other franchisees in the network.

The good thing about Time For You is that the proven business template is written out for you. As a business

owner, how you choose to run things is left up to you, so you can grow the business as big as you want.

I started my business on February 4, 2013. By July 5, 2013 I had 153 clients. I am earning enough to pay the bills and will be going on two holidays this year. It is up to you how big or small you want your business to be.

## IMPORTANT

My business partner is my mum, Jennie. She does all the admin, while I do the marketing. I plan my client visits and cleaner interviews around my personal commitments, not the other way around. So when my son goes to school in a couple of years I will be able to see his school plays and sports day - all the important things that make life worthwhile. My mum and I want to take my son to lots of different countries so he can see the world. This is possible as I can run the business from my laptop and phone. When I take a holiday, income still comes in.

Investing in the Time For You franchise has been the best decision I have made. I am happier, more relaxed and less stressed. On top of that, I'm earning more than in my previous job. I have control over my future and a chance to give my son a good start in life. He is so much happier as I am around more and, of course, I don't have that awful wrench when I go to work. He knows that if I have to see a client I am only going to be away half an hour.

If you follow the business plan and processes set out by Freddie and Ruth, you can make this business work for you. I would recommend it to anyone.



## INFORMATION

Visit [www.time4youfranchise.com](http://www.time4youfranchise.com) for your free Time For You prospectus.

[ HOMEXPERTS ]

# WINNING COMBINATION

Women with an interest in property and owning their own business should consider joining HomeXperts

In 1966, James Brown sang that 'this is a man's world'. Fast forward half a century to see how outdated this story title is.

In 2016, meetings controlled by men and male dominated boardrooms are long gone, with women now making their mark across all business sectors. Franchising is no exception, with females proving they can lead businesses and compete at the top of organisations.

One of many women taking the business world by storm is Sussanne Chambers, founder and managing director of HomeXperts.

## SKILL SET

Sussanne would encourage anybody to become a franchisee. However, she believes women have certain organisational skills that are perfect for managing and directing a business. When these are combined with some of the softer skills, such as empathy, creativity and attention to detail, they are a winning combination.

Sussanne recently won the NatWest Encouraging Women into Franchising Franchisor of the Year award, which she praises for recognising the hard



**WE ARE LOOKING TO EXPAND TO 100 FRANCHISEES IN 2017, AS WE CONTINUE TO EXPAND OUR NETWORK OF PERSONAL AGENTS"**



work women across the country put into their franchises.

For many people, becoming their own boss has always been a lifetime ambition. However, making that first step into the business for some doesn't become a reality.

Sussanne says her HomeXperts franchise model is perfect for budding entrepreneurs, but warns that: "Many franchise systems look very similar to a would-be franchisee, so it's important to look past the marketing speak in order to make a true like for like comparison."

As a portfolio landlord, Sussanne experienced the good, the bad and the ugly of the estate agency industry. Unfortunately, the bad and the ugly were mainly experienced in the UK, while the good was experienced overseas.

Disappointed by what she had seen in the UK, Sussanne made her experience count by developing the customer focused HomeXperts estate and letting agency franchise model.

HomeXperts' proven business model enables you to work from home, while scheduling your day around what's

important to you. With over 37 per cent of the company's franchise areas being solely or partly operated by a female franchisee, Sussanne believes any woman with an interest in property and owning their own business should consider joining HomeXperts.

## EXPERT ADVICE

When researching a franchise, one of the key areas you should investigate is the level of training you receive initially and the ongoing mentoring and support the franchisor provides.

HomeXperts delivers an initial two-week training academy, leading to accreditation from the National Association of Estate Agents and the Association of Residential Agents. Following the initial academy, HomeXperts' 12-week kick start programme will help you launch your business.

Its national award winning model won Gold for Best Estate Agency Franchise at The Sunday Times Awards in 2014 and 2015. Additionally, the HomeXperts business model has been scrutinised and approved by the four major high street banks, which will fund up to 70 per cent of the franchise fee and first year's running costs.

Sussanne says: "We are looking to expand to 100 franchisees in 2017, as we continue to expand our network of personal agents across England and Wales."



## INFORMATION

Book a discovery meeting at [www.home-xperts.co.uk](http://www.home-xperts.co.uk) or call 01905 678850.



[ SNACK IN THE BOX ]

# EARN FROM DAY ONE

Snack in the Box, in association with Mars Confectionery, delivers confectionery in vending boxes and machines to small and medium-sized enterprises

**S**ITB guarantees to find a new franchisee's customer base within the first few weeks of trading, meaning this is a franchise where the franchisee starts earning from day one.

Lisa Robinson joined SITB in July 2016 and services the Gloucestershire area. She has a large number of vending box and vending machine customers.

## KEY OBJECTIVES

Her three key objectives when buying the franchise were:

- ★ I wanted the flexibility to grow my customer base and a franchise that would allow us to do that.
- ★ I wanted a branded franchise, one that people recognised, and with SITB you get that.

Everyone knows Mars, so selling the product is not that difficult.

- ★ I wanted a franchise that was big enough to cope with growth, but small enough to care about its franchisees.



Again, you get that with SITB, as we know they're there if we need them, but not constantly on the telephone.

Lisa explains the best things about running the business: "SITB gives me the freedom to take care of my children, while working hard for myself. I am out on the road all day, but can still see my family in the evenings and at weekends.

"Also, the brand is an easy one to sell and customers are always happy to see 'the chocolate lady'."



## INFORMATION

Call 0208 8798303, email [sean@sitb.co.uk](mailto:sean@sitb.co.uk) or visit [www.sitb.co.uk](http://www.sitb.co.uk).

[ EXTRA HELP ]

# CAREER CHANGE

Former pharmaceutical industry worker Moira Tonge has invested in an Extra Help franchise

**E**xtra Help, the home help and domestic cleaning franchise network, is delighted to welcome new franchisee, Moira Tonge, an enthusiastic woman who is now running the company's Rickmansworth franchise.

Moira worked for 15 years in the pharmaceutical industry, starting off as a PA and then progressing through to quality and compliance roles at a clinical imaging centre.

## PERSONAL AMBITION

An incredibly thorough person with an eye for detail, Moira was always passionate about providing a high quality service to customers, including other pharmaceutical companies and universities, ensuring that the company adhered to strict standard operating procedures.

However, Moira had a personal ambition to focus the next step of her career within the care industry.

She says: "We all hear stories of people who provide help to older relatives but, due to day-to-day life, can't give as much time as is needed. I love the idea of being able to help ease the burden for people who need help to make their lives more comfortable."

Moira learned about Extra Help when she posted on social media that she was looking for a new opportunity. A relative responded, recommending Extra Help and suggesting it might be the ideal business for her.

## POSITIVE CONVERSATION

Moira had a positive conversation with Extra Help's head office and, when she read the literature that was subsequently sent to her,

felt the genuine passion behind the words and knew it was perfect for her.

"It just ticked every single box and I knew this was me to a T," she says. "It seemed absolutely ideal."

Moira says the support she has received from Extra Help to date has been fantastic: "I know it's early days, but they have been amazing. It's so rare to find people like them who have that much drive and energy - it's a fantastic team and everyone I have spoken to has been very supportive. I know I can learn a lot from them."



## INFORMATION

Call 0845 618 2904, email [info@extra-help.co.uk](mailto:info@extra-help.co.uk) or visit [www.extra-help.co.uk](http://www.extra-help.co.uk).

[ STAGECOACH ]

# UNLOCKING HER POTENTIAL

Jasmine Decker has gone from student to teacher to business owner, thanks to Stagecoach

**T**he Stagecoach Performing Arts culture promotes 'creative courage for life'. As testament to this ethos, students often return to become teachers themselves and, increasingly, go on to become franchisees.

## DEDICATED

With a love for the brand built on personal experience and a passion for replicating their success for the children of the future, Jasmine Decker was one such student.

She began her Stagecoach journey at the age of four. A dedicated student for 12 years, she flourished both personally and professionally as part of the Stagecoach family.

Her talents didn't go unnoticed. In 2008 she was offered a role at her local Stagecoach as a teacher, so she could share her knowledge, skills and experience with those following in her footsteps.



**AFTER TWO YEARS I HAVE A FULL SCHOOL, I'M OPENING MY SECOND SCHOOL AND AM NOW A WORKING MUM"**

As well as being a creative and passionate teacher, Jasmine became a savvy entrepreneur and quickly realised the business opportunity the Stagecoach franchise offered.

After six years teaching and at just 22 years old, she secured her place as one of the youngest franchisees in the network. Three years on and she's built a profitable, successful business and now enjoys a work/life balance many would envy.

## LEARNING

Jasmine says: "I couldn't imagine my life without Stagecoach. Yes, it has been a learning curve, but after two years I have a full school, I'm opening my second school and am now a working mum.

"I honestly believe this is a community that will never let anyone fail. Stagecoach has made me the person I am today."

For almost 30 years, the Stagecoach model has been proven and refined to become one of the UK's leading performing arts opportunities. Franchisees build a team of equally passionate and enthusiastic teachers, qualified to bring out the best in their students.

Stagecoach schools provide a thriving, nurturing and supportive environment for creative learning. That's just one of the reasons why 40,000 children every week flock to classes nationwide.

## VARIED

Today, a network of more than 300 franchisees operate over 650 schools offering 1,645 classes in eight countries. Through an exciting and varied framework of teaching and



development, franchisees have helped to unlock the potential of more than one million students.

Stagecoach franchisees come from all walks of life, but they all share a passion for performing arts and a desire to build a successful and highly profitable business that positively impacts the lives of children in their communities.

A tried and tested head office support structure enables franchisees to play to their strengths, while an expert induction and ongoing specialised training, along with industry leading support in marketing, customer service, IT and business development, provides the best possible environment in which to succeed.



## INFORMATION

Email [apyne@stagecoach.co.uk](mailto:apyne@stagecoach.co.uk) or call 01932 256202.



# Extra Help

## A rewarding franchise opportunity with all the support you need to succeed



**Flexible Hours \* A Rapidly Growing Market \*  
High Earning Potential \* Simple to Manage \*  
Immense Job Satisfaction**

Extra Help is a national home-help and domestic cleaning franchise network that provides assistance with a variety of day-to-day tasks, such as cleaning, gardening, dog-walking, meal preparation and mother's help services.

If you're serious about running your own, profitable business, backed by an unsurpassed level of support, please contact our franchise team today.



### Extra Help

Home-help and domestic cleaning services

Web: [www.extra-help.co.uk](http://www.extra-help.co.uk)

Email: [info@extra-help.co.uk](mailto:info@extra-help.co.uk)

Phone: 0845 618 2904



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**t @JoJinglesHQ**

[ GREEN MAN LAWN CARE ]

# MAKING IT EASY

Green Man Lawn Care's franchise package makes running your own business a walk in the park

It's Monday morning and Glenn McCullough is getting into his Green Man Lawn Care van, ready to start his working day. First, he's off to see a potential new customer in a Bromley suburb to carry out a quote, followed by 10 lawn treatments at existing customers' properties.

At around 3pm, he spends a couple of hours leafletting the local area, before making his way home to relax for the evening.

In fact, his day is very much the same as that of most employed lawn care technicians. Except Glenn isn't just an employee. He's the owner of a Green Man Lawn Care franchise and instead of working hard for someone else's gain, Glenn runs his own business and gets to keep the profits for himself, and crucially, decides how he spends his time.

## IN-HOUSE SUPPORT

While he's out treating lawns and serving his customers, Green Man Lawn Care's franchise support team are busy answering calls, following up quotes and recommendations and carrying out many of the other back office tasks that a franchise owner would normally be expected to do.

Kate Warren, franchise support manager, tells us: "Basically, we take care of all the boring fiddly bits. Just some of the many examples include handling customer queries, taking care of the scheduling, setting up direct debits and the dreaded credit control - something which, in a small business, can too often spiral out of control."

On top of in-house support, Green Man Lawn Care offers access to TOMS, a bespoke online management system that allows franchisees to access their customers' information and schedule from any computer, smartphone or in-van tablet.

The team is always working on innovative new technology to make franchisees' working days easier and more efficient. For example, the TOMS route optimiser automatically orders the daily work schedule, so that the franchisee is travelling the shortest possible distance between customers, allowing them to treat more lawns per day and thus make more money.

Additionally, there's an easy-to-use quoting system that goes through a series of questions, enabling the franchisee to offer a comprehensive lawn analysis and an assortment of different payment plans.

This new approach to running a franchise is the brainchild of company directors Howard Abramson and Tom Le Friant.

As an ex-franchisee of a national lawn care brand, Howard knows exactly how hard it is to juggle the demands of running a business, while carrying out treatments and growing a customer base.

Tom, meanwhile, has had first-hand experience of being an employee and wanted to ensure the issues he faced when working for a lawn care brand are not encountered by Green Man franchisees.

Their experience has led them to run Green Man Lawn Care with one principal aim - to make life easier for their franchisees. They have achieved this by taking on those tasks new franchisees often find the most daunting and time consuming. For example, having to return customer calls at the end of a hard day's work.

"We make it easy," Howard says. "We've removed most of the office jobs a franchisee would normally have to do. This allows them to concentrate on what they do best - servicing their customers and growing their business."

## GROWING INDUSTRY

While having your lawn professionally treated is commonplace in the USA, it's still a comparatively new concept to a lot of homeowners in the UK.

"The lawn care industry is unlike any other," Howard explains. "It's still in its embryonic stage over here, which







means there's a lot of room for growth. Now is the perfect time to join us and capitalise on this emerging market."

"It's the attraction of working outdoors that entices many of our franchisees to make an initial enquiry and the profit margins help them make their mind up," Tom says, who oversees training and supports new franchisees.

"That certainly was the case for me. I enjoy the variety of the work and am seeing first-hand how profitable this growing industry is."

The main service offered by Green Man Lawn Care is a recurring plan of seasonally specific lawn treatments that includes a fertiliser and weed or moss control application, which is carried out every nine weeks.

At every visit, franchisees reassess the lawn's needs and, if required, offer additional treatments to help tackle any other lawn related problems that need special attention, ensuring every customer's lawn looks its best.

To those new to the lawn care industry, it often comes as a surprise to hear that work is carried out all year round. In fact, the profit margins are highest in the autumn and winter months, as this is when customers have some of the more expensive additional treatments, such as aeration and scarification.

"I'm always busy," Glenn says. "A lawn's needs change with the seasons, meaning there's always a problem to be treated. And when I'm not carrying out lawn treatments, I'm out leafleting.

It's a great way of raising awareness of my business.

"Often, I will be approached by a potential customer while leafleting and can quote them there and then. It's so satisfying seeing my customer base increase every day."

### PROFITABLE FUTURE

It wasn't that long ago that Glenn's working day looked completely different. This time last year, he was stuck behind the wheel of a black cab, ferrying passengers around London. His hours were long and unsociable and he was missing out on time spent with his wife and two children.

Stressed out and feeling the ill effects of sitting all day, Glenn, together with his wife, decided it was time to make a change. Not knowing a single thing about lawn care and nervous about embarking on a new career, they approached Green Man Lawn Care about running a franchise.

"I'm so glad I made the decision to start afresh," Glenn says. "I joined less than a year ago and have already turned over £38,000. That's a fantastic amount for a first year and I'm looking



**NOW IS THE PERFECT  
TIME TO JOIN US  
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MARKET"**

forward to seeing this figure grow year on year.

"Yes, I had a whole new trade to learn, but the team taught me the fundamentals and then continued to come out with me to ensure I had the knowledge to deliver the service with confidence.

"Even now, if I get stuck with a problem I haven't seen before, head office are on hand to help me straight away."

For Glenn, being a Green Man Lawn Care franchisee is simple. He just focuses on carrying out treatments and leafleting in between. The harder he works, the more profit he makes and the higher his salary is.

He's got the role of an employee, with the benefits of owning his own business. How many lawn care technicians can say that?



### INFORMATION

Call 01206 598 030, email [tellmemore@greenmanlawncare.co.uk](mailto:tellmemore@greenmanlawncare.co.uk) or visit [franchise.greenmanlawncare.co.uk](http://franchise.greenmanlawncare.co.uk).

[ NIC SERVICES GROUP ]

# ESSENTIAL SERVICE

Commercial cleaning specialist NIC Services Group wants to add to its franchise network across the UK

"There's nothing better than a franchisee finding out that the managing director of a company was once himself a franchisee," points out Steve Calvert, franchise recruitment director of NIC Services Group.

The company, which is well into its second decade in franchising, is proud of the fact its first ever franchisee, John Pinnick, is the managing director of the business.

## AWARD WINNING

The award winning commercial cleaning company with a national network of franchise businesses is now one of the UK's leading providers of commercial cleaning and support services through a franchise network.

"The fact our senior management team combined has more than 150 years of industry experience - in both cleaning and franchising - means that when you make an investment into NIC you're putting it into a very safe pair of hands," Steve adds, who himself has 23 years' experience in franchising, including a number of years as a director on the board at the British Franchise Association.

"The NIC business model allows us to offer national solutions without compromising at a local level, providing consistent quality and value across all sectors, services and contracts.

"We supply a variety of public and private sector organisations, including offices, distribution centres, manufacturing facilities, industrial buildings, retail and leisure."

Commercial cleaning is virtually a recession proof industry, as it's an essential service, and the market is one of the largest single industries in the UK.

As Steve explains, NIC offers the chance to run a true management business: "The franchisees don't go out and do the cleaning, they work on the development of the business, making sure cleaning operatives continue to provide excellent service and so build the business from within.

"What we're aiming to do is add to our network across the UK and key to our continued success is the way we go about looking for franchisees and who we consider.

"One of the things I focus on is that potential franchisees possess the skills needed to grow the business; we put a lot of emphasis on attracting the right calibre of person to join our network."

Steve's aim is to appoint between 8-10 franchisees per year. "We take it very seriously that we have people who have invested in our brand and we want franchisees to get a good return on that investment," he says.



WHEN YOU MAKE AN INVESTMENT INTO NIC, YOU'RE PUTTING IT INTO A VERY SAFE PAIR OF HANDS"

## EXTENSIVE TRAINING

All new NIC franchisees undertake an extensive training programme at a purpose built in-house training centre, which covers practical training on cleaning methods as well as business training, sales and marketing advice - all delivered to BICSc (British Institute of Cleaning Science) standards.

Franchisees manage both large and small contracts, which includes visiting existing clients to conduct monthly audits, managing cleaning teams, visiting potential clients and networking to build new relationships and grow the business.

Usually time is split between being on the road and the essential management of the business, which can be run from a home office.

NIC, a full bfa member, runs a number of regular discovery sessions both regionally and at its head office in Leeds for those interested in the huge potential of the NIC cleaning management franchise.



INFORMATION

[www.nicfranchise.co.uk](http://www.nicfranchise.co.uk)





**AWARD WINNING**



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To find out about our Care Franchise Opportunities in your area.

[ THE ZIPYARD ]

# TAILOR MADE

With distinctive branding and a shop fit that maximises profit, The ZipYard provides owners with a business that's welcome on any high street

**L**aunched in Britain by The Bardon Group in 2011, growth has been strong and the company is on its way to achieving its first target of opening 50 centres in the UK.

The Bardon Group runs three other well known franchise brands - Recognition Express, ComputerXplorers and Kall Kwik - and has a management team that's long established in the franchise industry.

## ADDITIONAL CENTRES

The ZipYard concept offers total flexibility, with the opportunity to run one centre or build a bigger business through owning additional centres throughout the country.

Specifically designed to project a stylish, high quality image, The ZipYard offers a wide range of alteration and

tailoring services, all done on-site by trained professionals in purpose built centres branded in The ZipYard's signature yellow and black colours.

From dress restyling and taking in or letting out, to bridal wear fitting or formal wear alterations, The ZipYard provides convenient, quick and cost effective clothing alterations and repairs.

The turnkey franchise package comprises a complete shop fit, state-of-the-art machinery, computer systems and comprehensive marketing support, which includes regional PR activity.

It also includes industrial sewing machines, specialist alteration and repair machinery, a computer, software, EPOS system, signage, fixtures and fittings, various consumables, starting stock, plus training and ongoing support from the franchisor.

## FRANCHISEE SUCCESS

Former driving instructor Richard McConnell opened England's first ZipYard franchise in Altrincham in 2011, followed by a second centre in Wilmslow in 2013.

He says: "We did lots of research in the franchise press and online and looked into a wide variety of franchises.

"The Altrincham ZipYard has exceeded all our expectations and the model is so well thought out that it was easy to replicate in Wilmslow. Our reputation went before us and the customer base in the new ZipYard is building nicely.

"It was my wife who noticed the ZipYard advert and she thought it was



**THE ZIPYARD  
CONCEPT OFFERS  
TOTAL FLEXIBILITY,  
WITH THE  
OPPORTUNITY TO  
RUN ONE CENTRE  
OR BUILD A BIGGER  
BUSINESS"**

a fantastic idea. We did some research and quickly realised there was no competition in our area. Most of the time clothing repairs are done as a bolt-on service at dry cleaners. The turnaround time isn't very good and they don't offer a very wide range of services.

"We went to meet Nigel Toplis, the franchisor, and visited a centre in Wales. We were impressed by the professionalism of the franchise. The brand is very strong and the shop fit is amazing - from the fitting rooms to the equipment and layout."

## HANDS-ON EXPERIENCE

All franchise owners complete a comprehensive two-week induction programme that covers business practices, computer systems, running a centre, marketing, promotions and recruitment.

Part of the training takes place in an existing centre to provide hands-on experience. Every aspect of the set-up, from finding premises to launching and promoting the centre, is fully supported by the franchisor.

Once up and running, the support continues with additional training, business and product support, ongoing advice and planning.



## INFORMATION

Call Emma Downes on 01530 513307 or email [edownes@thezipyard.co.uk](mailto:edownes@thezipyard.co.uk). Total investment: £38,500 (plus VAT) plus shop fit.





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# ASK THE EXPERTS

## Your franchise questions answered by our panel of industry specialists

**Q I want to franchise my business. What are the advantages?**

**JOHN PRATT WRITES:**

There are two big advantages of franchising. First, you will be using other people's money to grow your business. Your franchisees will have to pay an initial fee to take a franchise and fund all the working capital for their businesses.

Secondly, you are capitalising on the fact your franchisees are not simply employees earning a salary, but are individuals who own their own businesses. What this means is that they will try harder to make a success of the business than would otherwise be the case with an employee.

There is a great deal of evidence to support the view that franchised businesses do better than non-franchised ones. Indeed, McDonald's recently announced it was converting all its company owned outlets in the UK to franchises because the franchise outlets performed much better.

There is, however, a price to pay for these advantages. The skills required to make a success of franchising are different than for a non-franchised business, franchisees need a lot of handholding and you have to share in the profitability of the franchisee's business, which would not be the case if you owned the business yourself.

**Q What questions should I ask established franchisees about their businesses?**

**BRIAN DUCKETT WRITES:**

Talking to existing franchisees has always been the most important part of recruitment process research and while they may be understandably cautious about giving exact financial details for their business, it's always worth asking about turnover and profitability.

However, I'd be more inclined to answer open questions about how well the franchisor supports their franchisees, what is the overall state of morale within the network, how well and how often do franchisees get together and so on.

Above all, did the franchisor fulfil the promises it made during the recruitment process, how accurate were the financial models that may have been provided and how effective was the initial on boarding and training process?

Then look to the future and ask about how they see the network developing, is there mileage in the sector and how well positioned is the franchisor to take advantage of new opportunities.

One important point to make is that it's no longer necessary only to contact those franchisees whose contact details the franchisor gives you. Social media and websites enable you to track down just about any of a network's current franchisees.

It may even be possible to find some ex-franchisees to contact to find out why they left the network.

**Q What are the advantages of investing in a van-based franchise?**

**VICKY WILKES WRITES:**

Van-based franchises are becoming increasingly popular and offer a number of potential advantages for those looking to enter the franchise market.

Key advantages include lower overheads, start-up and ongoing costs associated with a van, as opposed to operating from bricks and mortar premises, all of which can make it more suitable for first time franchise owners.

Van franchising also offers the benefit of constant on-the-go marketing. A van may advertise the franchised goods and services as the franchisee travels around the franchise territory in the van.



**BRIAN DUCKETT** is chairman of The Franchising Centre, part of the world's largest network of specialist franchise consultants.



**JOHN PRATT** is senior partner at specialist franchise firm Hamilton Pratt and has advised franchisors for over 25 years.



**VICKY WILKES** is a senior associate at law firm Squire Patton Boggs (UK) LLP, specialising in both domestic and international franchising.



**SHELLEY NADLER** is a legal director in Bird & Bird's international franchising team and has many years' experience of advising on all aspects of franchising.

A further benefit is that a mobile business allows greater flexibility for the franchisee to choose how they wish to grow the business. It will not be restricted to a single location and will be able to move within the franchise territory to meet market demands. Also, single van-based franchises are designed to be operated by individuals and therefore present less concerns about hiring staff.

**Q As a franchisee, what ongoing fees must I pay to my franchisor?**

**SHELLEY NADLER WRITES:**

In order to finance the continuing services and back-up provided to franchisees, the franchisor has to secure a regular flow of income. This is normally achieved by charging management service fees or royalties on continuing fees.

In the case of a product distribution franchise, there may also be a mark-up on the supply of products and in most franchises an additional advertising contribution.

Most franchisors charge a straight percentage fee based on the gross revenues of the franchisee. Higher fees can be payable where franchisors carry out administrative functions for franchisees such as invoicing customers, collecting payments and debt collection or where the franchisor finds customers for the franchisee.

Although not so common, some franchisors establish a fixed fee or require payment of a minimal level of fees. Fixed fees can benefit a franchisee if their level is not too high. Adjustments may need to be made at regular intervals to take into account inflation or to reflect growth.

In most cases, the franchisor will undertake responsibility for advertising, promotion and public relations for the network. It's the franchisor's obligation to develop and maintain the reputation of the brand and many franchisors set up a central advertising and marketing fund to exploit the national corporate image of the franchise network.

The franchisor will make a charge to each of its franchisees of a sum usually calculated as a percentage of the franchisee's gross income, which is paid into the advertising and marketing fund. The sum of all these contributions is spent by the franchisor on advertising and marketing on behalf of the network.



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In addition, we are a market leader in the provision of Computer Room, Data Room & Communications Room cleaning services, with a tried and tested approach for carrying out this specialised cleaning.

We are a customer centric business offering advice and practical solutions to our customers and are recognised as being an authority in this sector with robust cleaning processes and procedures using products unique to techclean.

We are ISO 9001 and Safe-contractor accredited which is an internationally recognised quality system, providing customers with immediate credibility.

Techclean offers one of the best value franchise opportunities currently available.

The relationship between the franchise owner and the franchisor is critical to the long term success of the business and to this end we believe the best way to recognise this relationship is that it is a 'marriage' and as in a marriage you need to be clear that your franchisor is both a business and a partner you can trust.

The techclean team have extensive knowledge of franchising and are well versed in their own disciplines – be it sales, marketing, procurement, finance or business planning.

As your franchisor, we believe in supporting you fully in your marketing efforts, The Bardon Group have years of experience creating excellent marketing tools, programmes and collateral, that are effective and practical for franchise owners to follow – alongside the other demands of the business.

At the heart of our approach is centralised direct marketing where mailings are sent out to the M.A.N. (the person with the Money, Authority and Need) and followed up by phone calls (through a specialist agency) to secure appointments for you to attend.

This activity is backed up by regular email marketing, a comprehensive range brochure, product leaflets and other relevant collateral.

**"Techclean is a customer centric company offering a broad range of specialist services to a wide range of customers and we need franchise owners with the ambition, communication skills, drive and energy to maximise the business opportunity in their own territory."**

**Nigel Toplis**  
Managing Director of Techclean



## DETAILS:

**Investment level:**  
£19,500 + VAT

**Business type:**  
Specialist system hygiene

**Franchise contact:**  
Emma Downes  
Techclean  
Unit 2,  
Cartwright Court,  
Cartwright Way,  
Forest Business Park,  
Bardon, Coalville,  
Leicestershire, LE67 1UE

**Tel:** 01530 513308

**Email:** edownes@thebardongroup.co.uk

**Web:** www.techclean.co.uk

## PICK A WINNER

### Dream Doors' recruitment team selects 10 tips for choosing the right franchise

#### YOUR STRENGTHS/ROLE IN THE BUSINESS

The first step to deciding which franchise is best for you is self-evaluation. You need to find out what you want from your business and work out exactly how you can achieve it.

For example, would you rather be an investor who hires staff to manage the business on a day-to-day basis or a hands-on operator who directly monitors and runs the business?

Be honest with yourself and determine how best you can deploy your skills and experiences.

#### LEARN ABOUT FRANCHISING

With our nation in a state of perpetual growth, it's only natural that the franchising world is becoming

bigger and bigger as time moves on. Obviously, the best businesses would attempt to branch out and extend their reach across many locations. And that's exactly what franchising does.

It's pretty simple to keep up to date with what's occurring within the world of franchising. There are magazines like this to subscribe to, several franchise shows and myriad online resources. Keep an eye on which franchises are receiving awards and commendations, as this is a good indicator of their worth.

Unfortunately, the perfect business won't just fall into your lap, so you'll have to conduct your own research to discover it. The more work you do at this stage, the better prepared you are for the opportunity when it arises.

#### UNDERSTAND FINANCING

You'll need to have a clear idea of what money is available to you and how it can be spent. And never enter into a business underfunded.

You should start researching the world of finance as soon as possible. With the tremors of Brexit and various other changes being felt around the country, it's a necessity to be up to date and knowledgeable about what level of funds are available to you.

The good news, though, is that bank managers tend to like franchise businesses, as they have a much higher success rate than independent start-ups.

#### STUDY THE BUSINESS WORLD

You certainly don't need to be Sir Alan Sugar, but some business knowledge is important when evaluating, and then running, a franchise.

As owner and manager, you'll need to be mindful of many aspects of the business world, such as marketing, sales, customer service and PR. Doing a little research and having at least some basic knowledge in all these areas can go a long way towards delivering a successful start to your business.

#### RECESSION PROOF

Take a look at all the potential business prospects and consider whether they'd continue to thrive if the economy began to take a turn for the worst.

Think of staple services we've come to expect and those that are seen as a necessity. You may want to consider the prime customer demographic too.







That certainly helped us at Dream Doors, where our kitchen refurbishments appeal to an older demographic - one that was less affected by the economic downturn - and helped us treble brand turnover during the recession.

#### INDIVIDUAL FRANCHISE RESEARCH

Once you've exhausted all the online and offline resources, attempt to create a list of potential businesses that interest you. And then try to narrow down the list even further.

You can't realistically speak to every franchise out there, but you can enter into healthy discussions with a few that interest you.

Remember to think back to your self-evaluation. Does this company fit your skills and expectations? Make sure to consider factors such as location, as you don't want to waste time on a franchise that has no available territories near to you.

That said, since Dream Doors is a mature brand, we often have resale

opportunities and encourage enquiries from any area of the UK.

#### CONTACT FRANCHISES

Start requesting basic franchise information from the selected companies. If the company appears to be what you're looking for, do your due diligence and request further information - anything you can acquire to get a feel for the business.

Bear in mind the franchisor will also be assessing you, as no respectable company would furnish every candidate with everything, so you need to try to impress them and stand out as the best candidate for their franchise.

Further sensitive information will typically be passed on once both parties feel it's in their mutual interest.

#### SOMETHING YOU ENJOY

Arguably, this is the most important tip of all. A franchise is a major career move involving a significant investment in time, money and work, so it's vital you enjoy the time you will be putting in.

**SOME BUSINESS KNOWLEDGE IS IMPORTANT WHEN EVALUATING, AND THEN RUNNING, A FRANCHISE"**

If you don't care about your business, you won't succeed, so always strive to choose a business that interests you at a personal level.

Don't rush into signing anything if you're uncertain, as this could end up in serious regret - both for the company and yourself.

#### GOOD REPUTATION/HIGH INTEGRITY BUSINESS MODELS

You can't always trust a company's words concerning itself, so you need to be certain the franchise is respectable and has a high standard of practice.

A good way of judging a company's reputation from an objective view would be their user reviews. A prime example of this is Dream Doors' high scores on Checkatrade. Websites like this offer an accurate representation of the quality of service provided.

#### YOUR FINAL DECISION

When making your final decision, be sure to consider all the factors previously mentioned. It's crucial your decision is made for all the right reasons.

Check the franchise does all of the following:

- ★ Matches your current financial situation and resources.
- ★ Makes use of your personal skills and challenges you.
- ★ Is recession proof and a staple service.
- ★ Has happy and contented franchisees, willing to stay for many years.
- ★ Lets you be the boss that you want to be.
- ★ Employs enthusiastic and experienced staff members, who will help you on the road to success.



## COMMUNITY SPIRIT

**SureCare franchisee Tervinder Bhargal provides a variety of services that allow people to enjoy an enhanced quality of life. Trevor Johnson reports**

**J**ust imagine that there was someone you could ring up and say: "Could you take grandmother to the dentist. And how are you fixed to tidy the garden, look after the budgie and organise a children's party?"

Tervinder Bhargal is delighted to get calls like that. SureCare, the award winning home care provider, of which she is Coventry and South Warwickshire franchisee, prides itself on taking on virtually any job that will make life better for anyone, regardless of age or circumstances.

### FRANCHISE NETWORK

Founded in 1994, SureCare has certainly moved a long way from the days when it was seen as largely a provider of domiciliary care. Now its network of over 30 franchises works with clients from babies to the elderly and disabled on tasks ranging from making beds and shopping to hospice care and gardening.

Care is one of the fastest growing sectors, with a current UK value of £6 billion - two thirds being spent on the over 65s.

SureCare claims to be unique in providing a huge variety of services available to families, all aimed at allowing people to remain in their home surroundings and enjoy a comfortable and enhanced quality of life.

The company says these multiple revenue streams make a SureCare franchise a particularly attractive investment.

It explains: "Changes we have made in the business over the past two years means we are genuinely unique. No other care company offers the breadth of services - we can genuinely say we are there for our clients' life journey.

"We offer every care and home service that people require. If we haven't thought of a service and if there is a genuine need, we will introduce it.



**THE SUCCESS OF THE BUSINESS IS BASED ON PROVIDING THE BEST POSSIBLE SERVICE TO THE MOST VULNERABLE GROUPS OF PEOPLE IN OUR SOCIETY"**

We listen to our franchisees and our clients."

### CARING CONCERN

This blend of business and caring concern was just what 42-year-old Tervinder was looking for when she decided to take on a franchise last year. She knew all about business - she ran a successful IT consultancy with her husband Jarnail - and had 10 years' experience as a social worker, leading a Coventry city council team caring for disabled youngsters.

She also started and successfully developed the Birmingham social

work recruitment branch of a national recruitment company.

"I couldn't have found a more suitable franchise," Tervinder says. Opening for business last November, she plans to have a staff of 30 carers within 12 months. "You're working with vulnerable people and must respect their rights and wishes," she adds.

"It's vital to get the right carers for the job and that means going through a very intensive selection process. Carers have to be versatile because we offer so many different services. A big issue is social isolation and helping people get out into the community.



For life's journey





“A big part of our service is providing clients with companionship, from creating time to chat, through to helping someone attend a hospital appointment or visit a local club.

“We believe in the importance of dignity for our elderly clients and providing them with personal care and support is central to this philosophy. 24-hour live-in care, holiday care and companions for trips away from home are all included in our package. It was the perfect franchise for someone with my background and experience.”

### HOTTEST TICKET IN TOWN

SureCare was acquired by managing director Gary Farrer in 2014 and offers franchises at £36,000, plus franchise fees and working capital.

Before becoming the owner of SureCare, Gary and his wife Stephanie built a £5.5 million turnover business and now pass on their experience and entrepreneurial skills to their franchisees. Their son Josh is now SureCare's franchise recruitment manager.

Describing the care sector as “the hottest ticket in town,” Gary says: “We are providing services - and thereby franchise opportunities - which are relevant and in touch with the 21st century. We are stepping back into our

communities and providing a range of community services.”

SureCare now has franchisees offering everything from babysitting services, mobile crèches at weddings and collecting laundry to shopping or simply spending time with lonely people. Others specialise in helping people affected by dementia.

The currently expanding care market has resulted in several franchisees reporting annual turnovers of more than £1 million. SureCare aims for a new franchisee to break even within nine months and would expect an established operator to make a profit of 15-20 per cent.

Franchisees come from diverse backgrounds. “You don't need to have any care experience to run a SureCare franchise,” the company says. “But you will need to be compassionate with excellent people skills and also have the skills and capabilities to manage and lead your team.”

For instance:

★ Amrit Dhaliwal bought the Oxfordshire SureCare franchise after caring for his elderly grandfather. Previously, he ran a successful restaurant and tea rooms, but felt strongly about delivering excellent care to the elderly.

★ Jagjit and Paramjeet Soni, now Hillingdon franchisees, previously ran

a hotel and a clothing import business. They wanted to help older people stay independent in their own homes and chose the franchise because of its commitment to quality care.

★ Michelle Sparks worked in the automotive industry for many years as a business development manager, before taking on the SureCare Rugby and North Warwickshire franchise.

She has looked after her 19-year-old son since he was born with cerebral palsy. After seeing him receive various standards of care over the years, Michelle felt he deserved better and turned what she had learned about caring into a business.

★ Manjinder and Karun Heer are a father and son who run the SureCare North Leeds franchise. Karun, a university graduate, ran a disco and his father was a bus driver and retailer.

Karun says: “My dad and I are passionate about what we do, about improving people's lives and running the best possible care services.”

★ Paul Brandrick, who runs the Cheshire East SureCare franchise, worked as a plasterer and ran a restaurant in America while looking after his elderly father and wheelchair bound wife.

“I was drawn to care due to these experiences,” Paul says, who now has over 60 staff.

### INTENSIVE TRAINING

Franchisees take a week-long intensive training course, plus ongoing mentoring in sales, marketing and recruitment and a thorough grounding in health and safety and welfare regulations.

Tervinder remembers: “When I started the franchise I was very impressed by the experienced development staff and the continued emphasis on ensuring the service offered is safe and the outcome focused on users' needs.

“The success of the business is based on providing the best possible service to the most vulnerable groups of people in our society.

“For instance, there are disabled teenagers who want to live independently, but because of local government cuts can't get enough help elsewhere. We come across parents who have children with disabilities, who can't get enough support to allow them to return to a regular job.

“People have told us they had been crying out for something like SureCare in this area. If you can give people the best quality of life and help them live the life they choose, what more can you ask for in a job?”





## WELL SCHOOLED

Aspiring franchisees have much to gain from taking the Prospect Franchisee Certificate course, Linda Whitney says

**W**ould you be more - or less - likely to apply for a franchise if it required a certificate to do so?

The Prospect Franchisee Certificate, launched in October 2016 by the British Franchise Association and Lloyds Bank, is designed to provide potential franchisees with an overview of the franchise industry, including guidance on evaluating franchise opportunities, business management, financial understanding and legal considerations.

### FANTASTIC UPTAKE

By January 2017, 150 individuals had signed up to take the course, according to the bfa - over 30 a month.

Pip Wilkins, bfa chief executive, says: "We have had a fantastic uptake of the Prospect Franchisee Certificate

so far and we're still in the process of launching it with our members."

The bfa clearly hopes that its member franchisors will make the PFC part of the recruitment process and is developing case studies with some members to highlight the benefits.

Pip says: "The PFC is a great way for franchisors to assess the calibre of their prospective franchisees from the outset and by implementing it as part of their recruitment process it will ensure all their new franchisees have a solid understanding of all areas of the franchise process."

The free course consists of 13 video modules available online (see bfa.trainme.tv or access it via [www.thebfa.org/pfc](http://www.thebfa.org/pfc)). Each module concludes with an assessment, which must be passed with a mark of 100 per cent before the certificate can be achieved.

If you fail a module more than three times in one day, you can retake it the following day. There's no time limit on completing the course and you can take it as many times as you wish.

There is the implication that having the PFC could help boost potential franchisees' chances of making successful applications. In fact, the bfa is convinced the course could: "Transform the recruitment process for both parties in a franchise relationship."

### INDUSTRY VERDICT

So will franchisors be asking potential franchisees for their PFCs or expecting them to complete the course as part of the recruitment process?

Ken Rostron, from specialist franchise consultancy The Franchise

Company, who has helped many franchisors recruit franchisees, says: "When it comes to applicants, there could be a benefit in sorting out the wheat from the chaff."

"Since social media and third party franchisee recruitment websites became the main way franchisees are recruited, there has been a huge surge in enquiries. It's so easy just to click on a button to express an interest. We've contacted applicants who have forgotten they applied."

"If franchisors made completion of the PFC a condition of application,





it could cut down these frivolous applications. But on the other hand, some genuinely interested applicants may decide it's their money and future and simply go straight to the franchisor without doing the PFC course.

"No one wants to put hurdles in the way of genuine high quality applicants. The jury's out on this from my point of view. Time will tell."

Brian Duckett, chairman of franchise consultancy The Franchising Centre, says: "The more educated prospective franchisees are and the more research they have done the better, so if the PFC enables franchisees to ask franchisors more searching questions, that can only be good."

Will taking the course give potential franchisees the edge over those without a PFC?

Brian says: "There is an element of it being promoted as giving franchisees a better chance of successfully securing a franchise area, though I suspect that ultimately it may not make much difference because franchisors look for much more than a PFC, including attitude,

investment and where the applicant lives."

However, he also points out: "If franchisors require prospective franchisees to take the PFC course and they don't, then they are not following the recruitment system, which in a sector where following a system is important may be a bad omen."

Simon Bartholomew, franchise director at Oscar Pet Foods, makes the same point.

He says: "For now, we're encouraging prospective franchisees to take the PFC and in time we will use their decision to do so as an indication of their focus and ability to follow a system, which is very important when considering a franchise."

"It's a great way for prospects to show franchisors commitment and understanding of the process. Running any business requires dedication and focus and taking time to study this course demonstrates a candidate's determination."

#### **BANK INTEREST**

What about banks? Will they start to ask that potential franchisees have a PFC before considering lending?



**RUNNING ANY BUSINESS REQUIRES DEDICATION AND FOCUS AND TAKING TIME TO STUDY THIS COURSE DEMONSTRATES A CANDIDATE'S DETERMINATION"**

Richard Holden, head of franchising at course co-creator Lloyds Bank, says: "We are referring every funding applicant to the PFC course, both those at the initial enquiry stage and those who have got to the stage of applying for funding."

"We are not insisting they take it, but we have advised our credit underwriting team about it. They are encouraged that better informed people will be coming through."

While not demanding that applicants complete the course, it could be an advantage when it comes to borrowing.

Richard says: "The next step would be to look at introducing preferential terms of lending for people who have undertaken the certificate, because they will be better prospects for repaying the loan and thus lower risk borrowers."

Will other banks be referring applicants to the PFC course?

"I suspect not," Richard says. "They ought to be, but all the video content about funding comes from Lloyds, so I don't think they will be proactively promoting it."

#### **NOTHING TO LOSE**

So what is a prospective franchisee to do? Answer: take the course. You have nothing to lose and much to gain.

Serious applicants research franchising, the recruitment process and borrowing money anyway. It will add to your understanding of what it takes to become a franchisee at no cost and may impress franchisors and lenders.

The only investment required is some of your own time - and if you can't spare that, consider whether you are a serious applicant.



**bfa**

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For more information on any of the  
companies listed in this section visit [www.  
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a franchise'. Then select the category(ies)  
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ActionCOACH Franchise Partner



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FRANCHISOR	INVESTMENT LEVEL
<b>BAR</b>	
Bar Sport	
Bavarian Beerhouse	
Coyote Ugly	
<b>BUSINESS &amp; PROFESSIONAL SERVICES</b>	
Assist With Solutions	£22,950
Auditel (UK) Ltd	£37,950
Expense Reduction Analyst	£39,900
Franchise Resales	N/A
Pitman Training	£22,500
Rosemary Bookkeeping	
Unite Empower	
<b>BUSINESS FRANCHISES</b>	
ActionCOACH	£21,000
Aspray Limited	
Bartercard	£60,000 - £90,000
Billsutter	
Business Doctors	
Business for Breakfast	
Business Partnership (The)	
Clark James	£5
CNA International	£30,000
CPA	£14,750
Interface Financial Group	£70,000
Leadership Management International (UK) Ltd	£15,500
Mail Boxes Etc	£60,000
Mr Electric UK	£26,500
Networks 3R	
Personal Career Management	
Platinum Builders	£25,000
Quintadena	£10,000
<a href="http://www.citylocal.co.uk">www.citylocal.co.uk</a>	£3,000
X-Press Legal Services	£12,000
<b>CARE &amp; ELDERLY SERVICES</b>	
Abacus Care	
Ableworld	£29,950
Avail	£20,000
Bluebird Care	£25,000
Brightstar	
Caremark	
Carewatch Care Services Ltd	
Clarriots Care	£32,500
Eirsen Health Care	£69,500
Heritage Healthcare	£27,995
Homecare Preferred	
Home Instead	
KarePlus <a href="http://kare-plus.co.uk">kare-plus.co.uk</a>	
Motivation & Co	
Promedica	
Right at Home	£100,000
Senior Shop	£75,000
Surecare	£32,000
<b>CHILDCARE</b>	
Activity Mix	
Pyjama Drama	
Sherpa Kids	
Tigerlilly Childcare	
YogaBugs	
<b>CHILDREN</b>	
Apex Dance & Performing Arts	



## WEB ADDRESS

barsportfranchise.co.uk  
bavarian-beerhouse.co.uk  
coyoteuglysaloon.com

assistwithsolutions.co.uk  
auditelfranchise.co.uk  
erafranchise.net

pitman-franchising.com  
rosemaryfranchise.com  
empowernetwork.com

actioncoach-franchise.co.uk  
aspray.com  
bartercard.co.uk

businessdoctors.co.uk  
bforb.com

clarkjames.co.uk  
cna-international.com  
cpa.co.uk  
interfacefinancial.co.uk  
lmi-ukfranchise.com  
mbe.co.uk

networks3r.com

personalcareermanagement.com  
quintadena.com  
citylocal.co.uk  
xpresslegal.co.uk

abacuscare.com  
ableworldfranchise.co.uk  
availl.co.uk  
bluebirdcare.co.uk  
franchise.brightstarcare.com  
caremarkfranchises.com

clarriotscafe.franchise.co.uk  
eisen.co.uk  
heritagehealthcarefranchising.co.uk  
homecarepreferredfranchise.com  
homeinstead.co.uk

motivation-and-co.com  
promedica24.co.uk  
rightathomeuk.com

surecarefranchise.co.uk

activitymix.com  
pyjamadrama.com  
sherpakids.co.uk  
tigerlilychildcare.co.uk  
yogabugs.com

apex360.co.uk

# The World of Franchising

**F**ranchising is one of the most successful routes to owning your own business. Statistics confirm that the failure rate in franchising is 2.1 per cent against over 80 per cent for stand-alone start-ups.

However, franchisors are highly selective when appointing franchisees who, as owner operators, will be responsible for maintaining the franchisor's image and standards of service.

Franchisors will always appoint applicants with the drive, discipline and ambition to succeed through a formal but tried-and-tested business plan.

## FUNDING

Around 60 per cent of all new franchisees borrow to start their businesses. Typically, if you have £30,000 capital to invest, a bank specialising in franchising will lend you a further £70,000 – raising your start-up capital available to £100,000.

## USING FRANFINDER

For more information on any of the companies listed in this section visit [www.what-franchise.com](http://www.what-franchise.com) and click on 'Looking for a franchise'. Then select the category(ies) you are interested in and find the companies you wish to know more about.

## FRANCHISE BUSINESS CATEGORIES

Franchising opportunities fall into well-defined business sectors and the Making Money FranFinder is divided into these categories for your easy reference:

- Bar
- Business & Professional Services
- Business Franchises
- Care & Elderly Services
- Childcare
- Children
- Cleaning
- Coffee
- Commercial & Industrial
- Communications
- Delivery & Haulage
- Education
- Entertainment
- Fast Food
- Financial Services
- Fitness
- Food & Beverage
- Gym
- Health & Beauty
- Homebased
- Homecare & Property Maintenance
- IT & Computers
- International
- Lettings & Property
- Motoring Services
- Online Franchises
- Pest Control
- Petcare
- Pizza
- Plumbing
- Print & Promotional Services
- Recruitment
- Restaurant
- Retail
- Services
- Sport
- Travel
- Leisure
- Vending

## FRANCHISE FACTS

- ★ 29 per cent of franchisees run multiple units.
- ★ Franchising contributed £15.1 billion to the economy in 2015 and employs 621,000 people, of which 321,000 are in full-time employment. Both figures are up more than 10 per cent since 2013.
- ★ The number of franchisee-owned businesses totalled 44,200 in 2015, over one third of which are run from home.
- ★ 97 per cent of franchisee-owned businesses are profitable and over half turn over in excess of £250,000.
- ★ Less than one per cent of franchisees closed their businesses because of commercial failure in the last 12 months.
- ★ More younger people are entering the franchise sector, with one in five franchisees who started their business in the past two years being under 30.
- ★ Franchisee-franchisor relationships are at their strongest level, with nine in 10 franchisees declaring satisfaction.
- ★ Home-grown success is converting into export success. Four out of every five brands in the UK are domestically owned, with 38 per cent expanding their business model overseas and a further 11 per cent considering doing so in the future.

Source: British Franchise Association/NatWest Franchise Survey 2015.

## WEBSITES TO VISIT

Making Money  
[www.what-franchise.com](http://www.what-franchise.com)

British Franchise Association  
[www.thebfa.org](http://www.thebfa.org)

Business Startups  
[www.startupbusinessuk.net](http://www.startupbusinessuk.net)

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- ✓ Company set up
- ✓ Coaches kit
- ✓ Equipment including balls, bibs, cones and goals
- ✓ Stationary pack
- ✓ Social media set up and training
- ✓ Assistance with producing a business plan and raising finance (if required)
- ✓ Marketing materials
- ✓ Launch
- ✓ Booking systems, databases and operating forms
- ✓ Operating manual
- ✓ Coaching manual
- ✓ Insurance assistance
- ✓ Five year Franchise Agreement with the right to renew at the end of the term
- ✓ Ongoing support

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Year 1: £150/month royalty plus £50/month marketing  
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- In-schools coaching
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- Parties
- Futsal
- Walking Football
- Football experiences including stadium tours

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 An All Star Football Academy franchise can be operated on a part or full time basis.  
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www.allstarfootballacademy.co.uk E: info@allstarfootballacademy.co.uk T: 01904 217031

## Want to run your own retail business?

## Want to be your own boss?

- Want the backing of an award winning brand?
- Want ongoing support to grow your new business?
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- Want a business that delivers attractive profits?
- Want a business that's value grows with your success?

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FRANCHISOR	INVESTMENT LEVEL
Baby Sensory	£6,000
Babyprints	
Creation Station	
Dancing Tots	£7,000
Diddi Dance	£6,400
Footybugs	
Helen O'Grady Drama Schools	
Kids Bee Happy	£2,495
Leaps and Bounds	
Leonis Children's Chocolate Party	
Little Angels	£6,750
Little Impressions	£7,500
MAD Academy	£7,000
Monkey Music Ltd	£12,975
Monkey Puzzle	£30,000
Moo Music	£1,499
Photography for Little People	£15,000
Progressive Sports	£9,950
Razzamataz Theatre Schools Ltd	£10,000
Rockabubz	£3,997
Rockin Jump	
Seriously Fun Swimming Schools	
Spanish Amigos	
TetraBrazil Soccer Schools	£5,995
Tinies Childcare tinies.com	
Tumble Tots (UK) Ltd	
Window To The Womb	
<b>CLEANING</b>	
Belle Casa	
Betterclean	
Bone Dry	
Bright and Beautiful	£15,995
Chem-Dry	
Chemex	£19,995
Clear Brew Ltd, Beer Line Cleaning Professionals	
Club-Clean	£14,995
Countrywide Floorcare	£10,000
Daily Poppins	
Diamond Home Support	£1,295
Dolly Char (UK) Ltd	£7,995
Domestique	
Dubcheck	£9,950
Dyno Rod	
Ecoclean	
Envirogroup	£23,950
Furniture Clinic	
Jani-King (GB) Ltd	
Maid In Your Place	
Maid2Clean	£9,999
Merry Maids	£16,560
Metro Rod	
Minster Cleaning Services	£28,225
Molly Maid UK	£16,975
My Home	
NATIONWIDE CLEANERS	£7,999
Nielsen nielsenchemicals.com	
NIC Services Group Ltd	£20,000
Ovenclean ovenclean.com/franchise	
Rainbow International	£80,000
Renue Systems	
Safeclean	£17,350
ServiceMaster	£23,650
Time For You	
Total Clean	



## WEB ADDRESS

babysensory.com  
babyprints.co.uk  
thecreationstation.co.uk  
dancingtots.co.uk

thebugsgroup.com  
helenogrady.co.uk  
kidsbeehappy.com  
leaps-and-bounds.co.uk  
http://lccparties.co.uk  
becomeanangel.co.uk  
little-impressions.com  
madacademy.com  
monkeymusicfranchise.co.uk  
monkeypuzzlenurseryfranchise.com  
letsmakemoomusic.co.uk  
photographyforlittlepeoplefranchise.com  
progressive-sports.co.uk  
razzamataz.co.uk  
rockabubz.com  
rockinjump.com  
seriouslyfun.net  
spanishamigos.co.uk  
tetrabrazil.co.uk

tumbletots.com  
windowtothewomb.co.uk

bellecasa.uk  
bettercleanservices.co.uk

brightandbeautifulhome.com  
chemdry.co.uk  
chemexfranchises.co.uk  
clearbrew.co.uk  
club-clean.co.uk  
countrywidefloorcare.co.uk  
dailypoppins.co.uk  
diamondhomesupport.com  
dollychar.com  
thebusinessforyou.co.uk  
dublcheck.co.uk

eslsolutions.co.uk  
envirogroupfranchising.com  
furnitureclinic.co.uk  
janiking.co.uk  
maidinyourplace.co.uk  
maid2clean-franchise.co.uk  
servicemaster.co.uk  
metrorod.co.uk  
minsterfranchise.co.uk  
mollymaid.co.uk  
myhome.com/franchise  
nationwidecleaners.co.uk

nicfranchise.co.uk

rainbow-int-franchise.co.uk  
renuesystems.com  
safeclean.co.uk  
servicemaster.co.uk  
time4youfranchise.com  
totalclean.co.uk

[ HUNTERS ]

# Strong performance

Estate agency franchise Hunters bucked the market in 2016

**H**unters, one of the country's leading estate agency and franchise businesses, expanded rapidly during 2016.

Despite uncertainty in the UK housing market, the group opened 30 new branches in a number of regions for the third consecutive year, while reporting impressive trading updates throughout 2016.



## NATIONAL NETWORK

Hunters' offices opened their doors in counties including Greater London, Hampshire, Oxfordshire, Cheshire, West Yorkshire, Wiltshire and Lincolnshire.

With nearly 94 per cent of the group franchised, numerous independent agents are taking advantage of the benefits of being part of a national network.

Training for new and existing staff was also bolstered during 2016, which saw the introduction of the new Hunters National Qualification, a training scheme endorsed by both the National Association of Estate Agents and the Association of Residential Letting Agents.

Glynis Frew, chief executive of Hunters Property plc, says: "Becoming the UK's favourite estate agent is our primary objective and growing the size of the network is vital to achieving this.

"We also understand that we need helpful and well trained staff. We invested the equivalent of £500,000 in training throughout 2016, demonstrating our commitment to our staff, customers and franchise partners.

"The last quarter of 2016 was a busy time for Hunters Franchising -

we have gained many new franchisees and expect this to continue into 2017.

"The group already has a number of branch openings scheduled for Q1 this year and the board expects significant further network expansion throughout 2017."

Hunters' expansion has already started in 2017 with the launch of Hunters Brixton.

The new branch complements the brand's presence in south London, with branches already open in Camberwell, Forest Hill, Surrey Quays and Catford, to name a few.

## KEY REGIONS

Hunters, which opened its first office in York in 1992 and its first franchised branch in 2006, has a network of over 180 branches nationwide, with offices in a number of key regions across the UK, including London, Oxford, Norwich, Middlesbrough, and Manchester.

Its services cover residential sales, lettings, buy-to-let and investment, residential block management, land and new homes, franchising and other property related services.



THE BOARD EXPECTS  
SIGNIFICANT FURTHER  
NETWORK EXPANSION  
THROUGHOUT 2017"



**INFORMATION**

Visit [www.hunters.com](http://www.hunters.com).



# BIO-RITE

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## FRANCHISE OPPORTUNITY BENEFITS:

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The Non Verbal Dynamics business is **THE** business you've been looking for but simply didn't know existed.

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 See how one of Bob's trainees, broke the £100K per year target.  
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**Bob doesn't hide behind web sites.**  
 Don't confuse this with rubbish on the Internet. If you're looking for a real person "one to one", to lead you to success - not a web site. Then call Bob today. Personal "one to one" training is the secret to success in this outstanding business. Don't risk your future on anything less.

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FRANCHISOR	INVESTMENT LEVEL
UK Domestic Cleaning VIP Bin Cleaning Ltd Well Polished	£6,995 £10,000
<b>COFFEE</b> Artigiano Espresso & Wine Bars Cafe2U Coffee Bike Esquires Coffee Houses Gloria Jean's Coffees Mrs Fields Franchise <a href="http://mrsfieldsfranchise.com">mrsfieldsfranchise.com</a> Ringtons £28,950 <a href="http://ringtons.co.uk/franchise">ringtons.co.uk/franchise</a>	       £23,600 £60,000
<b>COMMERCIAL &amp; INDUSTRIAL</b> Aire Serv Autosmart Ltd Bio-rite BMI Hose Castle and Pryor Filtafry IRT Surveys JaniKing MACC UK Ltd Mixamate Holdings Ltd Pirtek (UK) Ltd Signal 88 Skidproof	                £16,500 £12,000                £17,500 £30,000 £30,000
<b>COMMUNICATIONS</b> Business Development Partnership Telcoinabox	
<b>DELIVERY HAULAGE</b> CargoCall Diamond Logistics Driver Hire InXpress UK Pack and Send TWO MEN AND A TRUCK®	       £35,000 £50,000
<b>EDUCATION</b> ComputerXplorers Helen Doron Educational Group Jo Jingles Ltd Kumon Educational UK MagiKats Maths and English Wall Street English	       £29,500    £10,000
<b>ENTERTAINMENT</b> Art 4 Fun Fitkid Go-Kart party Gymboree Play UK	     £50,000 £10,000
<b>FAST FOOD</b> Auntie Annes Baguette Express Baskin Robbins Burger King Corporation Donut King <a href="http://donutking.com.au/">donutking.com.au/</a> Dunkin Donuts Favorite Fried Chicken Limited Little Caesars McDonald's Southern Fried Chicken	                £50,000                £800,000 £100,000 £80,000



## WEB ADDRESS

ukdomesticcleaning.co.uk  
vipbincleaning.com  
well-polished.com

artigiano.uk.com  
cafe2u.com  
https://coffee-bike.com  
esquirescoffee.co.uk  
gloriajeanscoffees.com.au

startautosmart.co.uk  
bio-rite.com  
bmiuk.co.uk  
castle-pryor.co.uk  
filitafryplus.co.uk  
irtsurveys.co.uk  
janiking.com  
macc-uk.com

pirtek.co.uk  
signal88.com  
skidproof.co.uk

bdp-ltd.co.uk  
telcoinabox.co.uk

cargocallfranchising.co.uk  
diamondlogistics.co.uk  
goo.gl/MAontV  
inxpress.com  
packsend.co.uk  
twomenandatruck.co.uk

computerexplorers.co.uk  
helendoron.com  
busop.jojingles.com  
kumon.co.uk  
magikats.co.uk  
wallstreetenglish.com

art4fun.com  
fitkid.co.uk  
go-kartparty.co.uk  
gymboree-uk.com

auntieannes.co.uk  
baguette-express.co.uk  
baskinrobbins.co.uk  
burgerking.co.uk

favorite.uk  
franchise.littlecaesarsinternational.com  
mcdonalds.co.uk  
southernfriedchicken.com

[ APOLLO BLINDS ]

# Actively recruiting

Apollo Blinds offers retail and van-based franchise opportunities



**A**pollo Blinds is the UK's biggest blinds franchise. It has a proven track record of supporting franchisees to set up and grow their own window blinds businesses, selling and installing the latest collections of on trend, premium, made-to-measure blinds, shutters and awnings.

Apollo Blinds offers both retail and van-based franchise opportunities and supports new franchisees with extensive initial product training, backed up with on-the-job support from two installers who have more than 50 years' fitting experience between them.

## ACCESS TO MENTORS

Each franchisee is also supported by 24/7 phone support and monthly visits by their area managers, who act as mentors in guiding each franchisee at every stage of growth by nurturing a level of strategic overview that helps the franchisee to keep driving their business forward.

They offer a range of advice, from effective time management and human resources support to utilising

technology to make the business as efficient as possible.

The most successful franchisees are the ones who understand the importance of delivering a great customer service experience - from the initial enquiry through to post-installation.

They are proactive at marketing their businesses - from attending local business networking events and advertising with local media to using the power of social media to connect with potential customers and get great recommendations and reviews.

## COMFORTABLE LIFESTYLES

Apollo Blinds is proud of the fact some franchisees have owned their businesses for more than 30 years, which has allowed them to create comfortable lifestyles, as well as opportunities for their children to become part of their businesses.

Franchisees are also supported by the fact Apollo Blinds is part of the Hunter Douglas Group, which, with an annual turnover of more than £2 billion, is the world's largest blinds company.

This means franchisees are always first to market with the latest developments in window blinds trends, innovation and technology - such as energy saving blinds.

The company has both mobile and store-based opportunities available and is actively recruiting in areas including Salisbury, New Milton, Kingston, Cambridge, Guildford, St Albans, Hereford, Oxford, Tonbridge, Shrewsbury, Hemel Hempstead, Chelmsford, Harrogate and Slough.

**“FRANCHISEES ARE ALWAYS FIRST TO MARKET WITH THE LATEST DEVELOPMENTS IN WINDOW BLINDS TRENDS, INNOVATION AND TECHNOLOGY”**



**INFORMATION**

Visit [www.apolloblindsfranchise.co.uk](http://www.apolloblindsfranchise.co.uk).

# Start a Cleaning, Home Help and Gardening Business



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**TOP  
franchise 10**

FRANCHISOR	INVESTMENT LEVEL
Subway The Country's Best Yoghurt Wimpy International Ltd	
<b>FINANCIAL SERVICES</b>	
Brilliant at Bookkeeping Cash Express Certax Accounting Cloud Bookkeeping Dennis & Turnbull DNS Accountants Financial Advisor School Franchise Finance Moneysave Solutions TaxAssist Accountants	£30,000 £9,900      £24,995 £36,950
<b>FITNESS</b>	
Bodystreet Training Kung Fu Schools Naturhouse Pro-Fit Franchise Quit Smoking Pal The Fitness Space Yourzone45	£10,995 £60,000 £5,000
<b>FOOD &amp; BEVERAGE</b>	
bbake & TAKE Bennigans Boost Juice bars Booster Juice Brumby's Bakery Delifrance Greene King Meet & Eat Heavenly Deserts Hooters Jaspers Corporate Catering Kona Grill Melting Pot <a href="http://fonduefranchise.com">fonduefranchise.com</a> Michel's Patisserie <a href="http://michels.com.au/">michels.com.au/</a> Punch Taverns Riverford Organic Vegetables Sub Zero Ice Cream & Yohurt Thorntons Veenno Company, The Vom Fass VQ Juice Ltd Wiltshire Farm Foods	£85,000          £100,000        £15,000
<b>GYM</b>	
Fit4Less Snap Fitness The Little Gym	£95,000
<b>HEALTH &amp; BEAUTY</b>	
Biothecare Estetika Depicool GlamnGlow Guinot <a href="http://guinot.com">guinot.com</a> Jacks of London Massage Heights Mirage <a href="http://miragebeauty.co.uk">miragebeauty.co.uk</a> Rush Saks Hair and Beauty Silverdaze Spice Isles	£21,500 £7,500          £750,000   £15,000  £11,500 £25,000



## WEB ADDRESS

subway.co.uk  
franchise.tcby.com  
wimpy.uk.com

brilliantatbookkeeping.com

certaxaccounting.co.uk  
cloudbookkeeping.co.uk  
dennisandturnbull.com  
dnsaccountantsfranchise.co.uk  
thefaschool.co.uk  
franchisefinance.co.uk  
moneysavesolutions.com  
taxassistaccountants.info

bodystreetuk.co.uk  
kungfuschoolsfranchise.co.uk

pro-fitfranchise.co.uk  
quitsmokingpal.com  
thefitnessspace.com  
yourzone45.co.uk

bakeandtake.co.uk  
bennigans.com  
boostjuicebars.co.uk  
boostjuice.com.au  
brumbys.com.au  
delifrance.com.sg  
greenekingpubsfranchise.co.uk  
heavenlydesserts.co  
hooters.com  
jaspers-franchise.co.uk  
konagrill.com

riverford.co.uk  
subzeroicecream.com

theveenocompany.com  
vomfassuk.com  
vqjuiceworld.com  
wiltshirefarmfoods.com

energiefranchise.com  
snapfitness.com  
thelittlegym-eu.com

biothecareestetika.com  
depicool.co.uk  
Franchise.GlamNGlow.ca

franchisewithjacks.co.uk  
massageheightsfranchise.com

rush.co.uk  
saks.co.uk  
silverdazeuk.com

[ FRANCHISE FORUM ]

# Fiscal fortitude

When raising finance for a franchise, approach the right bank with the right information, Mark Scott, director of franchise development at NatWest, says

**S**tarting a business by way of a franchise is becoming more popular. However, it's one of the most important decisions you'll make and you need to be honest with yourself about whether you're cut out to be an entrepreneur.

Take a critical look at your strengths and weaknesses. Do you have the capacity, temperament and skills to run your own business?

## FAMILY SUPPORT

Make sure you have the full support of your family and don't underestimate the additional responsibilities and demands on your time. Ensure you have sufficient capital - you'll need at least 30 per cent of the start-up costs (50 per cent for a new franchise).

Obtain a full list of existing franchisees. Don't just speak to those suggested by the franchisor, as they may be the only ones that are successful. Visit where possible, find out how their businesses are performing and what support is provided.

How well known is the franchise and its service/product? A good reputation is a bonus.

Examine costs closely, in particular the franchise fee and monthly management fee, and whether they are value for money. Will the margins be sufficient to support the business after payment of regular fees to the franchisor?

Will the training provided enable you to run the business successfully? Who are your competitors?

Seek professional advice from an accountant about income and profit projections and from a solicitor about the legal agreement. Both



**APPROACH A BANK WITH A DEDICATED FRANCHISE DEPARTMENT, AS IT WILL HAVE A GOOD KNOWLEDGE OF THE FRANCHISE INDUSTRY"**

should have a good understanding of franchising and preferably be affiliated to the British Franchise Association.

## SECURING FUNDS

When raising finance for a franchise, in the majority of cases you should not have too much difficulty, provided you have a sound credit history and a robust business plan.

Approach a bank with a dedicated franchise department, as it will have a good knowledge of the franchise industry, what your business plan should include and how the franchise will perform in the early days.

For established, successful franchises you will be able to raise a greater level of finance for your start-up costs and working capital requirements. For example, this could be up to 70 per cent of the total finance required. For new franchises, the figure will be 50 per cent.

This compares well up against raising finance for an independent start-up that does not have a brand and a proven model behind it.



## INFORMATION

For more information about NatWest's franchise services call 020 7747 1977 or email [franchise@natwest.com](mailto:franchise@natwest.com).

# Your future Your business Your rewards

I was looking for a business opportunity, which would give me a balanced lifestyle, a healthy working environment, and the opportunity to grow a business that would provide a secure future for my family and me. Lawnscience ticked all the boxes and I've not looked back since starting in spring, within 8 weeks I had already scheduled my first years financial goals. It was the right choice for me.

Scott Harrison, Lawnscience, Birmingham

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Non exclusive areas  
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FRANCHISOR	INVESTMENT LEVEL
Supercuts Taylor & Colt The Tanning Shop Toni & Guy xtreme lashes	
<b>HOMEBASED</b>	
No Letting Go	£20,000
<b>HEMOCARE &amp; PROPERTY MAINTENANCE</b>	
Agency Express	£18,500
Apollo Blinds	£20,000
Arrow Homecare Ltd	£7,000
Briary Garden Services	£9,500
Building and Handyman	£21,000
Colourfence	£25,000
Complete Weed Control	
Concept Building Solutions	£27,995
Countrywide Grounds Maintenance Ltd	£45,000
Countrywide Lawn Doctor	
Drain Doctor	£35,000
Dream Doors	£70,000
Dream Doors International Ltd	
Dyno Locks	
Ed's Garden Maintenance	£11,000
Envirocare Grounds Maintenance	
Envirovent	£19,950
Fifty Plus	
Flat Roof Company (The)	
Furniture Medic	£22,075
gas-elec Safety Systems	£16,500
Granite Transformations	
GreenThumb Ltd	£31,700
Handywoman Franchising	
Hemsley Gardening	
Hillarys Blinds	
Hire a Hubby	
In-toto	£15,000
Jim's Mowing	£15,000
Just Fitted Kitchens	
Just Shutters	£7 500,00
Lawnkeeper	£15,000
Lawnscience	£11,995 + VAT
Magic Man	£19,500
Matts Mowing	
Mould Doctor	
Reeds Rains	
Sliderobes Ltd	
Sliding Sash Solutions	
Tom Thumb Lawncare	
TruGreen	£27,000
Urban Planters	
Wilkins Chimney Sweep	£15,000
<b>I.T &amp; COMPUTERS</b>	
Computer Troubleshooters	
<b>INTERNATIONAL</b>	
Desita	
Sky Zone	
<b>LETTINGS &amp; PROPERTY</b>	
Bairstow Eves	
Belvoir Property Management	£22,500



## WEB ADDRESS

supercutsfranchise.co.uk  
Franchise.TaylorandColt.ca  
thetanningshop.co.uk  
toniandguy.com  
xtremelashes.com

nolettinggo-franchise.co.uk

agencyexpress.co.uk  
apolloblindsfranchise.co.uk  
arrowhomecare.co.uk  
briary.co.uk  
buildinghandymanfranchise.com  
colourfence.co.uk  
completeweedcontrol.co.uk  
concept-solutions.co.uk  
countrywidegrounds.com  
countrywidelawndocor.com  
draindoctor.co.uk  
dreamdoorsfranchise.co.uk  
dreamdoors.co.nz

edsgardenbusinessfranchise.co.uk  
franchise.envirocarems.co.uk  
homeventilation.co.uk  
the50plus.co.uk  
flatroof.co.uk  
servicemaster.co.uk  
gas-elec.co.uk  
gtfranchise.co.uk  
greenthumb.co.uk  
handywoman.co.uk  
tirla.co.uk

hireahubbygroup.com  
intotofranchise.co.uk  
jimsmowing.co.uk

lawnkeeperfranchise.co.uk  
lawnsience.co.uk  
magicman.co.uk  
matts.biz  
moulddoctor.co.uk  
the-property-franchise.co.uk

tomthumblawncafe.co.uk  
trugreen.co.uk  
urbanplanters.co.uk  
franchisechimneysweep.co.uk

computertroubleshooters.co.uk

desita.it  
skyzone.com

belvoirfranchise.com

[ NATWEST FRANCHISE SEMINARS ]

# Industry insight

NatWest's free franchise seminars offer attendees a complete introduction to franchising



**W**ith over 900 brands to choose from, selecting the right franchise can

be daunting. The NatWest franchise seminars are designed to provide impartial guidance and advice to help you make the right decision.

You will hear from a range of franchise brands, including ActionCOACH, Belvoir Lettings, ERA, InXpress, NIC, Tutor Doctor and Driver Hire. Franchises range from a man in a van operation to white collar. The seminars aim to offer information on the variety of models available.

The British Franchise Association/ NatWest survey 2015 found that the proportion of franchise owners reporting profitability was 97 per



**THE SEMINARS  
AIM TO OFFER  
INFORMATION ON  
THE VARIETY OF  
MODELS AVAILABLE"**

cent. This compares with recent statistics of 80 per cent of standalone businesses failing in the first three years. It's clear that franchising is a great route for those looking for a more secure and supported future in business.

## BRIGHTER FUTURE

Ian Arundell was looking for something different when he attended a NatWest franchise seminar to find out more about franchising.

"When I received the email inviting me to the seminar, I was looking for a change in career," Ian says. "I booked a place to see what it was all about without any intention of taking the process further."

The seminar sparked an interest for Ian. Five months later he had opened his franchise and is now using his existing skills to build something for himself.

"I had been looking at setting up my own business, but with the cost and success rates of franchising it was a bit of a no-brainer," Ian says.

"My advice to anyone looking into franchising would be to do your due diligence. If you're not sure what you want to go for, the seminars are certainly very useful. The information I was given was excellent."



## INFORMATION

The free NatWest franchise seminars offer attendees a complete introduction to the franchise industry, providing them with the tools they need to choose the right business.

If you're interested in attending a seminar, which take place across the UK, visit [www.franchise-seminars.info](http://www.franchise-seminars.info), email [enquiry@franchise-seminars.info](mailto:enquiry@franchise-seminars.info) or call 020 718 33 657.





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or email [franchising@metrorod.co.uk](mailto:franchising@metrorod.co.uk)



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### Ever wanted to:

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- Work flexible hours?
- Be your own boss?
- Earn great money?



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At MOLLY MAID you are supported by an experienced team every step of the way. Through a comprehensive training programme and thorough business launch, we aim to provide a strong and fast start.

Becoming part of a long established brand, provides you with immediate credibility, allowing you to develop a long-term sustainable business.

For more details please contact Aaron Watson  
[aaron.watson@mollymaid.co.uk](mailto:aaron.watson@mollymaid.co.uk)  
 01628 583765



## FRANCHISOR

## INVESTMENT LEVEL

CENTURY 21 UK	£23,500
Countrywide Signs Limited	
County Homeseach	£35,000
Elite Property Franchise	£5,000
Enfields	
Engel & Volkers	
Estate.com	
Estatedirect.com Ltd	£5,000
Ewemove	
Go Direct Lettings	£6,000
Goodchilds	
HomeXperts	£19,995
Living Room Letting Agency (The)	£22,500
Martin & Co	£25,500
Medics On The Move	£25,995
Northwood	£25,000
Optimhome	
PHP Lettings	£10,000
Platinum Property Partners	£32,970
Property Inventories	£18,000
Redstones	£11,995

## MOTORING SERVICES

Autovaldirect	£14,950
ChipsAway International	£29,995
Dent Devils	
Dent Wizard	£20,000
Fibrenew International	£50,000
Fleet Mobile Tyres	£35,000
Green Motion	
Hometyre	£29,950
iAutoUK	£120,000
Mac Tools	£50,000
Mobile Car Valeting	
Motorkwik	
Red Driving School	
Revive!	£23,500
Snap-on Tools Ltd	£20,000
The AA	
Vanarama	
Wheel Specialist (The)	£100,000
Wicked Coatings	

## ONLINE FRANCHISES

bestof.co.uk (the)	
Traderpost	
Project M	

## PEST CONTROL

Prokill Pest Prevention	£25,000
Whelan Pest Prevention	

## PETCARE

Bark Busters Dog Training	£18,000
Barking Mad	
Dial a Dogwash	
Dog Groom	
Horsatack	
Husse	
Oscar Pet Foods	£14,995
Pals4Pets	£11,950
Trophy Pet Foods	£15,000
Wagging Tails	£12,995

## PIZZA

0800 Pizza	
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## WEB ADDRESS

century21uk.com  
countrywidesigns.com

elitepropertyfranchise.co.uk  
enfields.co.uk  
engelvoelkers.com  
estate.com  
estatesdirect.com  
ewefranchise.com  
godirectlettings.net  
franchise.goodchilds-uk.com  
home-xperts.co.uk  
tirla.co.uk  
propertyfranchise.co.uk  
medicsontheframe.co.uk  
northwoodfranchises.co.uk

phplettings.com  
platinumpropertypartners.net  
propertyinventories-franchise.com  
redstones.co.uk

autoaletdirect.co.uk  
chipsaway.co.uk  
dentdevils.co.uk  
dentwizardventures.co.uk  
fibrenet-franchising.com

https://greenmotion.com

garageboss.co.uk  
mactools.co.uk  
mobilecarvaleting.com  
motorkwik.co.uk  
reddrivingschool.com  
revive-uk.com  
www1.snapon.com  
theaa.com  
vanarama.co.uk  
thewheelsspecialist-franchise.co.uk  
wickedcoatings.eu

getthebestof.co.uk  
traderpost.co.uk  
projectmglobal.com

prokill.co.uk  
whelanpestpreventionfranchise.co.uk

barkbusters.co.uk  
barkingmad.uk.com  
dialadogwash.com  
doggroomuk.com  
horsatack.co.uk  
husse.com  
oscar.co.uk  
pals4pets.co.uk  
trophypetfoods.co.uk  
waggingtailsfranchise.co.uk

800pizza.com


[ BOB WELFARE ]

# Realise your ambitions

This is the business you've been looking for, but didn't know existed, Bob says

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Unique Xrtcs methodology included



## THIS IS WHERE BOB'S UNIQUE XRTCS METHODOLOGY COMES IN

Bob's skill in taking a novice in business to successfully making money is outstanding and the reason he enjoys such a high success rate with his trainees. Bob has developed a unique methodology called Xrtcs, which enables him to give a money-back guarantee with his business.

## ANYTHING FROM £60K TO 100K-PLUS PER YEAR

Just a few hours per day, then switch your computer off and have a life. Being happy with your business is not just about making a great income, it's about how you feel on a day-to-day basis. And not spending long hours exhausting yourself.

Plenty of time to yourself, as well as an excellent income - that's what a business should give you. Being a forensic analyst only requires a few hours a day.

## FREE DVD SHOWS THE WHOLE THING IN ACTION

Bob has produced a free DVD called £60K to £100K-plus per year in the ultimate cash flow business.

The free DVD provides details of this business in action and some of Bob's trainees, who have gone on to enjoy their own highly profitable forensic analyst business.

**Y**ou can join an elite group of specialist people, making a remarkable income working from home part or full-time.

**“**  
BEING A FORENSIC ANALYST ONLY REQUIRES A FEW HOURS A DAY

## WHAT IS A FORENSIC ANALYST?

Being a forensic analyst is a highly lucrative occupation that few people know about. He or she works directly from a computer, forensically analysing the largest business on Earth, making quick transactions and great profits in the process.

If you're happy working short hours from home with a computer, becoming a forensic analyst is a great way to make an outstanding income. It pays to be a specialist in this day and age.

## FROM WAGE SLAVE TO SUCCESSFUL BUSINESS OWNER

This is what Bob does the best. It's all down to Bob's unique 'job killer' methodology - taking ordinary people from JOB (just over broke) status or people who are already running a business, but not happy with it, to making a great living as a forensic analyst.

## ★ INFORMATION

Because of Bob's insistence on only working with a handful of people per year so he can give the kind of close one-to-one support he insists on giving, the availability of his training course is limited. So call today to avoid disappointment. Call 07904 030309 for your free DVD

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## FRANCHISOR

## INVESTMENT LEVEL

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Dominos Pizza  
Papa John's  
Perfect Pizza Limited  
Pizza Capers Gourmet Kitchen  
Pizza Hut

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Your Plumber

## PRINT & PROMOTIONAL SERVICES

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Fastsigns  
Fastsigns International  
Kall Kwik  
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Monk Marketing  
Mudfish Trading  
MyNews  
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Antal International Network  
Drivers Direct Recruitment Agency  
MRI Worldwide Ltd  
Nuvi Global  
Prima Ardelle Associates  
Travail Employment Group

£50,000  
£4,576  
£15,000  
£12,000

## RESTAURANT

Beatons Tearooms  
Canas y Tapas  
Pan Chai  
Steak n Shake  
Tiger Bills  
Wok and Go  
Zaks Diner

£40,000  
£35,000  
£130,000

## RETAIL

Attirance  
Bang & Olufsen  
Bargain Booze  
Bathstore  
Beautiful Bling Company  
Blazes  
Bo Concept /franchise.aspx?ID=78030

£200,000  
£7,500



## WEB ADDRESS

<https://crust.com.au>  
[dominos.uk.com](https://dominos.uk.com)  
[papajohns.co.uk](https://papajohns.co.uk)  
[corporate.perfectpizza.co.uk](https://corporate.perfectpizza.co.uk)  
[pizzacapars.com.au](https://pizzacapars.com.au)  
[pizzahutfranchise.co.uk](https://pizzahutfranchise.co.uk)

[yourplumber-uk.com](https://yourplumber-uk.com)

[barrettandcofranchise.co.uk](https://barrettandcofranchise.co.uk)  
[bhexclusive-franchise.co.uk](https://bhexclusive-franchise.co.uk)

[businessmk.co.uk](https://businessmk.co.uk)  
[card-connection.co.uk](https://card-connection.co.uk)  
[cardgroup.com](https://cardgroup.com)  
[olneisgreetingcards.com](https://olneisgreetingcards.com)  
[magazinepublishing.org.uk](https://magazinepublishing.org.uk)  
[dor2dor.com](https://dor2dor.com)

[discover.embroidme.com](https://discover.embroidme.com)  
[fastsigns.co.uk](https://fastsigns.co.uk)  
[fsfastsigns.com](https://fsfastsigns.com)  
[kallkwik.co.uk](https://kallkwik.co.uk)  
[locallife.co.uk](https://locallife.co.uk)  
[printfranchise.minutemanpress.com](https://printfranchise.minutemanpress.com)

[monkmarketing.com](https://monkmarketing.com)  
[mudfish.co.uk](https://mudfish.co.uk)  
[mynewsmag.co.uk](https://mynewsmag.co.uk)  
[getraring2go.co.uk](https://getraring2go.co.uk)  
[realcolor-uk.com](https://realcolor-uk.com)  
[franchisoroftheyear.com](https://franchisoroftheyear.com)  
[signarama.co.uk](https://signarama.co.uk)  
[franchise.signsexpress.co.uk](https://franchise.signsexpress.co.uk)  
[originalposter.com](https://originalposter.com)  
[venturephotography.com](https://venturephotography.com)  
[voucherpacks.com](https://voucherpacks.com)

[antalfranchising.com](https://antalfranchising.com)  
[driversdirect.co.uk](https://driversdirect.co.uk)  
[mrinetwork.com](https://mrinetwork.com)  
[noviglobal.com](https://noviglobal.com)  
[recruitmentfranchise.co.uk](https://recruitmentfranchise.co.uk)  
[travail.co.uk](https://travail.co.uk)

[beatonstearooms.co.uk](https://beatonstearooms.co.uk)

[panchai.com](https://panchai.com)  
[steaknshake.mc](https://steaknshake.mc)  
[tigerbillsfranchise.co.uk](https://tigerbillsfranchise.co.uk)  
[wokandgo.co.uk](https://wokandgo.co.uk)  
[zaks.uk.com](https://zaks.uk.com)

[attirance.com](https://attirance.com)  
[beoretailer.co.uk](https://beoretailer.co.uk)  
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[bathstore.com](https://bathstore.com)  
[beautifulbling.co.uk](https://beautifulbling.co.uk)  
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[ DPD LOCAL ]

# Name change

Parcel delivery franchise Interlink Express had been rebranded DPD Local

Interlink Express, one of the UK's largest franchise operations, was founded in the UK in 1979 and has been experiencing double digit growth for the last five years.

The company operates from 90 local depots around the UK and uses the same award winning technology and services as sister company DPD, but focuses on providing a more local service for shippers with smaller volumes.

## KEY DIFFERENTIATORS

The change to DPD Local will enable the company to continue to grow and build on its key differentiators - local knowledge and service - while benefiting more directly from the strength of the DPD brand.

The new brand will carry the tagline 'Your local delivery experts' and emphasise the fact DPD Local is part of the DPD Group.

As part of the rebrand, DPD Local will retain the core Interlink Express proposition, including its 'try before you buy' offer of 100 free parcels for new customers, but will also expand its services to include new international services, the Your DPD app, the DPD Pickup parcel shop network and new bulk upload tools for shippers using marketplaces like eBay.

The project will be completed by October 2017.

## HUGE LEAP

Dwain McDonald, DPD's CEO, says: "This is a huge leap forward for Interlink Express and DPD Group. The combination of the Interlink Express proposition and the strength of the DPD brand and breadth of services is a compelling one.

"DPD is one of the European parcel delivery super brands now and it makes sense to invest further in that brand."



“THE COMBINATION OF THE INTERLINK EXPRESS PROPOSITION AND THE STRENGTH OF THE DPD BRAND IS A COMPELLING ONE”

The move will bring Interlink Express more into line with the DPD Group, but enable it to continue to focus on what it does best - providing a great local service with nationwide, and increasingly, global reach.

"Interlink Express is a hugely successful business, so we aren't looking to change the core proposition. But it will make it much easier for Interlink Express to integrate with existing DPD services."

While DPD has historically run two different brands in the UK, they've shared services and had dual branded depots in certain locations for years.

Dwain adds: "We already have a very close working relationship with lots of economies of scale, but it's important DPD Local remains a separate entity with a clear and distinct proposition.

"The connection between the local depot, their customer services staff and local businesses is an incredibly strong one. All we want to do is back that proposition with one of the most recognisable brands in the UK and Europe."

  
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FRANCHISOR	INVESTMENT LEVEL
Boots Opticians Cartridge World Cash Converters UK Ltd Cash Generator Clarks Shoes First Choice Cards Ltd Foot Solutions Gadcet Howards Storage World Noa Noa One Stop Raleigh Cycles Sevenoaks Sound & Vision Snappy Snaps Franchises Ltd The T-Shirt Store United Carpets Zipyard	£250,000 £70,000 £200,000 £25,000 £70,000 £30,000 £30,000 £40,000
<b>SERVICES</b> Franchise Source Brands International Franchising Centre (The) FT10 MatchPoint	£15,000
<b>SERVICES</b> PlanAhead Events Sandler Training WSI <a href="http://wsifranchise.co.uk">wsifranchise.co.uk</a>	
<b>SPORT</b> Allstar Football Leisure Leagues Premier Sport	£4,995
<b>TRAVEL</b> Global Travel Group plc Go Cruise Mydestinationinfo.com Travel Counsellors Treasure Trails Your Perfect Travel	£15,000
<b>LEISURE</b> Camping and Caravanning Club (The) Detective Project (The) Sports Xtra	£35,000
<b>VENDING</b> Snack-In-The-Box Ltd	£19,750

THE DEADLINE FOR AMENDMENTS  
 TO THIS SECTION FOR THE  
 APRIL 2017 ISSUE IS  
**24TH FEBRUARY 2017**



## WEB ADDRESS

bootsopticiansfranchise.com  
cartridgeworld.co.uk  
cashconverters.co.uk  
franchise.cashgenerator.co.uk  
clarks.co.uk  
first-choice-cards.com  
footsolutionsfranchise.com  
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howardsstorageworld.co.uk  
noanoa.dk  
openaonestop.co.uk  
cyclelife.com/Franchise  
sevenoaksfranchising.co.uk  
snappysnaps.co.uk  
tshirtstoreonline.com  
unitedcarpetsandbeds.com  
thezipyard.com

thefranchisingcentre.com  
FT10.co.uk

sandlerfranchising.co.uk  
wsiffranchise.co.uk

allstarfootballacademy.co.uk  
football-business.co.uk  
premiersport.org

globaltravelgroup.com  
cruisefranchise.co.uk

tctravelacademy.co.uk  
treasuretrails.co.uk  
yourperfecttravel.co.uk

campingandcaravanningclub.co.uk  
thedetectiveproject.co.uk  
recruitment.sports-xtra.com

sitb.co.uk

[ BRITISH FRANCHISE ASSOCIATION ]

# Promoting good practice

What the British Franchise Association can do for you

**S**tarting a franchise business is not a decision to be taken lightly - it's something you should take your time with and research carefully.

Part of that research should involve a brand's British Franchise Association membership status. The bfa is the body that protects and promotes good franchising practice in the UK and is recognised by government and internationally for its values and credibility. It accredits franchisors against a strict set of criteria before offering membership.

Here are some of the ways in which the bfa helps prospective franchisees and why you should consider membership to be a powerful indicator - and one you should actively seek.

## NOT ALL FRANCHISES ARE EQUAL

The bfa's work is entirely standards based and has been since its formation in 1977. If a franchisor can't meet the required standards, it cannot join - each year applications are refused.

The process involves an in-depth examination of the franchise model and the business' proven performance.

bfa membership is not a guarantee of success, as becoming a successful franchisee depends on many factors, not least your own passion, the right match and your work ethic.

## FAVOURABLE FUNDING

The banks involved in franchising all respect the standards represented by the bfa. They understand bfa accreditation and the quality needed to gain and retain it, so therefore look more favourably on funding applications from franchisees of member brands.



## DUE DILIGENCE

bfa member franchisors adhere to the guidelines in the franchising code of ethics and the rules of membership, which enshrine the principles of best practice in franchising.

For example, projections on turnover and profit should be based on historically attained numbers - either by an existing franchisee or a company owned outlet - with proof available.

## FRANCHISEES CAN JOIN

Franchisees of bfa members can join the association, accessing business and personal benefits galore. Legal, human resources and business support combines with deals on everything from car hire and shopping to holidays.

There's also the opportunity of representation, as three franchisees sit on the bfa's board of directors and many more on its governance committees.

## ANNUAL EVENTS

The bfa runs a host of events throughout the year to help prospective business owners enter the £15 billion franchise sector.

There are four bfa supported franchise exhibitions annually, where only accredited brands can attend and a wealth of advice is on offer; a women in business conference in November; the Great Northern Breakfast in June; Scottish Franchise Week in spring; and prospective franchisee seminars, which move around the country on a monthly basis.



THE BFA SPEAKS FOR ALL STAKEHOLDERS IN FRANCHISING AND LISTENS TO WHAT THEY HAVE TO SAY"



**INFORMATION**

Visit [www.thebfa.org](http://www.thebfa.org).



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We have helped average people from all over the world gain results using our proven system:

- WITHOUT creating your own products
- WITHOUT any business or management experience
- WITHOUT capital or investors
- WITHOUT dealing with customers or fulfilment
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Please visit our Website at <http://franchise.online> for further details and the opportunities available to you today.

Over the past 10 years we have built proven online systems, websites and sales funnels that will help short cut your success with your new online business.

During the past 3 years we have generated over £20 Million in sales using these exact same systems, and now it's time to share our entire "DONE FOR YOU" system with YOU!

We will build your new online business for you, your site is fully brandable, we even help you with your new business name, domain name, logo etc. – nothing is left to chance! We even load your business with our highest converting digital products (one which has sold over 60,000 copies) that you can use and promote to achieve sales. Again, we provide full training on the very best and most cost-effective ways to advertise these products online.

And the best part?..

Once you receive your proven Franchise website then...

### WE DO ALL THE SELLING FOR YOU

Take a look at a few from the many verifiable success stories we can share with you today at:

<http://franchise.online/testimonials.php>

### 4 Different Franchise Models – Payment Plans Available – Top Commissions For You!

We have 4 different franchise levels starting from £799, and each level depends upon your financial goals and investment strategy.

We pay commissions to you for every high-ticket sale that we close on your behalf. You DO NOT need to do any selling, we do all that for you!

Your commissions on every sale can range from £400 all the way to £6,500, depending on the franchise level you decide upon.

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All levels come with full training, support and mentoring from leading figures in the industry.

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All of these questions and more are answered at the NatWest Franchise Seminars. We will provide advice and guidance to help you identify and choose the right franchise, so that you can enjoy the rewards and freedom of being your own boss.

You will be guided through our 'Steps to Success', an overview of the franchise industry, given financial advice and an insight into the operational and legal considerations of investing in a franchise.

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[www.franchise-seminars.info](http://www.franchise-seminars.info)  
[enquiry@franchise-seminars.info](mailto:enquiry@franchise-seminars.info)

"The seminar offered a great oversight on UK franchising with specific examples of different types of franchise."

**Nick Wilkinson, seminar attendee.**





Cleaning

# OVER TWO DECADES OF SUCCESSFULLY SETTING PEOPLE UP IN BUSINESS

Franchise  
owners  
say:



#### JOANNE

Previously  
Project manager  
at Bank of Scotland  
Starting  
turnover: £50k  
Current  
turnover £200k

"Once I met the Dublcheck team I found  
the concept of commercial cleaning very  
appealing" - Joanne

"The Dublcheck Franchise was U.K. based,  
was relatively recession proof and was a basic  
business concept easily scalable.  
Most importantly of all it was backed by  
the support of an established Franchisor  
that really appealed to us" - Mark



#### MARK & JAMES

Previously  
Textile  
Manufacturers  
Current  
turnover  
£630k



#### PETER & DENISE

Previously  
Logistics Manager  
Starting  
turnover: £48k  
Current  
turnover £140k

"We found Dublcheck during our research  
into the franchise industry and immediately  
liked its concept of guaranteed turnover",  
with Dublcheck finding your clients and  
guaranteeing the level of turnover you desire."  
- Peter



#### LEN DONNELLY

Previously  
Retail Manager  
Purchased  
resale  
Current  
turnover £350k

"A big thank you to the Dublcheck team,  
and to receive an award was brilliant"  
- Len

"Sonal and I can't believe a year has past since we  
decided to join this wonderful franchise.  
We both wish we had done this years ago."  
- Mitesh



#### SONAL & MITESH

Previously  
Quantity  
Surveyor  
Starting  
turnover: £14k  
Current  
turnover £150k

## BUILD YOUR BUSINESS THE EASY WAY

#### LARRY



Previously Finance Director  
Starting turnover: £60k  
Current turnover £250k

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**• Turnover • Growth • Support**

#### GRAHAM & JEN



Previously Police Officers  
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Carol Stewart-Gill,  
Founder and Chairman  
of Dublcheck



\*Guarantee turnover is not a guarantee of profit. All figures correct at the time of going to press.