What Franchise

£3.99 | VOLUME 15 ISSUE 3 www.what-franchise.com

EXPERT ADVICE

The Superwomen Of Franchising
5 females harnessing the power of proven brands

How To Franchise Your Business
Top 10 things to consider

Hungry For Success
The Warrens Bakery franchisee growing a multi-unit retail operation

Celebrating 30 years of success with



BFA HSBC FRANCHISE AWARDS

Finalists supplement inside this issue

POWERBRANDS

CARE & ELDERLY

22-PAGE CARE SPECIAL

PAGE 80 BEAT THE CLOCK
9 ways to do more in less time

PAGE 48 FRANCHISE AGREEMENTS
What every aspiring franchisee needs to know

PAGE 64 TREND SPOTTING
Why retail's loss is franchising's gain

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If you are interested in investing in a Muffin Break Franchise, please contact Heather in the Franchise Recruitment Team on:

E: franchisee@muffinbreak.co.uk
M: 07824 880273
W: muffinbreak.co.uk

@muffinbreakuk

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FROM THE EDITOR



Welcome to the new look What Franchise.

As well as a fresh design, we're introducing a number of in-depth features from this issue to sit alongside contributions from our regular columnists, some of franchising's top experts and our 'Behind the Brand' editorials, which showcase the UK's leading franchise opportunities.

A trend highlighted in the latest British Franchise Association industry survey is the increasing number of women investing in their own franchise businesses. Our 'Superwomen of franchising' article shines a light on five females who've already built successful careers in the sector. Some are award winners, others work with their partners, all are inspirational.

Franchisors offering opportunities in the care and elderly services sector populate an area of the franchise industry that is of growing interest to savvy investors. It's not surprising when you consider the amount of people needing to be cared for, either at home or in a specialist residential setting, is increasing in the UK.

If a business as rewarding as looking after some of the most vulnerable people in society appeals, turn to our 'Powerbrands' pages, which not only include a comprehensive overview of the care sector, but gives an insight into some of the most forward thinking franchisors operating within it. They're all looking to recruit franchisees.

Also in this issue, we take a look at Warrens Bakery, a company with a fascinating history and a compelling franchise opportunity.



Founded in 1860, it claims to be the oldest Cornish pasty maker in the world. The company describes perfecting its franchise model as a transformational event and chief executive Mark Sullivan has big plans for the business. Currently with over 70 stores in the UK, Warrens Bakery aims to have 250 open in the next five years.

Done well, franchising a proven business can be the way forward for ambitious entrepreneurs who want to build a national network of branches operating under their brand. But there's a lot to contemplate if you want to follow in the likes of Warrens Bakery's footsteps, which is why this month we've picked out 10 things to consider if you want to become the next franchising success story.

Finally, on behalf of the team at What Franchise I'd like to wish the finalists in this year's British Franchise Association HSBC Franchise Awards the very best.

Check out our special supplement to see who will be competing for some prestigious prizes on June 27. Winners will be announced on our website, www.what-franchise.com.

Also on the site you can find details of hundreds of franchise opportunities, as well as stay up to date with the latest franchise news and access expert advice in the resources sections.

Jeff James

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PRINTED IN ENGLAND

NEWSTRADE SALES
Marketforce. Tel: 0203 1483300

NEXT ISSUE ON SALE
August 1

bfa | IFA INTERNATIONAL FRANCHISE ASSOCIATION SUPPLIER FORUM

Published by Aceville Publications Ltd Pacific House, Innovation Business Park, Eastbourne BN23 6FA. Printed in England © Aceville Publications Ltd

abc ABC certified circulation: 13,344 January-December 2018.

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Launch pad

Magda Deaconescu, Just Cuts' first UK franchisee, has big plans for her business

Just Cuts opened in Wandsworth Southside shopping centre in spectacular fashion at the end of March, delivering over 100 haircuts to clients on its grand opening day.

Having cut the ribbon to her new salon, franchise owner Magda Deaconescu's team of fully trained stylists smashed their first day target of 75 'Style Cuts'.

Originating in Australia, Just Cuts is teaming up with UK investors like Magda to bring its innovative salons to the heart of communities like Wandsworth. The business owner and mum of two was thrilled with how local residents took to the idea of her 'no appointment necessary' salon.

AMAZING FEELING

Magda explains: "Both myself and my husband were slightly nervous the night before, as we didn't know what to expect. But as soon as the ribbon was cut at 9am, the salon was full, which was an amazing feeling.

"We had some really positive feedback from customers and a few of them even returned the next day just to say hello. It's safe to say it was a successful launch."

The first 30 customers through the doors of Magda's salon were treated to a free Style Cut. The buzz surrounding the opening quickly spread, with people stopping by and taking a peak at what the latest addition to the south London shopping centre had to offer.

Magda was supported by members of the Just Cuts academy team, who flew over from Sydney to deliver stylist training prior to the launch. They were also in attendance to offer moral support to Magda and her team during the grand opening event.

PLANNING FOR THE FUTURE

Magda plans to open five salons within the next year. The opportunity to expand and build a scalable business was apparent right from the outset, she says.

But having two daughters means Magda wanted the freedom to take time away from her business without worrying about how it would perform. That's why Just Cuts has trained Magda's team of stylists to think like a salon owner, so they can run the day to day business in her absence.

It's Just Cuts' cutting edge innovations that allow Magda's salon to fit around her and her family.

The Just Online app helps a franchise owner to see in real time exactly how their salon is performing without having to be on site. As a result, most franchise owners spend around 30 hours a week in the business, which is perfect for Magda's grand plans.

"I was initially interested in becoming a multi-site franchise owner, having seen that regularly happen within the Just Cuts' franchise network in the southern hemisphere," she says.

"The success of the salon in Wandsworth really brought it home to me - we're now looking at spaces in Walton-on-Thames for our second salon."





> "The opportunity to expand and build a scalable business was apparent right from the outset"

AT A GLANCE JUST CUTS

Established:
1989 in Australia. 2018 in the UK

Number of franchised outlets:
one in the UK. 200-plus globally

Investment range:
£90,000-£120,000

Minimum required capital:
£75,000

Contact:
07577 700 397

www.justcuts.co.uk

UPFRONT

Facts and figures from the world of franchising

NUMBER CRUNCHING

9,642

The number of visitors to this year's International Franchise Show London, which celebrated 10 years of connecting prospective franchisees with franchisors in 2019.





TWITTER POLL

What's the biggest benefit of investing in a franchise?

Proven brand:
60%

Training and support:
30%

Earning what you're worth:
10%

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WOMEN IN BUSINESS EXPO

Karren Brady (pictured) and Michelle Mone have been confirmed as keynote speakers at the first annual Women in Business Expo, a new conference and exhibition that will feature franchise opportunities, plus business and career advice.

Organised by Hub Exhibitions, the free to attend event takes place on October 16-17 at Farnborough International Exhibition & Conference Centre in Hampshire.

Christie Day, group event director, says: "Whether you're returning to work, planning the next chapter in your career, looking to start a business or considering franchising, we launched the Women in Business Expo with you in mind." More information: **www.wibexpo.co.uk**

HISTORY IN THE MAKING

No other franchise in the world has ever had locations on all seven continents.

That will change when the first Anytime Fitness gym opens in Antarctica in a few months' time on The Magellan Explorer (pictured), a luxury expedition vessel, custom built in Chile for Antarctic air cruises - and equipped with an Anytime Fitness gym on board.

Chuck Runyon, CEO of Anytime Fitness, says: "We recently opened our first gym in Morocco, which was an important beachhead for our expansion throughout Africa. Once we hit that milestone, I said to our team: 'We need to be on all seven continents.'

"Now we are just months away from bringing the bold idea of opening a gym in Antarctica to fruition."

The Magellan Explorer's inaugural voyage is on November 28.

QUOTE ME ON THAT



"I say to all women, consider franchising and don't be put off taking the lead."

Amy Patel Popat, Right at Home franchisee. Read Amy's story in our feature, The Superwomen of Franchising, in this issue.

DIARY DATES

The Northern Franchise Exhibition
EventCity, Manchester
June 21-22

British Franchise Association HSBC Franchise Awards
The Vox, Birmingham
June 27

Franchise Opportunities
Radisson Blu, Glasgow
September 12

The National Franchise Exhibition
NEC, Birmingham
October 4-5

Women in Business Expo
Farnborough International Exhibition & Conference Centre
October 16-17

International Franchise Show London
ExCeL, London
April 3-4



Celebrating the rise of women in franchising

Congratulations to the winners of the ninth annual NatWest EWIF Awards

The ninth annual NatWest EWIF Awards, held on May 1 at the NatWest building in London, was buzzing with anticipation and excitement. Drum roll please, here are the winners:

Daisy First Aid New Woman Franchisor of the Year 2019

Winner: Christina Taylor-Chisholm, Popolo Ceramico

Within her first year of franchising, Christina has quickly expanded her reach and is on course to reach her target of 50 franchisees within five years.

NatWest New Woman Franchisee of the Year 2019

Winner: Sarah Johnson, It'seeze

Just over a year after opening her business, Sarah and her team achieved a new goal of 100 sales in one month - something no other franchisee has achieved in the 10 years since It'seeze became a franchise.

Hitachi Capital Franchise Finance Woman Franchisor of the Year 2019

Winner: Jo Stone and Tracy Townend, Puddle Ducks Franchising

Puddle Ducks offers what it describes as a 360 degree approach to its franchise model, from the company's business support and industry leading approach to child swimming to its innovative national marketing and the wide range of pool management models it's researched and supported.

McDonald's Woman Franchisee of the Year 2019

Winner: Charlotte Foxley, diddi dance

Charlotte leads a team of six teachers, who cover 20 diddi dance classes a week and work with several nurseries and special needs schools. In 2018, she won a permanent contract with her county council to deliver a programme of 1,500 classes to children with special needs, including wheelchair dance classes.

What Franchise Woman Franchise Employee of the Year 2019

Winner: Helen Garland, Right at Home

Committed to the personal development of her team, 51 per cent of the CareGivers Helen looks after hold or are studying for a QCF qualification. Her office has grown to become the third largest within the Right at Home network, with a turnover exceeding £1.3 million.

Darwin Gray Young Woman in Franchising 2019

Winner: Hannah Drury, Caremark

In 2018, Hannah implemented initiatives for her franchisees that allowed them to connect more effectively with customers and the local community. Through smarter working, she and her team increased net profits by 190 per cent and turnover by 15 per cent.

The International Franchise Show Service Provider of the Year 2019

Winner: Suzie McCafferty, Platinum Wave Franchising

In 2018, Suzie consulted on everything from franchising a business and improving franchisee performance to recruiting great franchisees and international expansion.

Little Voices Inspirational Woman in Franchising 2019

Winner: Anne-Marie Martin, diddi dance

In 2018, Anne-Marie worked tirelessly to increase awareness of the brand, which included securing an impressive partnership with a Disney TV programme and taking diddi dance to local festivals, as well as Camp Bestival, offering classes to those in attendance.

Overall winner

There could only be one winner of the Overall Woman in Franchising Award, sponsored by Astonish Email, which was deservedly won by Jo Stone and Tracy Townend of Puddle Ducks.

TO FIND OUT MORE ABOUT EWIF VISIT WWW.EWIF.ORG

Better Support, Better Business, Better Profit

Betterclean Services is one of the lowest cost Management Franchises available



Betterclean Services have been offering commercial cleaning services to local businesses since 1995; in 2005 Dan van Kuyk, already an experienced franchise holder, purchased the business. At that time turnover was approximately £140,000 but with Dan at the helm, the business expanded rapidly over five years to employ over 100 staff with a turnover of around £750,000.

VITAL SUPPORT

The Betterclean Services franchise has been designed with particular focus on the provision of excellent support services for franchisees. Dan believes a "win-win philosophy is essential to us and our Franchise Owners". This approach, combined with comprehensive training, means that franchisees feel supported every step of the way:

Caroline Spiller, a Betterclean franchisee since 2016 can't praise Betterclean highly enough! 'The support I have received from Head Office has been invaluable and has facilitated steady business growth.'

She believes their success is down to a combination of factors - robust operating procedures, support, advice, online management system, and low management service fees. These have been invaluable and have enabled her to build her business beyond her initial expectations - "I have doubled the revenue and far exceeded the growth and income targets I had set myself".

INNOVATIVE SYSTEMS

In 2019, Betterclean introduced its Business Development Scheme, which provides new franchisees with the best possible start for their enterprise. The scheme guarantees to generate a minimum of £150,000 worth of business enquiries over the first year of operating. This enables franchisees to concentrate on building teams and reputation during the early stages of business growth. They will even attend initial appointments with new business owners so that franchisees can benefit from their experience.

The company's online management system, BLISS (Betterclean Logistical Information Software System) provides complete business management, and enables franchisees to manage their business 'on the go', this combined with the ability to work from home, is credited with lowering operation costs, and increasing flexibility. Caroline Spiller explains "BLISS... means that I have a healthy work-life balance, unlike previous businesses I have run".

> "I have doubled the revenue and far exceeded the grown and income targets I had set myself"

A BRIGHT FUTURE

Dan and his team work with new franchisees to plan the future of their business in line with their own strengths, interests and aspirations. Each franchisee territory has been designed to provide equal potential, and average net profit margins are in the region of 20%. Betterclean Services have one of the lowest management service fees in the industry at 5.75%; this contributes to a sustainable profit margin in a very competitive industry. With Betterclean support and a friendly network of fellow franchisees, business owners need never feel alone when encountering the inevitable challenges that come with a new business venture.

AT A GLANCE BETTERCLEAN SERVICES

Established:
1995

Number of franchised outlets:
9

Location of outlets:
Plymouth & Cornwall, Torquay, Exeter & Taunton, Brighton, Manchester, Maidstone, Bristol & Bath, York, Swindon

Investment Range:
from £24,995 + VAT

Minimum capital required:
£15,000 subject to status

Contact:
Franchise team 08007720810;
franchise@bettercleanservices.co.uk

bettercleanfranchise.co.uk



All the right ingredients

Every issue we look at the rise of a successful UK franchise, so you can learn from all aspects of its development. This time we take a look inside Warrens Bakery

WORDS BY TONY JAMES



THE AUTHOR
An award winning journalist and author, Tony James specialises in business and sport

There are presumably not a lot of tin and copper miners around north east Oxfordshire nowadays, but that didn't stop Robert Crompton selling nearly 2,500 Cornish pasties during his Bicester Warrens Bakery store's first week of trading and welcoming 500 customers through the doors on the first day.

Trendy snacks and takeaways may come and go, but the original portable meal of Cornish miners and farm workers has been around since the 13th century. And with the current rise in popularity of craft baking, the traditional Cornish pasty is enjoying a resurgence as the ultimate all in one meal.

Looking for something different

As a shrewd businessman whose other interests include a shop fitting company, Robert was looking to invest in a franchise that was "something different" when he chanced upon Cornwall-based Warrens Bakery, the oldest Cornish Pasty maker in the world, and liked what he saw.

Robert says: "It has a robust business model, award winning products and a reputation for using the finest ingredients and the best traditional methods. I also like Cornish pasties."

As a result, Robert now has two Warrens Bakery franchises - his Bicester store opened in March 2018, followed by one in Towcester eight months later. More than 1,000 Cornish speciality foods were sold from the Towcester store in the first week of business.

Since then, the growing demand has caused Robert to launch a van service in the Bicester area, increase his staff to 20 and plan to open another Warrens Bakery franchise later this year.

A gap in the market

Cornwall's oldest commercial bakery now has over 70 stores across the UK providing traditional bakes, sandwiches, scones, artisan bread and handcrafted Cornish pasties, which range from the ever popular Traditional to the Chicken Balti and Fiery Mexican vegan alternatives.

Founded in 1860, Warrens Bakery cherishes its past traditions,

DID YOU KNOW?

- Cornish pasties now have legally protected status and must be made in Cornwall to the traditional recipe.
- They have not always been the traditional working man's grub. Some 700 years ago they were the food of royalty and the rich upper classes. The fillings were varied and rich - venison, beef, lamb and seafood, seasoned with rich gravies and fruit.
- It wasn't until the 17th and 18th centuries that the pasty was adopted by Cornish miners and farm workers as a meal, which was tasty and sustaining and could be eaten while they worked.
- Today, the traditional pasty recipe is beef with potato, onion and swede, which should be cut thinly so that they almost melt into the meat on cooking.
- One side of a pasty is crimped into a thick crust. Pasty buffs will tell you that the sign of a good one is that it could survive being dropped down a mineshaft.
- The crust was originally served as a means of holding the pasty with dirty hands without contaminating the meal. As tin ore often contained arsenic, this was a wise precaution.
- At Warrens Bakery, pasties are still hand crimped by a team of 20 crimpers producing 'cock' or 'hen' crimps, depending on whether they are right or left handed. The hen crimps, produced by right handers and sloping from left to right, are the most common.
- The fastest Warrens Bakery pasty crimpers can crimp three Cornish pasties a minute.
- Today, pasties remain an emblem for all things Cornish - a giant pasty makes an appearance before major Duchy rugby matches. But no one has exceeded the record breaking pasty made by Cornish farmers in 1985, which measured an incredible 32 feet.



but is also set on an expansionist curve. Chief executive Mark Sullivan recently told business leaders: "We are the leading craft baker in the UK. We want to have 250 stores open over the next five years and go up to 1,000 in the next five years after that."

The company, which opened its first franchise store in Mere Green, Sutton Coldfield in 2017, is now expanding into new regions by working in partnership with established local franchisees and currently has stores in England, Wales and Northern Ireland.

Warrens Bakery is convinced there is a gap in the market for a premium national bakery to emerge across the UK and reckons it's the prime candidate to provide it.

"We aim to be the leading ethical franchisor in retail bakery," a company spokesperson says.

"We are devoted to craft baking. Nothing makes us happier than using fresh ingredients, testing new recipes and handcrafting to knead or crimp the perfect artisan product.

"With our quality products, craft heritage and contemporary branding, we're growing fast and we need like-minded partners to roll out our premium bakery brand nationally.

"There is currently a lack of choice for consumers and franchisees. We spent several years perfecting the franchise model and it represented a transformational event for us as we move towards becoming the UK's leading craft bakery and generate significant employment possibilities.





"We provide something different on the high street and people appreciate it"

TOP TIPS FOR FRANCHISE SUCCESS

7 insights from... Robert Crompton

1 Decide what sort of franchise you want. We felt that what would work for us would be a traditional high street business - and we've been proved right.

2 Research the market. Is the industry you're planning to join booming or declining? Is it subject to seasonality? Is there much competition? Is it something that will interest and absorb you?

3 Be realistic about what you can afford. Factor in working capital, equipment, staff recruitment and salaries, maintenance and utility bills. Be realistic about potential turnover and profit and what you need to cover your liabilities.

4 Meet other franchisees. There's no better way of sussing out a business than spending some time with someone who's already running it.

5 Get the right site. For some businesses, location is not all that important. For others, it's everything. If you're dealing directly with the public, it must be accessible, easy to find and have a regular flow of potential customers walking past.

6 Recruit the best possible staff and treat them with respect. Having the right team behind you has been the key to what we have achieved. Make sure they know they're appreciated.

7 Give customers a great service. If they're happy about what you provide, they will be your best ambassadors.







"We're growing fast and we need like-minded partners to roll out our premium bakery brand nationally"

"We offer an affordable franchise package, which includes in-depth training and much more. We offer high end craft bakery to high footfall areas."

While bakeries are found on most high streets, experts believe consumer trends are shifting towards higher quality baked products. Craft baking is certainly a growing trend. Research by market research company IRI shows it has been rising steadily - up by 62 per cent since 2007.

The trend is apparently driven by families keen to get back into the kitchen and cook for themselves and also by celebrity baking shows on TV.

I knew nothing about baking

A Warrens Bakery franchise starts from around £18,500. This provides franchisees with a national supply chain, economies of scale and operational staff training and support. The company also offers food safety and health and safety courses, site design and project management, point of sale merchandising and £5,000 of opening marketing and PR.

The two-week training for up to four people is held at Warrens Bakery's centre of excellence, which is supplemented by five days of pre-opening support and a further 10 days of post-opening guidance.

"I was very impressed with the Warrens Bakery business model, which is why I bought the franchise, but I have to admit I knew nothing about baking," Robert says.

"In fact, I didn't need to - the training told me everything my staff and I needed to know. The message is that franchisees are the guardians of delivering Warrens Bakery products to the very highest standards. And Warrens Bakery are the guardians of the Cornish pasty."

As part of its development programme to widen the company footprint outside the West Country, Warrens Bakery opened its first London store last year - the first stage of a plan to take the message to all parts of the UK.

"We want to get the whole 'Bake Off' population interested in craft









FRANCHISE Q&A

Carl Mortimer, head of franchise at Warrens Bakery

How much does a Warrens Bakery franchise cost?
We have a flexible format, ranging from kiosks through to large café sites, with a range that flexes to suit. Our fit-outs range from £50,000-£150,000, depending on size.

What does a franchisee get for their money?
National brand awareness for Warrens Bakery is growing rapidly, with many new franchise stores across the UK and hundreds of new bakeries planned to open within the next five years. The bakery was recently named the UK's number one craft bakery and regularly appears in national media, including a recent feature on BBC1's Saturday Kitchen.

What are your ambitions for the future?
With a rich heritage and an array of award winning sweet and savoury bakes, Warrens Bakery aims to be the leading ethical franchisor in retail bakery. It has recognised a lack of choice in the UK for consumers and franchisees, with a gap for a national premium bakery in small food to go, as well as larger café formats.

What kind of support do franchisees receive from Warrens Bakery?
The dedicated franchise team provide input on site selection and fit-out, as well as management training for operations, marketing and merchandising prior to opening. Post opening, we provide ongoing support, weekly newsletter updates and monthly auditing to ensure brand standards and maximised profitability.

What are the advantages of buying a Warrens Bakery franchise?
Warrens Bakery's model enables franchisees to create multiple bakery sites in an expanding territory and provides them with a national supply, economies of scale and operational staff training. The brand offers a versatile opportunity, product development, point of sale merchandising and in-house marketing support.

What does Warrens Bakery look for in a franchisee?
Warrens Bakery is set up for all types of entrepreneur, from small scale single stores through to multi-site territory opportunities. The key to our partner selection is drive, passion and entrepreneurial spirit.

Does a franchisee need any specific skills or experience?
Franchisees can be trained to run the operation with no previous experience. We currently have franchise partners from all walks of life.

How long is the Warrens Bakery franchise agreement and is there a right to renew?
We offer 10-year agreements, with an option to withdraw after five years. After a 10-year agreement, franchisees are offered five-year extensions to renew.



bakery, as we're not just about pasties, but also about craft bread and cakes," Mark Sullivan says. So it was a canny move to enlist Martha Collison, the youngest ever contestant on The Great British Bake Off, as a Warrens Bakery ambassador.

Tradition going back to the 1860s

With over 150 years of baking experience, Warrens Bakery has gained major successes at the World Pasty Championships, the British Pie Awards and Craft Bakery Business Awards.

The company attributes its success to the provenance of ingredients and the dedicated team of master bakers that craft all its baked goods with care and attention to detail in a tradition going back to the 1860s.

That was when, in a story reminiscent of Thomas Hardy, a romance between two families - the Harveys and the Warrens - in St Just, the nearest town to Land's End, resulted in the opening of the company's original shop.

Miss Harvey, daughter of the local baker, met the son of the Warrens farming family, which resulted in the farm providing fresh ingredients from the fields and the baker making the pastry and baking the pasties.

The company's headquarters are still at St Just. Today it employs over 600 people, including a team of master bakers, many of whom have been with Warrens Bakery their entire careers. Eight have 240 years' service between them.

"The history of the firm helps to give us the human touch," Robert says.

"We not only supply top class products with a heritage, but we also offer customers somewhere comfortable to sit and relax and enjoy the atmosphere. We have a large seating area with wi-fi and music. No other bakeries in the area have that.

"We provide something different on the high street and people appreciate it. We also pride ourselves on innovation, but I admit that pasties are still our pride and joy. They're part of our history."

WHAT FRANCHISE'S FRESH ONLINE PRESENCE brings you the latest franchise opportunities, advice and news at your fingertips

What Franchise's digital output is growing - here's why you need to get connected

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LIFE-CHANGING FRANCHISE OPPORTUNITIES

Looking to kick-start your career and take on your own franchise business? Then look no further than the franchise listings page on what-franchise.com. This section boasts the largest database of franchise profiles available on the internet that have been written and regularly updated by a team of industry journalists to ensure the information is as up-to-the-minute as possible, while also shining a light on the pros and cons of each business opportunity.

If you're reading a franchise profile page that really inspires you, there's a raft of additional content for you to delve into, which will help support your decision and give you the valuable insight into what the running of a particular franchise will entail. We have all the franchisee testimonials, reviews and case studies that a prospective franchise owner requires to make one of the biggest financial decisions of their life.

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What Franchise prides itself on providing a platform for some of the franchise industry's most prestigious writers, experts, business owners and influencers. Bringing readers information on subjects ranging from what sectors are currently thriving to how to write a foolproof business plan, what-franchise.com is the ultimate educational resource for any would-be franchisee.



What-franchise.com also features franchisee interviews and case studies, in-depth pieces on exciting franchise opportunities, sector overviews, downloadable trend reports to read on the go and more. A dedicated newsletter lands in our subscribers' inboxes every fortnight to ensure they're not missing the latest goings-on in the vibrant franchising sector, while readers can opt to be notified when the latest edition of the magazine is available to read via our app.

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Whether you like to take your franchise news and advice in written, audio or video format, the newly designed What Franchise website is a must-visit destination for entrepreneurs. A portal for videos featuring franchisee interviews, exhibition round-ups, informative podcasts, webinars, video discussions and panels with the franchise industry's biggest names, what-franchise.com is your go-to place for informative, engaging, high quality and inspiring content.

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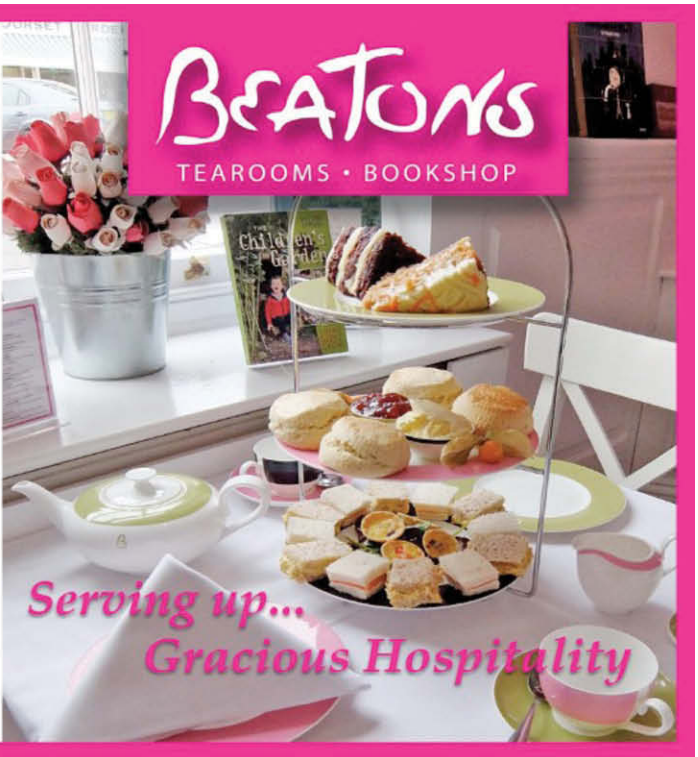
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UK's largest childcare franchise

With about 70% of mothers in the UK reported to be in work, demand for nursery places continues to rise

In 2002, Mark and Rebecca Crosby established Monkey Puzzle Day Nurseries in Hertfordshire; the dynamic husband and wife team, went on to launch the highly successful Franchise concept in 2005. Since then Monkey Puzzle Day Nurseries has grown to over 60 settings nationwide, making it the UK's largest childcare franchise network and the 3rd largest childcare provider overall. Year on year Monkey Puzzle franchises have made outstanding progress and now provide a combined capacity of some 4,000-child care places.

FANTASTIC OPPORTUNITIES

The ever-increasing demand for childcare, a proven franchise model, and years of day nurseries experience all contribute to the success of the company. Franchisees dreaming of a new career, running a thriving business that can generate a high financial return, as well as offering job satisfaction within a rewarding and highly respected sector, should look no further than Monkey Puzzle Day Nurseries.

Growth continues at a brisk pace, as Nikki McReynolds, a marketing executive, who opened her 75 place nursery in Weybridge explains, "the first open day resulted in no less than 27 child registrations". Newly contracted franchisees together with nursery expansions, further elevate the brand's position in the market and enhance parental awareness.

SECOND-TO-NONE SUPPORT

Starting a new business can be daunting, and with this in mind the company's investment in franchise development is considerable.

The extensive Head Office team comprising Market Researcher and Site-Finder, Project Manager/Nursery Designer, Marketing, Education and Training Co-ordinators, SEO specialist, Graphic Designer and Franchisee Support Managers, provide specialist support every step of the way.

This means that whatever your background, a successful and profitable business can be yours. Suki Nirak and Jay Rai, franchisees in Billericay since 2009, are opening their second, bigger nursery in Kingston-on-Thames. Before going into business Suki and Jay researched the sector and it became obvious that Monkey Puzzle was a 'leading player in the sector with a sound package and effective training programme'

THE FUTURE'S BRIGHT

Monkey Puzzle wants every child to be happy and healthy, enjoying early years care and learning in a stimulating environment, to prepare them for the move to primary school.

AT A GLANCE MONKEY PUZZLE DAY NURSERIES LTD

Established: 2005

Number of franchised outlets: 60

Location of outlets: nationwide

Investment range: £250,000-£300,000

Minimum capital required: variable

URL: www.monkeypuzzledaynurseries.com

Contact: info@monkeypuzzledaynurseries.com. Or call 01442 878887





Equally important is that parents have peace of mind, and know that their children are in safe hands. Franchisees who join Monkey Puzzle benefit from the company's experience and support, and can build a successful childcare business using the proven format of the undisputed market leader in franchised nursery care.

POWERBRANDS

CARE & ELDERLY

REWARDING CAREERS FOR AMBITIOUS INVESTORS



Want to make a difference?

Rewarding careers for ambitious investors

WORDS BY LINDA WHITNEY



THE AUTHOR
Linda Whitney writes about franchising for the Daily Mail, What Franchise and many other publications

Care franchises offer the tempting combination of making money while giving something back to your community.

The care industry is also a good bet for business growth. The number of people needing care is set to grow, but if you think buying a franchise in this sector is just a case of hugging apple cheeked grannies with one hand, while raking in the cash with the other, you have a big rethink coming.

THE CARE INDUSTRY: THE BIG PICTURE

There is no doubt that supplying a care service can be rewarding, both for franchisees and the caregivers they employ. But running a care franchise brings a variety of challenges that potential franchisees should know about.

Despite the demand for care services, profit margins can be tight. Most domiciliary social care is still provided by local councils, but funding cuts mean their capacity to pay for decent care is under severe pressure.

A 2018 report from The Institute of Public Care at Oxford Brookes University stated: 'For providers of domiciliary care their main concern...has been how they can effectively run their business, maintain or improve quality standards and innovate, with very tight margins that are currently offered by councils....Some providers are slowly leaving the public sector market and focusing on building their own private customers to sustain their local businesses.'

The report also found persistent problems with recruiting and retaining caregivers.

Given all these issues, plus the fact that care is - rightly - a highly regulated sector, it may make more sense to get into the care sector with a proven, established franchise than setting up a business on your own.

Amy Patel Popat, who with husband Kev owns the Right at Home Solent franchise, agrees: "There was so much to learn in the first 18 months - and so many regulations to comply with - that I don't see how someone could do this successfully on their own.

"We followed a start-up plan that helped us minimise unnecessary delays and expenditure and through the initial training and ongoing support we were given all the tools and guidance we needed to build the business, though there is enough flexibility within the franchise model for it to reflect our personalities.

"We've also benefited from the strong support of other franchisees - one of the biggest assets of being part of a franchise."

HOW FRANCHISORS HELP YOU MEET THE CHALLENGES

Established franchises will help you set up your service, get the required regulatory permissions, recruit staff, market your business and provide ongoing business support.

Here's how franchisors can also help you meet the four main challenges facing this sector:

• Managing the public sector funding crisis.

Sally Graham, a former care sector franchisee who went on to set up her own care franchise, Avant Healthcare Services, says: "In some areas, social services and the NHS pay a fair rate for home care, but in others they don't.

"New technology being introduced among UK care franchises has the potential to help franchisees"

A TWO-WAY SHIP OF SUCCESS

Former accountant Dave Bellis proves you don't need care industry experience to get into the care sector.

Dave, now the Liverpool North franchisee for Radfield Home Care, says: "In this sector it is a two-way ship of success. If you are a business person, you will have a great understanding of business finances and management, but you must go into this knowing it is more than just a business. The most important thing is providing great care to all our clients.

"Being an accountant helps me keep an eye on the figures and keep organised. I'm sure more of a professional healthcare background wouldn't do any harm, but sometimes it's good to have a different viewpoint and do things in a way which those with a background in this sector may not have thought of.

"Recruiting a high calibre registered care manager with a proven track record means I know she will do a great job and she has helped push my business forward."

Dave advises those new to the sector: "Recruit the best care manager you possibly can. Pay top dollar and get the best."



Amy & Kev Patel Popat

OWN THE RIGHT AT HOME SOLENT FRANCHISE

"In these areas, we advise our franchisees not to take on this work. How can you provide a high standard of support if the price paid does not support this?"

• Staff turnover. In the social care sector, staff turnover is 30.7 per cent in England alone, according to a 2018 report by Skills for Care, the organisation for workforce development in adult social care. Sally says: "We invest heavily in building a positive working culture to reduce turnover of staff. We provide regular training to all our franchisees and managers to develop effective leadership to help retain our employees."

• Caregiver recruitment. At any one time, there are around 110,000 vacancies in the care sector. Care providers, however desperate, cannot risk employing just anybody. It only takes one instance of poor care to ruin a provider's reputation.

"Recruiting people with the right values, who are accountable, nurturing and trustworthy, increases our retention levels to build a better continuity of care and support to our customers," Sally says.

• Regulation and inspections. Care providers must adhere to stringent regulations and are subject to inspections by the Care Quality Commission. A poor CQC rating can kill off a business.

Most care sector franchisors help franchisees comply with regulations and provide updates about any regulatory changes.

Dr Hannah MacKechnie, owner and director of Radfield Home Care, says: "The CQC, along



STRIKING A CHORD

When he was in his twenties, both Simon McGee's parents passed away within six weeks of each other.

He explains: "I was a dissatisfied business consultant at the time and it made me want a career that made a difference to individual lives.

"Later, when I was looking for care for my grandmother, we engaged the services of Home Instead Senior Care and the fact they matched each client with a suitable caregiver really struck a chord with me.

"I wanted to run my own business, so I contacted the Home Instead national office."

Simon's main concerns were a lack of experience in managing teams of staff and whether running a care business was the right opportunity, so he talked to existing Home Instead franchisees. All were positive about the business model.

He launched Home Instead Senior Care Chichester and Bognor Regis in 2015 and now employs around 60 people.

"It would not have grown so fast without the Home Instead model," he says. "But it's always important that we match our caregivers to our clients' characters and backgrounds.

"One of our caregivers is an ex-Marine who is a keen fisherman, so we have matched him with a client who loved fishing. He has taken the client who has dementia on fishing trips. Enriching someone's day by understanding them really matters."

The biggest challenge is recruiting caregivers. Simon says: "There's a lot of competition, so I ensure they are well paid, well supported and that they share our caring ethos."

He advises: "Don't go into the care sector if money is your only motivation. If you grab too much work, you'll need to be less choosy about your caregivers.

"That leads to lower standards and high staff turnover, so you have to spend more on hiring. It's better to invest in the good caregivers you already have."



Simon McGee

HIS HOME INSTEAD FRANCHISE EMPLOYS AROUND 60 PEOPLE



Dave Bellis

"Recruit the best care manager you possibly can"



Martin Jones

BELIEVES IN THE 'HIGH TECH, HIGH TOUCH' APPROACH TO CARE



THE AGEING UK

- The UK population is projected to reach over 74 million by 2039.
- It is also ageing, with 18 per cent aged 65 and over and 2.4 per cent aged 85 and over.
- 20 per cent of men and women aged between 75 and 84 have at least some problems washing or dressing. This rises to 34 per cent of men and 42 per cent of women aged 85 and over.

Source: Office for National Statistics figures 2017.

with the policies and procedures required, can be a minefield to navigate on your own - especially if you are new to the sector. Our franchise partners have access to our tried and tested policies and procedures and we assist them with applications to the CQC."

Meanwhile, Sally says: "The CQC regulations give guidance and direction to care providers, so these should always be viewed as a positive.

"Nevertheless, managing the inspection process can be daunting and nerve-wracking. Franchisees can get guidance and support from the United Kingdom Homecare Association and their franchisor.

"Guidance on dealing with inspections is included in Avant's training course. We have ongoing webinars for franchisees and people from our quality department attend inspections to give franchisees support."

THE FUTURE OF CARE: THE PRIVATE MARKETPLACE

Franchisors are increasingly focusing on privately funded care clients, sometimes with personal care budgets delivered through direct payments, which they are free to spend as they choose.

More franchises are marketing a wider range of offerings, diversifying from elderly care into areas such as care for children and adults with disabilities and providing 24-hour live-in care, as well as the more usual daily visits.

"Our franchise partners have access to our tried and tested policies and procedures and we assist them with applications to the CQC"

NEW TECHNOLOGY

We are a long way from the care robots that are already in use in Japan, but new technology being introduced among UK care franchises has the potential to help franchisees.

Martin Jones, managing director of Home Instead Senior Care, says: "You will never 100 per cent replace a caregiver going to look after a client, but technology will enhance the service we provide rather than replacing it. We call this the 'high tech, high touch' approach."

Home Instead is piloting the use of sensors around clients' homes to check they are up and about in the morning, for example.

"It makes it easier for us to tailor care to suit them and to alert us and their family if they need checking on," Martin says. "Technology like this can act as a safety net."

The franchise has also recently agreed a partnership with GrandPad, a company that has developed a tablet for elderly users.

"Through the use of the special tablet, franchisees are able to improve the connectivity of people in their care, allowing them to remain in regular contact with friends and family," Martin says.

"In the future, it will enable us to offer new services such as interactive, remote care in hard to reach areas."

At Right at Home Solent, franchisees Amy and Kev are pioneering new technology.

Amy says: "All our care documentation is digitalised, the systems are cloud and app-based and we have a dedicated team member who supports our technology.

"Over the next year we're looking at offering a range of monitoring technology, which can help people maintain their safe independence at home at times when there's no one else there and we're working with the local authority to look at how clients may benefit from voice search technology."



WILL A CARE FRANCHISE SUIT YOU?

Care franchisors are very choosy when it comes to franchisees. They all seek genuinely caring people, who also have business acumen. Regulations also demand that directors in this sector be 'fit and proper persons' who are 'of good character'. Enhanced Disclosure & Barring Service checks are required.

Experience in the care sector is not essential, however, as you can recruit a qualified care manager to run the care service, while you manage the overall business.

Martin Jones, managing director of Home Instead Senior Care, says: "We look for franchisees who share our ethos and believe in our mission to 'change the face of ageing'. They must have a growth mindset and an ability to lead a team of people."

Prospective franchisees need to ask themselves some key questions:

- Am I passionate about what the company does? Does it excite me?
- Do I like the people at head office? They will play a big part in your business for the lifetime of your franchise.
- Will they give me enough support? Do they have a high enough ratio of national office staff to franchisees to be able to support my business?
- How engaged is the franchisor with the franchise network? Will I get to have a say in how the operation works moving forwards?
- Are they good at what they do? What evidence is there of this? Look for franchise, business and care proof points, such as awards and sector recognition.

New Discovery Day Dates now available!

Radfield Home Care

Exceptional Care by Exceptional People

"Knowing I make a difference to the clients we care for and the staff we provide a future for helps me sleep at night."

Dave Bellis, Former Accountant
Liverpool North Franchise Partner

01743 548 550
franchise@radfieldhomecare.co.uk
www.radfieldhomecarefranchising.co.uk





Exceeding expectations

For Ableworld franchisees Jeff and Steven Newman, the sky is the limit



AT A GLANCE ABLEWORLD

Established: 2001

Number of franchised outlets: 34

Location of units: UK mainland

Investment range: £75,000-£80,000

Minimum capital required: £25,000

Contact: Tel: 01270 613599. Email: franchise@ableworld.co.uk

www.ableworldfranchise.co.uk

"It's been amazing and has exceeded our expectations"

Jeff and Steven Newman of Ableworld Southampton have just celebrated their first five years as franchisees by breaking the company record for weekly sales. Earlier in the year, they became Ableworld's first million pound store.

Perhaps unsurprisingly, they were also awarded Ableworld's Franchise of the Year in March. So how did it all begin and what's next?

POTENTIAL PURCHASERS

Jeff, whose previous career had been as a milkman, recognised that many of his previous customers were also potential purchasers of mobility equipment. He teamed up with his son, Steven, who had been in the construction industry and together they purchased an Ableworld Franchise for the Southampton region.

A suitable property was located and trading commenced at the end of May 2014.

Jeff says: "Having had daily contact with elderly and disabled customers in my previous occupation, I witnessed several fall injuries and mobility complaints.

"With our store having good parking and being on several main bus routes, I believed our highly visible and accessible superstore would fill a gap in the market and serve as a welcome benefit to the community."

Looking back, how does Jeff feel the enterprise has gone?

"It has met all our expectations," he told us, "especially the satisfaction we get from providing the right products for our customers."

Numbers-wise Jeff and the team have consistently hit and beaten budget and have proved that their initial thoughts about the viability of having a modern, one-stop mobility store in Southampton were correct.

Of course, there have been challenges. Getting the marketing mix right has been one of the big ones, but with the help of the franchisor's marketing team Jeff feels they now have a much better grasp on where their marketing budget is best spent.

In fact, an increasing amount of the store's turnover is now repeat business and it has received numerous testimonials from satisfied customers, which has led to word of mouth recommendations.

BIG PLANS

What about the future? Steven says he sees continuous growth for the company. Both he and his father have big plans and after a lot of hard work in setting up the right infrastructure it's time to branch out.

"We can't think of any limit and we only limit ourselves," Steven says. "We do want a very large company all the way down the south coast. This is our first one and it's been amazing and has exceeded our expectations. We've put a lot of hard work into it and now we're up to a level where we can start looking at other places to launch."

The market for Ableworld's products, such as mobility scooters, wheelchairs, home aids and other specialist mobility equipment, is growing rapidly as the population of the UK increases and ages.

Ableworld, the country's largest retail mobility chain, is in the right place to capitalise on that growth. Franchisees like Southampton prove that with hard work the sky is the limit.

From start up to exit

Right at Home is with you every step of your franchise journey

When identifying your ideal franchise, you want to be confident of their support at every stage of your business. The Right at Home relationship between franchisor and franchisee is approached as a long-term business partnership, which should be mutually beneficial from start to end.

Lucy Campbell, group director of operations at Right at Home, says: "Of course, intensified support is delivered in the early days. But it certainly doesn't end there. We work with established franchisees to scale up their businesses, overcome challenges and drive innovation.

"We also work together to shape and deliver programmes that deliver improved business outcomes and consistent value - and eventually support franchisees to achieve their ideal exit strategy. Regardless of where you are in your franchisee journey, we are committed to providing first class support."



Right at Home, which was first established in the UK in 2010 by CEO Ken Deary, is dedicated to delivering exceptional quality homecare to people who want to maintain their independence at home.

Operating in a heavily regulated industry, the franchisor is constantly evolving its quality framework, so that franchisees can concentrate on delivering the high standards of care that are synonymous with the brand.

Kate Dilworth, Right at Home's franchise recruitment manager, says: "Our business support managers deliver 'light touch' support across all areas of the franchisees' business - recruitment and staffing, finance, marketing, compliance, strategic planning and analysis.

"Meanwhile, there is a team with specialist expertise in all key areas who work with franchisees to keep Right at Home at the forefront of the sector, delivering continuous improvement initiatives to the network."

SEVEN-YEAR BUSINESS ITCH

As franchisees approach seven years in business, Right at Home offers a tailored training programme called Maximising the Value of Your Business. This helps business owners work on their long-term goals and understand their options for stepping back and/or exiting the business when the time is right.

"We believe franchisees should ideally start planning their exit up to three years before they want to sell," Kate says. "It's important they know which factors could affect the potential value of their business."

"Our business support managers deliver 'light touch' support across all areas of the franchisees' business"

SUPPORTING HIGH EARNING SUCCESS

In 2019, Right at Home launched a new Growth Accelerator Programme with its 10 top performing franchisees. This involves them working closely with the company's leadership team and an external business coach for 12 months, where they are challenged and given the tools to achieve a further 15 per cent growth.

"We were mindful that our high performing franchisees contribute significantly to the network," Lucy says. "In return, we want to ensure we deliver on value.

"It's also not uncommon, once franchisees start making a decent profit, for their business growth to start to stagnate. This is often a natural consequence of them not necessarily challenging themselves as much as they did early on. Our aim is to motivate and support them to take their business to new heights."

AT A GLANCE RIGHT AT HOME UK

Established: 2010

Number of franchised outlets: 59

Location of units: England and Wales

Investment range: up to £130,000, including working capital

Minimum capital required: £40,000

Contact: Kate Dilworth: kate.dilworth@rightathomeuk.com or 07825 047344.

www.rightathomefranchising.co.uk

KARE PLUS
THE CARING COMPANY

With three decades of development, there has never been a better time to join Kare Plus.

Life begins at 30

This year marks the 30th anniversary of the launch of Kare Plus. In this time, the brand and network has gone from strength to strength.

Due to the network's size and our continued success, we are commemorating our anniversary with the launch of the Platinum Business Group, bringing together the best examples of franchising excellence from our network to push Kare Plus to new heights.

The Kare Plus model has constantly improved over three decades, meaning our franchisees can offer multiple lucrative services including medical staffing as well as providing support to customers in their homes, making our network unique when it comes to delivering quality, adaptable and profitable care.

We know that the next thirty years will be just as eventful for Kare Plus, thanks to the drive and dedication of our network, the Platinum Business Group and all of our future franchisees.

If you want to be part of the next 30 years of success, contact us today.

What our unique model offers:

- Established contracts with major clients
- Multiple income steams from a diverse model
- Support and guidance tailored to your needs

An ever expanding industry and a level of demand that grows each year means that Kare Plus is ideally situated to supply much needed homecare and staffing solutions.

Why the care sector?

- Adult care contributes nearly £42 billion to the UK economy
- Over 65's in the UK will reach 17.6 million by 2035
- The UK private care market was valued at $11.8 Bn in 2017

SCAN ME TO DISCOVER MORE

KP Platinum Business Group



www.kareplusfranchising.co.uk

01952 783338

Caring couple take to the skies with Bluebird

Paul and Lisa Tarsey prove that high quality care in the community can bring success



Bluebird Care was started as a family run company in 2004 by Paul and Lisa Tarsey, before they franchised the business model in 2006.

Since then, it's grown from just one small office to a network of over 200 across the UK, delivering over 20,000 high quality home care visits every day.

HIGHEST STANDARDS

With a proven business model, Bluebird Care franchise owners manage and develop their own businesses, always ensuring the highest standards of home care are delivered.

The company's support centre team of industry and franchising experts deliver structured guidance, while a dedicated onboarding manager supports franchise owners throughout their first year of trading - from helping to locate premises and employ the best teams to understanding regulatory body registrations.

Bluebird Care offers a bespoke service to each of its customers, which is personalised to their needs. It supports people to live the life they choose with dignity and enjoyment, while remaining in the comfort of their own home. As a brand, Bluebird Care is constantly developing and implementing technology across all areas, innovating the way it can deliver the highest quality care.

Franchise owners come from a variety of backgrounds. Many have little or no experience in the home care sector, but they all have one common goal - to develop a successful home care business and provide high quality care in their community.

Jyoti Kohli of Bluebird Care Haringey says: "I felt Bluebird Care's business model was achievable and reflected their ethos better than other care brands.

"It was an opportunity for me to tie in all of my background in healthcare, franchising and business management, as well as taking on new challenges. It offered a great learning curve and allowed me to make a difference to the community in which I was raised."

WHY SHOULD YOU INVEST IN A BLUEBIRD CARE FRANCHISE?

On top of its comprehensive franchise package, the company has over 30 franchise owners operating multiple territories, highlighting its growth potential; continues to invest in technology to support customers and care teams; and the brand name opens doors, being highly regarded in the sector.

Bluebird Care has excellent relationships with HSBC, NatWest, RBS and Lloyds Banking Group, which may be willing to lend up to 70 per cent of the total investment required, depending on your own financial circumstances. The total overall investment required is £100,000-£115,000.

"Bluebird Care offers a bespoke service to each of its customer, which is personalised to their needs"



AT A GLANCE BLUEBIRD CARE

Established: 2004

Number of franchised outlets: 200

Location of units: nationwide

Investment range: £35,000

Minimum capital required: £35,000

Contact: Victoria Brown
Tel: 07912 771149

www.bluebirdcarefranchise.co.uk

Leading edge

Science-based elderly home care is coming to the UK





Home Care Assistance, based in San Francisco, California, claims to be 'changing the way the world ages' with its innovative, science-based approach to in-home care for the elderly.

The company is revolutionising the home care market across the globe with innovative care programmes based on scientific research and studies.

MASTER FRANCHISE

Home Care Assistance already provides these proprietary programmes in the United States, Canada and Australia with great success. And now it plans to develop the UK market via a master franchise relationship with a highly compatible entity or individual that shares the company's high standards for innovative, quality care and superior business results.

Barbara Schuh, the company's vice president of franchise operations, says: "The UK market is one of our highest strategic priorities. We would like to meet with master franchise candidates that are passionate about the success and care of others and can develop our innovative brand at a high level in the UK."

Home Care Assistance's Balanced Care Method is a proactive holistic programme that promotes healthy diet, physical exercise, mental stimulation, socialisation and a sense of purpose. It's unique because it focuses as much on quality of life as longevity.

The Balanced Care Method is an evidence-based programme built on studies that demonstrate only one third of our longevity is based on genetics and two thirds on lifestyle factors within our control. Home Care Assistance caregivers are trained in the method.

The company's Cognitive Therapeutics Method is an activity-based programme designed to promote brain health and improve quality of life through cognitively stimulating activities. It's a complement to the Balanced Care Method and is a component of a multi-pronged approach to healthy ageing, specifically focused on the brain.

The programme aims to improve the quality of life in clients through a holistic approach incorporating positive lifestyle improvements, as well as personalised, one on one activities that engage the main cognitive domains of the brain. Activities target more than just memory and engage other cognitive functions, including the executive functioning, attention, language and visual spatial domains.

These specialised methods and programmes help Home Care Assistance stand out as a leading edge senior care brand and provider.

GROWING DEMAND

In the UK, there are currently 65 million residents. Demographic projections indicate the elderly population will make up about one fourth of the entire UK population by 2035. As the ageing population continues to expand, the demand for in-home care services will grow.

Home Care Assistance offers clear brand differentiation via its innovative, science-based approach to ageing and distinctive business model. The success of the proven franchise is due to the expert training and support for Home Care Assistance franchisees and passion to serve the elderly with kindness, respect and compassion.

For the past eight years, Home Care Assistance has been ranked in Entrepreneur magazine's Franchise 500 list of top franchise systems. It's also been selected as an Inc 5000 fastest growing company for 10 consecutive years.

Considering the growth of Home Care Assistance and the company's accomplishments, this offers a rare and compelling business opportunity for a master franchise owner in the UK.

AT A GLANCE HOME CARE ASSISTANCE

Established: 2002

Location of units: USA, Canada and Australia

Investment range: UK master franchise rights and total start-up investment estimated at approximately £700,000-£1 million

Minimum required capital: £700,000-£1 million

URL: www.homecareassistance.com

Contact: Robert Shaw, managing director of global development
rshaw@homecareassistance.com

Recession resilient

Radfield Home Care is a tried and tested, Brexit-proof business

AT A GLANCE
RADFIELD HOME CARE

Established: 2016
Number of franchised outlets: 12
Location of units: nationwide
Investment range: £80,000
Minimum capital required: £25,000
Contact: franchising@radfieldhomecare.co.uk. 01743 548 550
www.radfieldhomecarefranchising.co.uk

With post-Brexit recession woes on everyone's mind, it's never been more important to choose a business sector and franchisor carefully.

Ideally, you want a sector that can flourish, not just survive, during economic downturns and a franchisor who can prove its business model can withstand the pressures a recession may present.

Sound impossible? Thankfully, starting life in the midst of the 2008 recession, Radfield Home Care can do just that.

CHANGE OF DIRECTION

GP franchisor, Dr Hannah MacKechnie, and her brother, Alex Green, had been prepping to take over the management and expansion of their parents' residential care home for the elderly.

However, while doing their due diligence it became increasingly clear that people wanted to receive care within the comfort of their own homes, prompting a change in direction. They haven't looked back since.

Alex explains: "We had spent our childhood growing up in our parents' residential home and had always been involved in its running.

"However, the more research we did the more we realised investing in the residential care sector was not the right decision. It was clear the home care sector was on the cusp of expanding, as people were choosing to stay at home."

In March 2008, Hannah and Alex invested just £5,000 into launching the first Radfield Home Care branch, thanks to their unique invoicing system.

"Taking on our first client and team member was an exciting time, but we soon identified there were improvements that could be made to help bolster our cash flow," Alex says.

"Within weeks, we had made the required changes and, as a result, we never made a huge dent into our initial investment. We were paying ourselves a salary after just a few months and managed to grow multiple company owned offices by the time the economy had fully recovered in 2013.

"We even managed to accrue funds to launch the franchise opportunity - meaning we have never had to borrow a penny."



ESSENTIAL SPEND

However, this isn't the only reason for Radfield's success during its infancy.

Hannah says: "Health care is not a luxury spend like eating out, going on holiday or buying new clothes. It's an essential spend that is often one of the last areas of personal spending to be cut during a recession.

"However, because of the decline in other industries leading to a lot of redundancies, we also found ourselves experiencing a surge in job applications, which helped drive our recruitment.

> "Health care is not a luxury spend like eating out, going on holiday or buying new clothes"

"We have always focused on the private marketplace too. This allows us to stand out from the crowd and make our mark as a high quality provider that can meet the needs of our clients with tailored and quality-led care services."

Alex adds: "All in all, the recession in 2008 was a great thing for the growth of Radfield Home Care. The fact we grew throughout it and have continued to grow since to become a national provider demonstrates this.

"We're a perfect case study for a recession resistant business and we can support our franchise partners from first-hand experience if the economy does take a hit after Brexit."

Right at Home
Quality Care in Your Home



JOIN A COMMUNITY OF
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Right at Home build more than just a business, we build a care team dedicated to going the extra mile. We offer exceptional home-based care, aiming to make a difference every day.

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Person centred

Home Instead Senior Care offers the opportunity to join an award winning team



Home Instead Senior Care began life as a family business in Nebraska, USA in 1994.

Now with franchises in 12 countries, it retains the person centred values that have driven company success from the start. Home Instead's UK network has received many plaudits since it was established in 2005.

The pioneering, relationship led service sees CAREGivers offer care and companionship to seniors in their own homes. This allows clients to live at home comfortably for as long as possible.

The model sounds simple, but many aspects of the service differ radically from care industry norms. So radically, in fact, that Home Instead holds a Queen's Award for Enterprise in recognition of the innovation brought to the UK by its care model.

NUMBER ONE FOR HOME CARE

Home Instead CAREGivers are given the time to develop caring relationships with their clients. They are matched to them based on shared interests and care visits are a minimum one hour in duration.

As a result of innovative policies that are revolutionising the UK care industry, Home Instead was named the number one most recommended home care company in The Home Care Awards 2018. The award was based on nearly 10,000 independent reviews given by clients and their friends and families.

The Home Instead mission is 'to become the UK's most admired care company, through changing the face of ageing.' Having been rated as 'outstanding' by the Care Quality Commission, England's care regulator, more times than any other home care provider, the company is well on its way to achieving this mission.

FIVE STAR FRANCHISEE SATISFACTION

For five years, Home Instead has been rated five stars for franchisee satisfaction. The rating is based on the results of an independent, annual franchisee satisfaction survey carried out by market research company WorkBuzz.

91 per cent of Home Instead's UK franchisees completed the survey in 2018. One franchisee is quoted as saying: "The support from the national franchise site, the national office team and my fellow owners is excellent."

All the franchisees surveyed agreed, with 100 per cent reporting that the initial training and support was excellent. 95 per cent of responding franchisees said they were committed to expanding their business and increasing sales.

Home Instead's proven management franchise model provides opportunities for people with passion, empathy and a drive to succeed, whether they have care industry experience or not. Over 195 UK franchise businesses are now delivering care in their local communities.

Martin Jones, managing director of Home Instead, says: "I'm proud of every accolade that has been awarded to Home Instead and prouder still of the franchisees and CAREGivers who work tirelessly every day, providing outstanding care with compassion and professionalism."

AT A GLANCE HOME INSTEAD SENIOR CARE

Established: 2005

Number of franchised outlets: 200

Location of units: UK

Investment range: £90,000-£110,000

Minimum required capital: £30,000-£36,000

URL: www.homeinstead.co.uk/franchise

Contact: Imogen Clarke, franchise manager. Tel: 01925 730273



Ableworld
www.ableworld.co.uk
Your Local Specialist

Ableworld is the country's largest mobility retailer selling products to the elderly and disabled which change people's lives for the better.



There are currently 15 million people aged over 60 in the UK today and the Government predicts that in just over 10 years' time nearly 25% of the population will be over 65.

As the population ages the demand for products such as mobility scooters, stairlifts, adjustable beds, wheelchairs and home aids will see a dramatic increase.





Ableworld are looking to expand further over the next 12 months and have franchises available across the UK mainland. You do not need to have previous experience as full training will be given on all aspects of the franchise.

Ableworld - at the Heart of the Community, helping others lead more active and comfortable lives

Franchises will get:
✓ A generous exclusive territory ✓ Good earnings potential
✓ A first class training programme ✓ The chance to make a difference in your community ✓ Up to 70% finance is available*

For more information please email: **franchise@ableworld.co.uk** or telephone: **01270 613599** for a free information pack or visit our website: **www.ableworldfranchise.co.uk**

*subject to status

Positive social impact

Seniors Helping Seniors is looking for ordinary people with extraordinary hearts



Seniors Helping Seniors removes the struggles associated with the traditional home visit elderly care business model.

The person being visited is given time, empathy, respect and, above all, the same friendly face they know well and look forward to seeing.

AWARD WINNING

The business' straightforward systems make life simpler for the people who need care and for their families. This is a fully managed in-home care service that wins awards for customer service.

The care provided is the support professional carers and people experienced with care want to deliver.

Seniors Helping Seniors offers a home-based management franchise, which has low entry costs, low running costs and a positive social impact.

The company is looking for a few ordinary people with extraordinary hearts to partner with across the south east and east of the UK.

Contact Seniors Helping Seniors to understand the innovation, the outstanding return on investment of its trusted care franchise and gain an insight into the day to day lives of its 300-plus franchisees.

Call 01227 454 9000, email **Christian@seniorshelpingseniors.co.uk** or visit **www.seniorshelpingseniors.co.uk/start-a-centre. www.facebook.com/SeniorsHelpingSeniorsKentUK. twitter.com/SHSKent**

Watching over your loved ones

Why Visiting Angels is a very different care franchise

AT A GLANCE
VISITING ANGELS

Established:
2017

Number of franchised units:
Four

Location of units:
UK

Investment range:
£90,000-£110,000

Minimum required capital:
£30,000-£50,000

Contact:
Dan Archer 07584 178458

visitingangelsfranchise.co.uk

Many home care providers offer franchise opportunities, but the team at Visiting Angels believe that their approach is different.

Established in the US in 1998, Visiting Angels is a global care giant with community-based values. Today, the franchise is one of the largest care franchises in America and proudly supports 600-plus franchisees across five countries.

GAP IN THE MARKET

The business was launched in the UK in 2017 when experienced franchise and care industry professional Dan Archer spotted a gap in the market for home care.

Dan explains: "The US business has a fantastic reputation for being a top employer and I could see that most home care businesses in the UK didn't really value their carers. At the same time, everyone was saying that finding carers was the biggest problem that they faced, so I wanted to make sure that we focused on the caregivers first."

Visiting Angels calls this approach being carer centric. The focus is clear from the mission statement of the UK business to: 'Become the UK Care Sector's Employer of Choice by 2022.'

"I want our caregivers to want to work in care and to choose to work for a Visiting Angels office," Dan says.

Many care workers are underpaid and poorly rewarded, but the approach taken by Visiting Angels is different. "We want to ensure that our caregivers are amongst the best paid in the care sector," Dan says. "We pay more, we incentivise training and development, we reward loyalty and we offer excellent benefits."

By focusing on its employees, Visiting Angels has found it is able to ensure it has a ready supply of caregivers. "It requires the business model to be structured differently, the mission and focus to be clear and the financial model to be different to traditional care franchises - happy caregivers are best placed to ensure that clients are delighted," Dan adds.

VOTING WITH THEIR FEET

The funding of home care through the local authority is an issue and many families are recognising the problems that arise from this type of care. They are voting with their feet and deciding that if they want better care for their loved ones, they are going to have to pay a little towards the cost.

By focusing on private client work, Visiting Angels franchisees can charge more for their service and are able to afford to fund the carer centric initiatives.

"I run the original Visiting Angels office in Sheffield and we charge considerably more than

> **"Happy caregivers are best placed to ensure that clients are delighted"**





the local authority funded care providers, but we have had amazing growth because our approach to the recruitment and retention of caregivers means that we can always say yes to a new client," Dan says.

"I am really proud that the staff turnover in the Sheffield office is less than 13 per cent, compared to the industry average of over 40 per cent. We find lovely, caring people and we are very good at hanging on to them. For our clients, it means that the same caregiver can come every time."

There is also another clear benefit of focusing on the private client market: it's far less competitive. Very few care providers focus on the private pay marketplace and even fewer have the marketing knowledge to attract private paying clients. Visiting Angels has 20 years' experience in the private duty care market.

"We have found that there are only one or two serious competitors in each franchise area," Dan says. "The majority of home care providers don't understand how to build a client base in the private pay market.

"Our experts help our franchisees put together detailed marketing plans that promote growth. Importantly, the business model builds in a budget to support the marketing of the business to private clients, something that the low rates paid for socially funded work does not allow."

PROGRESSION OF THE BUSINESS

Since launching the UK business in 2017, the Sheffield office has grown to a monthly turnover of £50,000, with a regular influx of new clients each month. In addition, the franchise opportunity was launched in October 2018 and four new franchisees are in the process of launching their businesses.

They are joining a worldwide network of over 600 franchisees and Dan says that the Visiting Angels family provides a huge benefit.

"The initial franchisee training is in Philadelphia and I noticed straight away that there was a culture of sharing in the business," Dan says. "The management team are hugely knowledgeable, but many of the best practice initiatives in the business have been proven over many years and have been driven by the experience of hundreds of franchisees. When we do the second week of training in Sheffield, we provide the specific knowledge needed to run a home care business in the UK."

SEEKING FRANCHISEES

Visiting Angels is seeking 10 franchisees during 2019. The franchise fee is £24,995 and franchisees interested in this opportunity will need £25,000-£30,000 in liquid capital in order to secure bank funding for the total investment, including working capital of up to £100,000.

For a substantial, premises based, management franchise, the potential exists for a six-figure turnover in year one and a projected million pound-plus turnover by the end of year three.

Benevolent business

Calum Gray became a Caremark franchisee because he'd always wanted to make a change in communities where change is most needed





Calum Gray launched Caremark Winchester & Eastleigh in 2008, following a military career spanning 30 years.

Having always been motivated to care for other people, he briefly worked with the Samaritans after his release from his role as bandmaster and director of music with the army.

CHANGE

Following in his parent's footsteps, who both volunteered for various humanitarian organisations, Calum started a franchise in the care industry because he'd always wanted to make a change in communities where change is most needed.

Now over 10 years in, Calum has built a profitable and, perhaps most importantly to this compassionate franchisee, benevolent business.

He explains: "I find so much personal satisfaction in supporting others in their time of need - whether that be providing great quality care to clients, offering employment opportunities for care workers and administrative staff in the office or contributing to local and national charities."

Calum regularly plans, funds and hosts charity events for local organisations, not just for clients to enjoy, but for other vulnerable and lonely members of the community surrounding his office as well.

"As much as possible, we extend invitations to the friends, family and neighbours of our existing clients," Calum says.

"As a business owner, I feel a sense of responsibility to maintain a community feel in the area. Our latest charity initiative saw us raising funds for a nearby hospice by hosting a tea party and game of bingo. While this, obviously, benefits those who certainly deserve the support, it also raises the profile of the business and increases credibility of the brand.

"Above all else, I'm a true believer in the power of a professional and personable working environment - I like to think I do a great job of looking out for my team of care workers.

"The care they administer is nothing short of incredible. In fact, our reputation as one of the best in-home care providers in the area is maintained through the dedication and professionalism of my team, so I invest a lot into maintaining their feeling of belonging."

WELL-BEING

As well as constantly communicating career opportunities to his rapidly growing care team, Calum regularly plans well-being events to maintain morale at the Caremark Winchester & Eastleigh office.

"In February, I hosted and funded two pamper days," he says. "My care workers were invited to pop into the office and pick a beauty treatment - I even provided refreshments.

"I wasn't there to see the smiles on the day, as I was swiftly ejected from the office so the ladies could enjoy their treatments, but my care manager, Alina, tells me a great time was had by all.

"This endeavour, alongside regular fundraising events and community outreach, reinforces the open door policy I advocate. My team feel they're working for an honest and considerate employer."

AT A GLANCE CAREMARK

Established: 2005
Number of franchised outlets: 100-plus
Location of units: UK-wide
Investment range: £100,000
Minimum required capital: £30,000
URL: www.caremarkfranchises.com
Contact: 01903 266392



Can you put your carers at the heart of what you do?

At Visiting Angels we understand that to be a successful care franchisee you need to put the interests of your staff at the heart of your business. We are one of the UK's first Carer-Centric franchise businesses.

- Join a worldwide network of 600+ franchisees
- A new approach to running a care business
- Specifically addresses the challenge of recruitment
- Model proven over 20 years
- Reduced franchise fees for development franchisees
- Liquid capital required of circa £30,000

Our mission is to become the UK Care Sector's Employer of Choice by 2022. Join our mission and change the way care businesses are run.

Learn more about one of the world's largest care franchises by speaking to Dan Archer
on 0114 433 3000 or 07584 178 458
www.visitingangelsfranchise.co.uk | darcher@visiting-angels.co.uk

Visiting Angels. QUALITY AT HOME CARE

We're looking for a few ordinary people with extraordinary hearts

Are you ready for a positive change? Join our unique franchise community that believes in doing good first. Unlimited earning and unique opportunities to make a positive change in society

Receive substantial financial and emotional rewards

- Help elderly people live independently by matching them with loving, caring, giving and compassionate carers who are close in age to the people they assist
- Management franchise providing non-medical services such as light housekeeping, shopping, gardening, cooking, companion care and more
- Low costs to join a successful global brand with 20 years outstanding results
- Winning national awards as well as hearts and minds in UK
- Unique working practices with unparalleled outcomes for elderly people and older workers
- Backed by marketing expertise and expert management support



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www.seniorshelpingseniors.co.uk

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FUTURE LOOKS BRIGHT

Kare Plus franchises are achieving sustainable growth through remarkable performance

AT A GLANCE
KARE PLUS

Name of franchise:
Kare Plus

Established:
1989

Number of franchise outlets:
95

Location of units:
Across the UK

Investment range:
£25,000-£40,000

Minimum required capital:
£50,000

Contact:
01952 783 338
Franchising@kareplus.co.uk

They say life begins at 30 and with almost 100 franchises operating across the UK and millions of hours of care delivered, the future certainly looks bright for Kare Plus.

Originally founded as a nursing provider to the NHS in 1989, Kare Plus is now an established multi-service healthcare staffing provider, delivering medical and non-medical staff to both residential and care establishments in addition to providing homecare services.

With franchisees achieving turnover just short of £4 million and fellow business owners operating multiple territories, this unique and unparalleled franchise model has shown its versatility within the healthcare sector. The model has demonstrated proven capabilities, successfully adapting to market demands of an ageing population and an ever increasing privatised healthcare system.

The versatility and potential of the Kare Plus franchise model is best represented by the recently formed Platinum Business Group, a group of exceptional franchises achieving sustainable growth through remarkable performance.

OXFORD AND UPWARDS

Achieving turnover just shy of £4 million in the last financial year and delivering 250,000 hours of care, Imran Qureshi of Kare Plus Oxford has established his business as one of the most consistent in the network.

Recognising the growth potential of the healthcare industry, Imran decided a Kare Plus franchise was the best investment.

"With the UK care sector booming, I wanted to invest my energy and time into building a healthcare franchise," he says.

"My continued self-determination, the support of the head office team and the adaptability of the dual model all played an important role in getting me where I am today. The next step for me is further building my homecare service during 2019.

"One word to describe Kare Plus? Caring."

A FRANCHISE BORN FROM A PERSONAL CONNECTION TO HEALTHCARE

Clive Cooper's affinity for healthcare came from the personal experiences he had with the industry. When he

considered starting his own business, healthcare was the natural choice.

"Having experienced receiving good care support from a user perspective, I knew first-hand the incredibly positive effect it can have on whole families and the negative impact of it being delivered poorly," Clive says.

While driven by personal ambition, Clive also saw the long-term potential of healthcare and the opportunity it can provide.

"The healthcare industry operates 365 days a year and there is a demand for professional care around the clock," he says. "This, coupled with the fact that the population is ageing and increasing, means there is a vast long-term potential.

"One word to describe my journey so far? Challenging - no two days are the same and there's always something new to learn. It's great that Kare Plus are always on hand to support me."

A POWERFUL PARTNERSHIP

Husband and wife duo, Andy and Jo Boardman - both previously chartered accountants - decided to move into the healthcare industry together and opened Kare Plus Southport and Kare Plus Blackpool. They simultaneously acquired dual franchise models and never looked back, exceeding their projections and successfully opening a third franchise ahead of schedule.

"We chose Kare Plus because of the dual model," Andy says. "We like being able to supply to niche and value-added areas of the sectors, such as the supply of specialist nurses and locums to the establishment side of the business and the complex medical and mental health areas in the homecare market".

Their experience of working together, mixed with the genuine affection they hold for one another, has resulted in a unique and successful partnership.

Jo adds: "We worked together for over a decade before joining the Kare Plus network. Our franchises were bought jointly and we took all decisions regarding pay rates, charge rates and staff recruitment together. We discuss everything and we sometimes disagree, but ultimately we always find a way forward.

"Describe Kare Plus in one word? Opportunity."





"The model has demonstrated proven capabilities, successfully adapting to market demands of an ageing population and an ever increasing privatised healthcare system"

SIX YEARS OF SUCCESS

After six prosperous years of running her own businesses Dr Louise May of Kare Plus Wirral and Kare Plus Liverpool is as energetic and enthusiastic as she was on day one.

"I am passionate about what I do, which is providing quality care and employment to people in the Wirral and Liverpool," she says. "I haven't finished growing the businesses and another five years will allow me to build on the solid foundations I've created during my franchise journey so far."

Louise's previous experience within the healthcare industry sparked her interest in running a healthcare business and in doing so she explored the various options. With Kare Plus having a model with multiple income streams, it made the decision straightforward. Louise intends to utilise everything she's learned so far to maximise the next five years of her franchise journey.

"I have learned so much in the last five years, from building a business to leadership and becoming more socially aware of my area," she says. "During the next five years, I would like to become the first choice nursing provider for care and residential homes to people on the Wirral. I also want to further develop my homecare offering.

"Describe Kare Plus in one word? I would choose, empowering."

A JOURNEY SPARKED FROM A PASSION FOR CARE

Unlike the other franchise owners mentioned above, Adriana Cocut of Kare Plus Newark is just beginning her journey. She chose Kare Plus after deciding that she wanted to work with her local community.

"I want to focus on the delivery of high standard care, while treating all of my staff with the utmost respect," Adriana says. "Further down the line, I would also like to grow my business across multiple territories, but I would like to get the basics right first. This is why I chose Kare Plus."

With a unique franchise model tailor-made for the healthcare market and vast earning potential across multiple sectors of the industry, a Kare Plus franchise is a ready-made business just waiting for you. Want to find out more? Contact the Kare Plus Franchising team today.

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Bluebird Care offers a comprehensive support package to support franchise owners in getting started quickly.

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- Julie McLellan, Bluebird Care North Tyneside

Get in touch with Vicky Brown today to start your franchising journey with Bluebird Care.
07725733893 vickybrown@bluebirdcare.co.uk



Evolving identity

Looking to grow your business? A rebrand can work wonders

WORDS BY PIP WILKINS



THE AUTHOR
Pip Wilkins is CEO of the British Franchise Association

Change is unavoidable, which is why some of the most successful businesses in the world have learned to adapt to new developments in technology and consumer interests. These can be tiny amendments to a logo or major overhauls to the business model.

If you look at the logos of global brands such as Starbucks, McDonald's and Lego over the years, you'll see an evolution of change. While it's important to stay true to a brand's identity, don't believe it needs to remain the same forever.

Talk to your customers

It's important to review your brand to understand what needs refreshing, where the business could do better and how it currently appeals to the modern consumer.

However, don't change for the sake of change. If you believe your brand is in need of a new lick of paint, it must be clear why. The consumer has to be at the heart of every decision the company makes, so analyse what they're looking for, where the business could provide for that need and execute a clear vision that will lead to growth rather than confusion.

There have been many costly rebrand failures over the years, most that weren't needed and didn't make sense to the public. This is the epitome of failure within a business transformation.

Royal Mail decided it would change its name to Consignia with a brand new logo to match. Consignia means to deliver and entrust, but nobody understood that and the change simply wasn't needed as Royal Mail was already nationally recognised in the UK. A costly mistake.

However, if a rebrand is done well, it can lead to significant business growth.

Smell the coffee

Steven Prime first opened Esquires Coffee House Coventry in 2008 and realised that while the business was doing well, there was room for improvement.

He explains: "When we opened our shop in Coventry, our goal was simple: to deliver amazing coffee and food in cool environments ethically with remarkable service. We were doing a pretty good job, but we knew we could do more."

"Together with Esquires' marketing team, we spoke to our customers and soon realised that to maintain relevance a relatable image and offering was key to our longevity."

The Esquires Coffee network underwent a rebrand in 2015 and Steven is pleased with the reaction from the public.

"The result was a rebrand that brought a confident modern spin to our store design and logo, as well as unity and a strong emotional connection with coffee lovers through new products and ethical initiatives," he says.

"We now offer healthier options, fresher foods, our own Fairtrade and organic arabica coffee and try to source our products locally.

"We also engage in several charitable initiatives that support both our local and coffee growers' communities. Over the years our brand has evolved, as have our cafes and food and beverage offerings, but our ethos and aspiration remains true."



LEARN FROM THE BEST

If you want to learn more about how you can transform your business, attending the bfa annual conference on June 27-28 at The Vox in Birmingham will provide you with the opportunity to hear from industry experts on how to re-establish your brand.

It's an unmissable event, providing interactive franchising panels and educational workshops to help you prepare your business for the next generation in franchising, focusing on culture, technology and change management.

For information about tickets visit **www.thebfa.org/events/annual-conference-2019**

Seed of inspiration

Hemp2wellness has become much more than just a business in memory of a friend

AT A GLANCE
HEMP2WELLNESS

Established:
2016

Number of franchised outlets:
One

Location of units:
Chelmsford

Investment range:
£25,000-£30,000

Contact:
0208 0904258

www.hemp2wellness.co.uk

Hemp2wellness has a very personal story of coming into being. It wasn't born out of an eye for a business opportunity - the company's origins run much deeper than that.

Jo Candeniz and Roy Castleman are two friends who met through skydiving. To be exact, Roy and Jo's husband Tai spent most of their spare time throwing themselves out of planes for fun.

TRAGEDY STRIKES

Sadly, Tai was struck down with cancer, at which point Roy suggested trying medical cannabis alongside conventional treatment. Jo and Roy will never know whether the astonishing progress Tai made was down to the cannabis plant, but before long he seemed to be on the mend.

Unfortunately, Tai's life was cut short following a surgical procedure, leaving Jo and Roy devastated. Roy, whose dynamic nature is to find positivity from tragedy, saw a kernel of hope in the humble hemp plant.

On various business trips to Europe, he visited many countries selling hemp-based products - both as cosmetics and nutritional supplements. And for some reason it planted a seed of inspiration: why not start a hemp business with Jo in memory of Tai?

UP AND RUNNING

And so Hemp2wellness was launched and before long Roy was sourcing the best organic hemp from across Europe to make the company's own range of hemp body lotions and nutritional supplements.

By May 2016, Hemp2wellness was up and running, focusing on its body range. Soon after, Roy began exploring the nutritional benefits of hemp. By chance, he discovered a Dutch hemp farmer who transformed freshly harvested hemp into raw juice.

After trying it out on his mum, Roy realised the importance of preserving all the key ingredients in raw hemp, such as CBDA



WE HEMP



(cannabidiolic acid). And so freeze dried hemp juice became a key ingredient in Hemp2wellness' Raw Hemp Full Spectrum Range.

TREMENDOUS POTENTIAL

Fast forward to the present day and Hemp2wellness has become much more than just a business in memory of Tai. Through the company's quest to create the best hemp-based products on the market, both Roy and Jo have come to appreciate the tremendous potential this much undervalued plant has for society.

Both believe that through the plant's prohibition, we have become hemp deficient, which has had knock-on effects on our health, such as elevated levels of autoimmune disease and chronic pain. Not only that, Roy and Jo are fully committed to promoting hemp as a sustainable alternative to plastic, paper, concrete and cotton.

"The tremendous potential this much undervalued plant has for society"

Roy says: "Hemp2wellness is continually developing innovative new product ranges, so expect more varieties of CBD oil products in the future.

"But rest assured, this is a company that cares about your well-being and that of our planet, committed to the belief that hemp offers bountiful solutions for both.

"Today, Hemp2wellness has an invigorating range of hemp and CBD products. Favourites like the oils and hand creams are made from top quality products that have been chosen through careful research.

"New products such as water and chocolate will be unveiled soon."

FRANCHISE OPPORTUNITY

Using a team of industry professionals, Hemp2wellness has developed a retail and online franchise opportunity based on its original business concept. The company is looking to recruit investors who are diligent, good with people and have the ability to follow a proven system.

For an initial investment of £25,000, franchisees receive:

- An exclusive trading territory for five years.
- One-two months of stock, with full product traceability.
- Full training and comprehensive operations manuals.
- Expert marketing advice.
- Central administration support and marketing.



Roy adds: "There is no one specific target market for our products. Young or old, male or female, everyone can benefit from using them.

"On top of that, it's one of the fastest growing markets in the UK and the rest of the world."



The choice is yours

The four broad types of franchise business you can invest in

WORDS BY CATHRYN HAYES



THE AUTHOR
Cathryn Hayes is franchise director at Revive! Auto Innovations

Always wanted to run your own business, but don't know where to start? Maybe you're fed up with the corporate rat race and want to take your future into your own hands.

Investing in a franchise could be the answer. It gives you an existing brand and structure to operate within, as well as training and support to help you build a successful business, for yourself but not by yourself.

To help you understand what's the right franchise for you, you should consider the different types available:

1 Job or operator franchise

These owner operator franchises are usually home based, which keeps overheads down to a minimum. The franchisee is the key driver of the business, although as the business grows it may be possible to take on staff and step back a bit from the day to day running of it.

Costs are often at the lower end of the franchise range, so they are a good opportunity to get into business without having to take on any property leases or other big financial commitments at the outset. There is a wide range of opportunities in this lower cost bracket, including children's activities, window cleaning, oven cleaning, van-based sales and delivery franchises.

2 Management franchise

The franchisee manages the business operations, typically with employees carrying out the work involved. These will often be in the business to business sectors.

Your leadership and organisational skills will be relevant to this type of franchise, as you will need to drive the business forward and manage your team. You will often need higher levels of working capital and office premises could be required.

Typical franchises in this category could be in the care sector, expense reduction franchises, commercial cleaning or franchises where you will be managing a team of people delivering the services you provide.

3 Retail and fast food franchises

This type of franchise needs a much higher investment level at the outset, as premises will be required, normally in good locations, so there's plenty of footfall to generate sales.

Many of these franchises will expect their franchisees to run multiple outlets and sometimes a development agreement will be signed, committing the franchisee to opening an agreed number of outlets within a set period of time.

4 Investment franchise

This type of franchise needs a significant amount of financial investment and the franchisee will not normally expect to be working in the business on a day to day basis.

An example of this type of operation could be large hotel chains, where the franchisee is a corporate investor who already has an executive team in place to take on the business operations.

Although buying a franchise should reduce the risk of going it alone, it stills involves lots of hard work and commitment on your part to ensure success. Therefore, you need to make sure the business is one you will enjoy and can see yourself doing day to day, so always do your research at the outset.



"Owner operator franchises are usually home based, which keeps overheads down to a minimum"

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- ✔ Long-term operational support

£80,000 estimated liquid capital required

£130,000+ estimated net profit in 3rd Year

To learn more please call us on 0800 411 8500
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The financial projections are our estimates based on our experiences of operating children's day nurseries. They should not be taken as a warranty or guarantee that you will achieve the same results. Your success will depend on a number of variables, including local market and general economic conditions; competition within the childcare sector; and your own hard work.



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revivefranchise.com

Ask The EXPERTS

Our panel of industry specialists answer your franchise questions

Q IS A FRANCHISEE AN EMPLOYEE OF THE FRANCHISOR?

JOHN PRATT WRITES:

It's a fundamental principle of franchising that franchisees operate their own businesses.

Franchises are not a branch or subsidiary of the franchisor's business, but a wholly independent business that operates subject to the restrictions and obligations contained in a franchise agreement and operations manual.

In a number of countries - notably the US - it has been found that franchisees and their employees are employees of the franchisor because of the strict controls imposed by franchisors on franchisees.

There have been no such cases in the UK and, in my view, it's unlikely an English court would conclude that franchisees and their employees were employed either solely by the franchisor or in the case of franchisees' employers, jointly by the franchisor and the franchisee.

Notwithstanding the above, there is one situation that requires great care.

When a business has employees and decides it wishes to offer those employees the opportunity of entering into a franchise rather than continuing to be employed, there's a risk if the ex-employee (now a franchisee) performs precisely the same functions as when they were an employee that HMRC and others will argue they are employees.

Generally, those arguments can be defeated if there was substantial initial investment by the ex-employee into the franchised business and the risk of failure is taken by the ex-employee.

Q HOW IS A FRANCHISEE'S TRADING TERRITORY PROTECTED?

LOUISE HARRIS WRITES:

Not all franchises operate on a trading territory basis, but those that do will need to ensure the franchisee has 'protected rights' to trade in that area.

First, the territory must be clearly defined. It may be geographically identified by postcodes, locations or addresses; industry types; designated mileage from a specific point; specific buildings; or similar options.

If the franchisor is granting exclusive rights to that territory, ie another franchisee from the brand is not permitted to trade in that area, they must take steps to ensure the territory is protected from intrusion by another franchisee.

It's rare there would be an intentional breach, unless territories have in some way been poorly defined and/or badly managed.

These scenarios must be catered for in the franchise agreement and, if necessary, expanded on in the operations manual. Franchisees may be permitted to give permission for inter-territory work, but it must be explicit under which conditions this would take place.

A good franchisor will be able to track where business is taking place and prevent a franchisee trading in another franchisee's territory using initial conversations, then 'cease and desist' notices and finally legal action.

Franchisees should note, however, that a franchisor may reserve the right to remove part or all of a territory in the event the franchisee cannot prove they are delivering full effort to exploit a protected territory.

Q WHEN CAN A BUSINESS BE FRANCHISED?

SHELLY NADLER WRITES:

Having developed a business concept, it's essential at least one pilot or operation should be established to ensure the proposed franchise system works in practice.

As a general rule, such pilot tests should be open for at least a year, particularly where seasonal factors have to be taken into account, and preferably two years. Ideally, there should be more than one pilot test to ensure the franchise business model is robust and to eliminate any distortions arising from the results of one unit.

The aim of running a pilot test is to help understand a variety of potential issues and concerns, including whether the business will be successful, how the business can be improved, the acceptability and availability of the product or service, problem areas, marketing methods, the laws and regulations applicable to the franchise, the location of outlets, staff selection and opening hours.

By successfully running a pilot operation, a franchisor will be able to put together all the elements of the franchise package it offers to franchisees.

Q WHAT IS THE PROCESS OF BECOMING A FRANCHISEE?

BRIAN DUCKETT WRITES:

If we start at the beginning, I'd say read as many franchise magazines, attend as many franchise exhibitions and seminars and search the franchise portals to find out as much as you can about how franchising works and the wide variety of opportunities on offer.

Then if you decide a franchise relationship might suit the way you want to work for yourself, create a shortlist of the business sectors you might want to be involved in and the sort of role you want to have.

Next, work out which of the franchises on offer that meet your working-style requirements you can afford to get into. Much of the funding can be borrowed, but you will also need to make a considerable investment from unencumbered personal resources.

Having done that, you'll have weeded out 99 per cent of the franchises available, which could still leave you with 10 or more to contact. You can do that via their websites or however their promotional material asks you to do so.

You will then be led through a process that is aimed at ensuring a good fit between the parties. Make sure you talk to as many existing franchisees as you can when you get serious about a particular offer.

Visit what-franchise.com for more information

OUR PANEL



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



LOUISE HARRIS is franchise network manager for NIC. She's been a franchisor, franchisee and franchise induction and support training provider.



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.



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

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Investment from just £24,995 +VAT

Before you sign...

Here's what every prospective franchisee needs to know about franchise agreements

WORDS BY STEPHEN THOMPSON



THE AUTHOR
Stephen Thompson is managing partner at law firm Darwin Gray

With more and more people deciding to opt for self employment, franchising is on the up. By taking advantage of the franchisor's brand, reputation, marketing support and business systems, you can start your own business more quickly and with less risk than going it alone.

Here are some common questions Darwin Gray gets asked about franchise agreements to help you prepare:

Why is the agreement so long?

Franchise agreements are usually quite lengthy and heavily weighted in favour of the franchisor.

While this might seem unfair, it does ensure that the franchise network as a whole has the benefit of comprehensive legal protection. While this protects the network generally from any 'rogue' franchisees, it does mean you will be on the back foot in the event of a dispute with your franchisor.

Who are the parties to the agreement?

Depending on the type of franchise you are buying, you will probably want to trade as a limited company.

However, the franchisor will usually want someone to personally guarantee the franchise - ie, to promise to fulfil the franchisee company's obligations if it fails to do so. This will ensure that the shareholders of the franchisee company cannot simply walk away from the agreement by simply dissolving or liquidating the company.

By giving a guarantee, you will have personal liability if things go wrong and your personal assets may be at risk.

> *"It's likely that the franchisor will prescribe the advertising and promotional materials you'll be allowed to use"*

Can you trade outside of your territory?

Most franchises operate on the basis of 'exclusive' territory rights - ie, no other franchisee will be allowed to trade in the same territory as you.

If you have an exclusive territory, you will not generally be entitled to actively market your franchise outside of it.

What rights will you have to use the franchisor's branding?

Strong brand identity is very important in franchising and, as part of the franchise, the franchisor will grant you a licence to use its branding and other intellectual property rights. This will enable you to leverage the goodwill and reputation the franchisor has built up in its branding.

However, at no time will you have any ownership rights in relation to the franchisor's brand and the franchise agreement will contain extensive clauses to protect the franchisor's intellectual property rights.

Does the franchisor have control over your advertising and promotional activity?

It's likely that the franchisor will prescribe the advertising and promotional materials you'll be allowed to use and you'll probably be obliged to make a financial contribution towards the national advertising being undertaken by the franchisor for the purpose of raising

awareness of the brand generally.

Some franchisors allow their franchisees some latitude, but they will still want to have the final say over what advertising and promotional materials are used to promote the business.

Does the franchisor have specific legal obligations under the franchise agreement?

Yes. The franchisor will have core obligations under the agreement, mainly around training, initial support to be given to you and also to innovate the franchise business.

What will your obligations be under the franchise agreement?

The franchise agreement will set out your initial and ongoing contractual obligations to the franchisor.

It will be a long and usually self explanatory list, which you will need to consider carefully. You need to be happy that you can perform all of your obligations under the agreement.

How long will the franchise last?

There are no hard and fast rules on the length of the franchise term you will be allowed to purchase. Typically, franchise terms last for between five and 10 years. However, sometimes they will be longer or shorter than that.

Can you exit the franchise early if you don't like it?

Franchise agreements are usually for a fixed term and can't easily be terminated by the franchisee.

Generally speaking, the only way you will be able to end the agreement early is with the agreement of the franchisor. This may involve you buying yourself out of the contract, which can be costly.

It is not unusual for franchisors to seek compensation from you for the lost management fees they would have earned had you seen the contract term to the end.

It's really important that you carefully research the franchise before you sign up to minimise the risk of you deciding it's not right for you further down the line. Make sure you speak with as many existing franchisees as possible.

Can the franchisor terminate the agreement early?

The franchise agreement will contain a list of reasons based on which the franchisor will be entitled to terminate the agreement early, usually around breach of the agreement and operations manual by you.

Will you be allowed to renew your agreement after its expiry?

Franchise agreements usually contain a right to renew, subject to certain conditions.

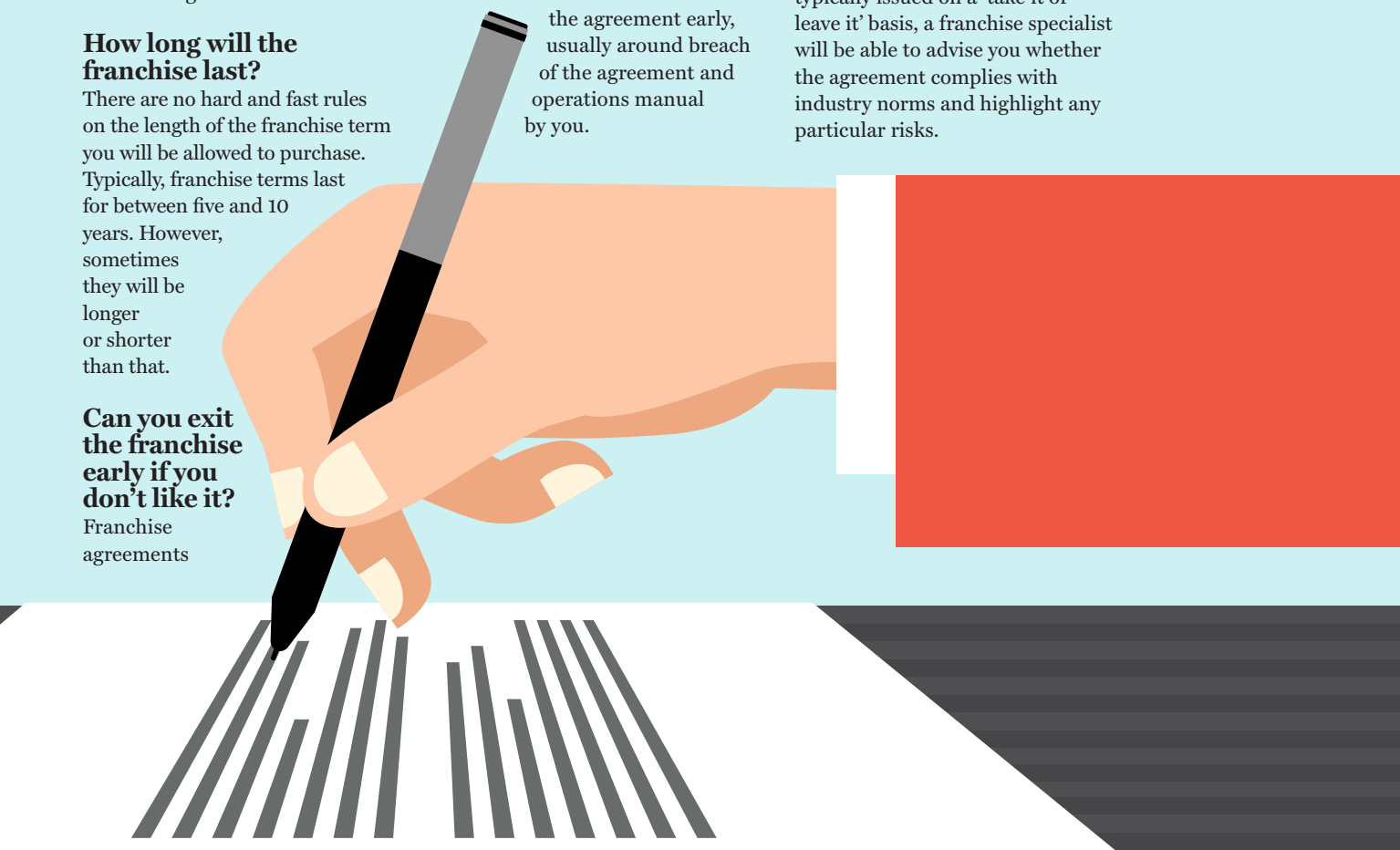
However, the number of times you are entitled to renew may be limited - you should check the agreement. Typically, if you renew your franchise, you will be required to sign up to a new agreement in the franchisor's then current format.

Will you be able to sell your franchise?

When you want to exit your business, you will hopefully find a buyer to realise the value you have built up in it. The franchisor will want to approve the buyer and give its consent to the sale. You will usually have to pay the franchisor's costs of doing so.

We strongly recommend you instruct an experienced franchise lawyer to provide you with a detailed report on the terms of your specific franchise agreement before signing.

While franchise agreements are typically issued on a 'take it or leave it' basis, a franchise specialist will be able to advise you whether the agreement complies with industry norms and highlight any particular risks.



Unlock the secret to successful expansion

Why the key is a workable and detailed business plan tailored to your goals

WORDS BY CARL READER



THE AUTHOR
Carl Reader is chairman of business advisory firm d&t

For any business to grow, investment is usually required, not only in terms of time and effort, but in the majority of cases significant financial investment too. Often, the required investment is greater than can be managed within the business and this is when commercial backing becomes necessary.

Securing appropriate funding is a key part of successful expansion. A balance needs to be struck between the need for borrowing and the income likely to be generated to provide your products/services. For any form of growth, risk should be mitigated through analysis and proper planning to protect both the business and its customers long term.

Securing the best deal

An independent funding sourcing organisation that has relationships with all the main banks, satellite lenders and funding circles is your best option, as it will be able to secure the best deal possible.

A funding sourcing organisation will initially undertake a viability check prior to approaching any lenders in order to assess the likelihood of securing borrowing. It will look at an individual or company's background, assets and liabilities and the business idea.

It's crucial to provide accurate information to ensure a realistic evaluation and assessment. Armed with this information, a funding sourcing organisation can select the most appropriate lender to potentially back the project.

Detailed business plan

To secure any business borrowing, a detailed business plan is usually necessary, setting out goals for the future and the strategy for how you're going to reach these objectives. It will also need to include information on cash flow, budgets and projections, as well as an analysis of strengths, weaknesses, opportunities and threats.

Business plans should be realistic and achievable, using existing financial records to help with forecasting. They should detail milestones and set out a clear road map, indicating thresholds when, for example, additional staff can be taken on or when the business can afford to expand further.

Focus on the figures

The starting point with any business expansion plan is the analysis of existing figures. So step one of the process is to ensure your accounts are up to date.

Key performance indicators are an essential part of business planning. Monthly turnover, cost of sales and gross profit are the most important KPIs, as at a glance you get a good idea of how a business is performing at a high level.

There will be some more specific metrics that are tracked behind these, which might include variable and fixed costs such as staffing, training, recruitment, heating, cleaning and marketing.

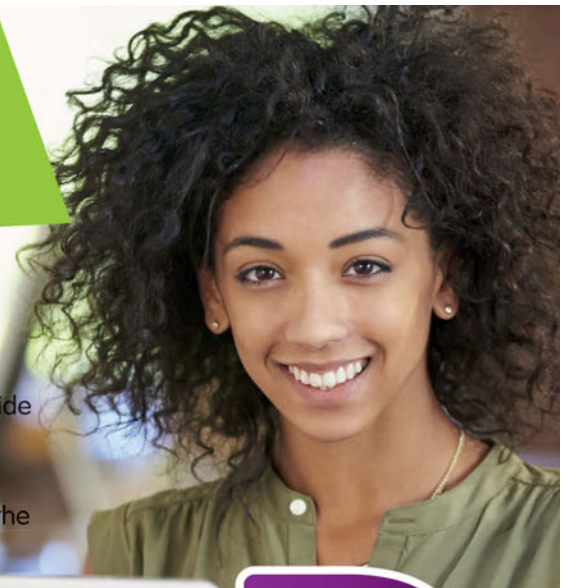
Tracking back KPIs helps with planning. Consider a target of increasing customers by 30 per cent. Work back and isolate what can directly affect the goal and then you can monitor these metrics: 30 per cent growth equals 20 more customers equals five more staff, 10 more items of equipment, etc.

The same logic can be applied to your marketing. How many leaflets and adverts are needed to create X number of enquiries, which ultimately become X number of customers?

So whether you're starting out, looking to grow or run an existing business, raising finance requires a workable and detailed plan tailored to your goals. This will help you source funding from the most suitable lender. Using an independent funding expert will help you shop around and secure the best deal for carefully managed expansion.



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A week in the life...

46-year-old Hristo Yankov is Fantastic Services' master franchisee for Oxford

AT A GLANCE FANTASTIC SERVICES

Established:
2009

Number of franchised outlets:
402

Location of units:
UK wide

Investment range:
£25,000-£100,000

Minimum required capital:
£25,000

Contact:
info@joinfantastic.com
joinfantastic.com/master-franchise

A few years ago I was a small restaurant owner. At the time, things were going great and we were even thinking of opening a second one. But our plans changed when one day I came across an advert for a fast growing property services company based in London that was looking to expand to our area.

Let me tell you a bit more about how it all started. I have always been passionate about customer service and Fantastic Services seemed to have it all figured out. They offered fast, low risk entry into the services market with great earning potential.



EFFICIENT USE OF TECHNOLOGY

Every process was made efficient through the use of technology: customer relationship management systems, apps, online platforms and call centres were all integrated and streamlined.

Opening another restaurant just seemed like a big effort and I realised I didn't want to go through that hassle all over again. Fantastic Services offered various franchise packages, so I decided to go with professional cleaning. All I needed was a suitable vehicle, three staff members and some specialised equipment. All in all, it was a vastly lower investment than opening a restaurant.

When we had everything ready, a quality control officer came all the way from London and stayed with my newly formed team to train us in the company standards and service provision requirements. In the meantime, we had access to the Fantastic Academy - an automated online training platform. Soon, the team was operational and we had customers from day one.

GROWTH OF THE BUSINESS

Fast forward to the present day and we have over 60 staff members and provide a wide range of property services, including handyman and gardening. In the beginning, I was helping with some of the services myself, but due to the growth we were able to achieve it was back to the office for me. We did not open a second restaurant after all. In fact, we closed the old one and my wife joined me in running the franchise.

In 2018, we were doing so well that we decided to invest in the master franchise for the Oxford area. Overall, I'm quite happy with how things turned out. I don't want to make it sound like it was the easiest thing in the world, because I had to learn a lot about how to manage teams and lead people.

Right now, I'm looking forward to improving our expertise and broadening our range of services. I know there is a lot more we can offer in terms of convenience and solutions for our customers.

MY WORKING WEEK

Typically, this is what my work week looks like:

On Monday I arrive at the office



with my wife around 8am-9am. I make myself a cup of coffee or some herbal tea and I'm ready to check my inbox. I note all my business meetings for the day, as well as for Tuesday and Wednesday, and adapt the rest of my schedule around them.

> **"I'm looking forward to improving our expertise and broadening our range of services"**

I check all the messages from my staff and franchisees - I want to make sure that those who have been working during the weekend have not experienced any difficulties. At noon, we'll have lunch. We'll either go somewhere or order in. High protein, low carb, some veggies - such meals won't give me a sugar crash and I can have a productive afternoon.

By 5pm, we have arranged the rest of the week in terms of meetings, interviews, deliveries, etc. We're off to dinner somewhere.

On Tuesday, I arrive at the office around 8am-9am. My wife might arrive a bit later, depending on how busy our schedule is. I check the Fantastic Services CRM system to see how many bookings we have for the day and the rest of the week. I might arrange a few deliveries of supplies, marketing materials or equipment in between calls and business meetings.

On Wednesday - after two days in the office - I might decide to have a work at home day if I don't have any formal meetings with potential franchisees. If I don't feel like staying at home, I might go to a local coffee shop that has good Wi-Fi and work from there. This is one of the things I love about my work: I have the flexibility to change things a little bit and find that I rarely experience occupational burnout.

On Thursday, I go to the office either in the morning or at noon, depending on my schedule. We are having a 'drop by the office' day. We are probably expecting some deliveries, so I and my wife will be there to receive them.

All staff and franchisees know that we will be there, so those who are having an off day or maybe have some free time can drop by if they want to meet with us or just hang out for a while. We might go to lunch together. I do my best to stay in touch with the people I work with.

On Friday - again, depending on my schedule - I might decide to work at home or visit a coffee shop. It's a great way to start the weekend early. I make sure that the service provision schedule is set for the weekend.

I usually take Saturday and Sunday off, but I don't mind arranging a conference talk for the weekend if that is the only possible option for the other person.

All worked out

Mathnasium franchisees gain great reward from spreading its unique style of teaching



Mathnasium, the children's education franchise, continues to enjoy strong global success since its launch in 2002.

The company now has eight maths learning centres open in the UK, with a further five due to open by the summer.

COMMITMENT

Mathnasium's achievements and the success of the families it serves are linked directly to the passion and commitment of its franchisees, who gain great reward from spreading Mathnasium's unique style of teaching.

The vast majority of Mathnasium's franchisees are not from an educational background and very few of them describe themselves as being excellent at maths.

However, they see this as an opportunity to help ensure that no children have to struggle the way they did. The Mathnasium system identifies the gaps in children's knowledge and creates a bespoke learning plan designed to fill those gaps.

Its bespoke proprietary business management software system gives franchisees a vital tool kit for successful operations, including access to the company's unique intellectual property - a specialist curriculum of over 22,000 pages.

It's truly revolutionary and that's why it's generating such extraordinary levels of interest.

Request a franchise information pack from **ukfranchise@mathnasium.com** or call **0161 791 0686.**

Right move

Rachel Knight is impressed with the comprehensive OSCAR pet food franchise package



Rachel Knight discovered the OSCAR pet food franchise after searching the internet for animal related employment.

She explains: "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, offering advice on the many aspects of insurance. After three stressful years of working unsociable hours and travelling around the country, I made my decision to move on."

ENQUIRE

Rachel discovered OSCAR was not represented in her local area and decided to enquire about the franchise opportunity the company offers.

"I was impressed by the franchise team," she says.

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

Since becoming an OSCAR franchisee, Rachel says she's far less stressed and has more time for her husband and two dogs.

"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," she adds.

Call **0800 068 1106** or visit **www.oscar.co.uk**



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From one business adventure to the next

Matt Ewer's dream was to grow his ActionCOACH business to a firm with multiple coaches. Now that's becoming a reality

Already well-established in his local community, Matt Ewer's transition into business coaching was smooth. He'd used an Action Coach for his Premier Sport franchise, which allowed him to exit and seamlessly launch his ActionCOACH franchise in Rugby in May 2015. Matt was ready for a new adventure.

He explains: "From October 2014 to April 2015, I worked with Action Coach, Mark Jennings, to reach a point where I was able to sell my franchise and move onto something new.

"I'd already made my mind up that ActionCOACH would be my next challenge, so once I got to the stage where my previous business was in good shape, I was ready to get started. I went on the discovery day, grew smitten with their values and made a conscious decision I wouldn't need to look at any alternatives."



EMBARKING ON A NEW ADVENTURE

Matt was then fully prepared to embark on his latest adventure into business coaching. He flew to Las Vegas to complete his training at ActionCOACH University.

"You're completely immersed in the ActionCOACH culture during the training - I loved every second," Matt says. "Having been coached before and as a business owner, I could see how much of the learnings could be applied. I'd been looking for a new challenge and I was more motivated than ever before.

"When you start an Action-COACH franchise, you're given a master coach until you reach a good level of income - luckily, mine was Mark Jennings. After just two years, he helped me to achieve a monthly client income of £21,000 through a mixture of two-day coaching events, group coaching and one-to-one coaching. My year two turnover was similar to what I was achieving with my previous franchise, but the profit

AT A GLANCE ACTIONCOACH

Established:
1993 in Australia/2002 in UK

Number of franchised outlets:
240 in UK

Location of units:
UK-wide

Investment range:
£69,000

Minimum required capital:
£20,000

Contact:
If you're looking for a more fulfilling career, a better work-life balance and you're the kind of person who:

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B. Has enjoyed success in your career or sport; and

C. Is willing to invest if they see substantial returns can be made...

Then find out more by watching the overview video at **actioncoach.co.uk/overview**



margin was significantly higher with ActionCOACH.

"It wasn't just my business that was growing, my family was too. In June 2016, my wife gave birth to twin boys, Ralph and William. The importance of creating a business that would allow more flexibility for work-life balance increased by 200 per cent that day. I knew I'd need to develop my business to continue to increase income, without relying on me constantly being in the office."

ADVENTURING FURTHER THAN EVER BEFORE

In October 2018, ActionCOACH introduced an exclusive territory Firm Builder licence, which allows franchise partners to build a firm of employee coaches in an area containing 10,000 business owners. Matt's dream of building a team of coaches was quickly about to become a reality.

"When I heard about the new licence, I had to get involved straight away," he says. "Ever since my twins arrived, it's been my vision to build a firm and have a business that works in my absence, so it just made complete sense. Establishing my team of employee coaches will mean I can depend on them to keep the business running when I'm out, so I can enjoy spending precious time with my family.

"Ralph and William are now approaching three and I want to be with them throughout the most crucial parts of their childhood. With my employee coaches, I can reach a new level of consistent income, which can be reinvested into marketing to generate more leads. And with a new team in place, I'll become a lot more flexible. It's a win-win situation."

Matt currently coaches 19 one-to-one clients, four group coaching clients and has a projected turnover of £350,000 by the end of his fourth year. With the launch of his latest ActionCLUB, his first employee coach will be ready to take the reins and lead the session right from the start.

"After their training, I'll focus on shadowing and working with them to reach a point where they can run it themselves," Matt says.

"I always think the best way to learn is by getting in and doing it - and there's no better time than in a group coaching environment. But, of course, I'll be there with them every step of the way. It will also be great to see how they work in that situation to assess the dynamic between them and the clients. It will be a huge learning curve for me, as much as it is for them.

"Growing the team will make the transition from being a coach to just focusing on running the business much simpler. I can be working on the operations side of things, while my team delivers the results. It will be a true collaborative effort and I'm very excited to see what the future holds."

NOT JUST MY ADVENTURE

"The rewards aren't solely financial either," Matt adds. "I get a real boost every time one of my clients makes progress. Trinity Accountants increased their turnover by 125 per cent in the first 12 months of coaching with a 400 per cent upturn in profits."

Matt enjoys the events that ActionCOACH manages as part of over 70 days of support a year.

> **"Ever since my twins arrived, it's been my vision to build a firm and have a business that works in my absence, so it just made complete sense"**

With events such as the Business Excellence Forum and franchise conferences, he benefits from the nationwide collaborative network, while also building upon his own knowledge as a business owner.

"Going into business can be lonely, but we have a community that I expect many other franchises would envy," Matt says. "The support given from ActionCOACH is extraordinary. There's a constant endeavour to make it better for us - it's obvious that they want us to win.

"Two years ago, I vowed to myself to grow my business to a firm with multiple coaches. Now that's becoming a reality and I know my business is about to explode - in a good way!"

A little good goes a long way

Globally successful Muffin Break café bakeries focus on providing the best customer experience in over 300 outlets



Almost 30 years ago the Muffin Break brand was created, and now they have opened more than 300 franchised cafés worldwide; the first UK café bakery opened in Derby in 2001 and since then the company has gone from strength to strength with over 65 outlets in the UK from Aberdeen to Eastbourne, and further expansion planned.

RELIABLE AND TRUSTED

Muffin Break's success is based on using the best ingredients, locally sourced and seasonal where possible, as well as the fact all its food is baked and freshly prepared in the company's in store kitchens, giving it a significant competitive edge. Menus are constantly expanding and evolving and franchisee feedback and product ideas are always welcomed. The company has also developed its own award winning signature blend coffee, using the finest coffee beans. Becoming a Muffin Break franchisee gives owners the opportunity to run their own business while benefitting from the experience and expertise of a global brand. Craig Free who opened his first franchise eight years ago, believes that his "hard work and commitment coupled with the strength of the fresh food choice, luxury coffee and contemporary shop design" has enabled him to expand and open a further 10 outlets nationwide.

> **"The company... will support you and nurture your business, without running it for you"**

AT A GLANCE MUFFIN BREAK UK

Established: 2001

Number of franchised outlets: 65

Location of outlets: nationwide

Investment range: £250,000 - £270,000

Minimum capital required: circa £70,000

URL: www.muffinbreak.co.uk

Contact: franchisee@muffinbreak.co.uk; 01223 308781

EXCEPTIONAL SUPPORT AND TRAINING

Exceptional training and operational support is provided to all franchisees while an in-house marketing team delivers national campaigns and local store marketing initiatives. Muffin Break has strong relationships with major retail landlords, which ensures first choice of prime retail sites. Once a site has been chosen, the company will design the store, manage the construction programme, supervise store fit out, and provide all necessary equipment. In addition to this they provide help with business planning, training, baking and barista skills, staffing, and product presentation. Muffin Break charge a franchise fee of 6% of net sales, and an advertising fee of 2.5% of net sales. Hamid Qayyum a franchisee in Kent and Essex explains "The continual operational support has enabled me to grow my business rapidly and expand – I purchased my 7th store this year".

CREATE YOUR OWN BUSINESS

Muffin Break gives franchisees the opportunity to run their own business, while being part of an internationally recognised brand with a proven track record in the UK, Australia and New Zealand. Joining a network of experienced industry professionals allows new business owners to create their own business path, to achieve goals and fulfill lifestyle dreams. The company understands that franchisees businesses are their own, but they will support you and nurture your business, without running it for you.



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You can bank on it

8 ways to foolproof your franchise financing

WORDS BY SUZIE MCCAFFERTY



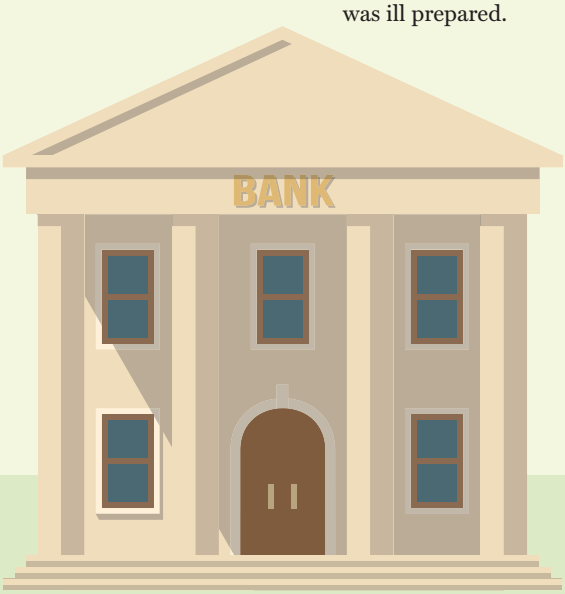
THE AUTHOR
Suzie McCafferty is CEO of franchise consultancy Platinum Wave

So, you've chosen your ideal franchise, but how are you going to finance it? If you have savings or a redundancy payment to cover the start-up costs, you're in a very fortunate position. If not, you'll have to seek some source of external finance.

You may assume it will be difficult to get a bank loan in the current Brexit influenced economic climate. However, the banking sector is still very much in favour of franchise businesses, as they are statistically proven to have a greater chance of success and are therefore seen by the banks as less risky.

"The banking sector is still very much in favour of franchise businesses"

This doesn't mean you can take it for granted that your application will be approved - many potential franchisees have failed to secure funds because their approach was ill prepared.



1 Speak to the right department

It's essential you speak to the right department in a bank. Most of the high street banks have specialist teams with an in-depth knowledge of the franchise sector and it's this department you need to put your proposal to.

2 Decide how much you want to borrow

Before even approaching a bank, you'll need to decide how much you need to borrow.

Banks will generally lend around 50 per cent - occasionally up to 70 per cent - of the start-up costs, which includes the franchise fee and working capital. So say the total set-up cost is £30,000, a bank might fund £21,000, leaving you with £9,000 to fund yourself. Depending on your creditworthiness, you may have to provide additional security to the bank.

3 Don't underestimate how much you will need

Be realistic about how much you will need. Very few franchises will produce revenues from day one, so you need to think about your domestic and business outgoings in the first few months and how they will be covered.

4 Have a back-up plan

It's also wise to have a contingency fund put aside to cover any unexpected events - a customer may not pay you or you may have to take time out of the business to deal with a domestic matter. Many franchisees have found themselves running out of cash because they have been overoptimistic about future earnings and not been realistic about what could go wrong in future.

5 Prepare a detailed business plan

A bank will want to see a business plan and proof you have done your homework.

The plan should contain information about the franchise and the market opportunity, background details about yourself and anyone else involved in the business, plus basic financials such as sales and cash flow forecasts.

6 Do your homework

Banks will want proof you have done your due diligence, so make sure you have looked at the markets, trends and competitors, and that you have checked out the franchisor's background and spoken to existing franchisees.

7 Be realistic with your numbers

You need to know your numbers inside out, so test your projections. Are they too conservative or overambitious? Banks see hundreds of business plans each month and instinctively know what are and are not realistic numbers, so try to give a genuine forecast without sounding too pessimistic.

8 Funding, funding, funding

Lastly - and I cannot emphasise this enough - don't start up underfunded. Make sure you have borrowed sufficient working capital in addition to the fixed upfront investment. Business is hard enough, so don't fail simply because you ran out of cash just as your business was starting to succeed.

Fit the profile?

Revive! franchisees are business-minded, commercially astute, organised and excellent communicators

An established management franchise, Revive! offers a tried and tested route to building your own successful, multi-van SMART repair business. And it has a clear profile for new recruits - ambitious, dynamic candidates who want to grow a substantial business.

Could you be the company's next success story? You need to be business-minded, commercially astute, organised and an excellent communicator. If you want to paint and repair vehicles yourself, a Revive! management franchise is not for you.

"Revive! is proud to have won multiple awards for its business model and the support offered"



COMPREHENSIVE SUPPORT

Guidance and support throughout your time as a Revive! franchisee is provided by the company's 'dream team', which has been assembled from the franchise industry's elite. Revive! is proud to have won multiple awards for its business model and the support offered, which includes:

- Helping you attract, train and retain the best technicians. Revive! recruitment techniques, industry leading certified technician training and career development programmes are proven to develop and engage top performing staff.
- Helping you work 'on' your business. The company's bespoke, ever evolving business management system simplifies your admin, provides powerful data for benchmarking and enables you to maximise profitability.
- Helping you win more business. Revive! will show you how to build a core base of repeat work in your area, supplemented by its national accounts programme servicing four of the big seven dealer networks.
- Helping raise awareness of your business. Revive! national motorsport sponsorship demonstrates the credibility of your business to dealers in your local area. Franchisees can even invite their best customers for corporate hospitality at a British Touring Car Championship event.

AT A GLANCE REVIVE AUTO INNOVATIONS (UK)

Established:
2004

Number of franchised outlets:
60 franchisees

Location of units:
across the UK

Investment range:
£32,000

Minimum required capital:
£15,000

Contact:
franchising@revive-uk.com

www.revivefranchise.com

TRAINING PATH

Revive! has a clear training path for franchisees to follow, helping with each stage of the business and working with franchisees as they move through the Revive! 'franchisee journey'.

It organises regular peer to peer meetings with franchisees at a similar stage of their development; regional meetings, which includes input from suppliers; dedicated High Performers' events, including external speakers, for larger franchisees; as well as an annual conference.

In addition, the Revive! accelerated growth programme provides top level development as an ongoing part of the tailored support unlocked by franchisees reaching High Performer status. The programme offers guided 'planning for growth', with mentor support and additional training masterclasses.

Of the franchise, Steve Thatcher of Revive! Portsmouth says: "The business development team at head office challenged me to look beyond being just a man who paints cars and recognise my inner management potential.

"My light bulb moment came after I closed a deal with a local dealership. I came out of the meeting buzzing and realised that winning business and growing my company was what I wanted to do."

Money matters

Prospective franchisees must look beyond the initial investment level to discover the true cost of buying a franchise

WORDS BY RICHARD HOLDEN



THE AUTHOR
Richard Holden is head of franchising at Lloyds Banking Group

Without standardisation in the way franchise brands market their opportunities, it's often difficult for a potential franchisee to clearly understand the true cost of buying a franchise.

There is a need to delve deeper to fully understand the total investment and what you're actually getting for your money.

Price range

Ideally, any investor would like to understand an accurate cost to them before pressing ahead with their research. That way they can simply eliminate opportunities that will be out of their price range. But in reality it's not that simple.

There are a number of brands that are totally transparent and will disclose in detail the overall costs of investment. However, there are plenty that will make the complete capital outlay less obvious from the beginning.

This can draw the investor into investing considerable time researching the opportunity and wrongly feeling obligated to proceed when the true costs become apparent. So how can you rely on what you are being told at first glance?

Real budget

If you're being told the franchise licence fee or franchise package cost, this is unlikely to cover the entire amount you'll need to make the investment. Often, the real budget could be tens of thousands of pounds more than the advertised figure.

Don't be frightened to ask for a full cost breakdown before you've committed too much time and effort researching an opportunity. You may need to add in expenditure for



"Don't be frightened to ask for a full cost breakdown before you've committed too much time and effort researching an opportunity"

the purchase or lease of premises, as well as store design fees, renovation, fixtures, fittings and professional and legal fees.

Even if you're setting up from home, there may be additional expenditure required for equipment, mobile communications, broadband, furniture, stationery, storage and insurance that could run into thousands of pounds more than you initially budgeted.

If you're considering a van-based franchise, there will be the cost of the vehicle to factor in, which would require a deposit to be paid up front, even if it was leased. Additional expenditure for a van may include racking, livery and equipment, which may not always be included in the package fee quoted in the brand's marketing literature.

You may be required to pay for annual memberships of trade associations, software licences and even the cost of a launch campaign.

This step is often overlooked, but it's worthwhile speaking to as many existing franchisees as possible in the brand you are researching.

You can ask them about their own experiences of setting up their business and whether they encountered any unexpected or hidden costs. The franchisor may wish to manage this process, but you should be free to speak with as many franchisees as you wish to make an informed decision.

Working capital

If a business runs out of money, it won't survive. Therefore, having sufficient working capital is essential. This figure is often overlooked in the initial advertised set up expenditure.

It's difficult to put an accurate figure on the working capital requirement, as each franchisee will have their own individual drawing requirements from their business.

Some owners may not need to take personal drawings from their business from day one, as they may have an alternative revenue stream or their partner may have sufficient income to cover all household and personal expenditure, while others will need to take a salary from the business from the outset before the business makes any profit.

Two franchisees buying into the same brand with similar locations may have considerably different investment levels due to their individual business specifications and working capital needs. The number of local competitors, demographics, brand awareness, operational efficiencies and rate of growth will also impact the amount of working capital required.



Bank funding

For well established and proven franchise brands, banks that understand the franchise market will consider funding up to 70 per cent of the total investment cost, including any working capital. For opportunities that are new to the market or less tried and tested, the level of funding available may well be lower, subject to status.

Your business plan and financial projections will need to detail as accurately as possible the set up and ongoing business costs. It's prudent to ensure you have a contingency reserve of funds to fall back on just in case the business requires any unplanned expenditure or takes longer to get off the ground than originally anticipated.

Your initial approach to a bank should always be through its specialist franchising team. They will ensure you receive the professional support and guidance you need, which may not be guaranteed should you make a direct approach to a local bank manager. The Lloyds Banking Group franchise unit can offer invaluable insight into the brand you are looking to invest in, so it's worthwhile picking up the phone to them in the early stages of your research.

The majority of franchise brands are ethical and transparent in their efforts to recruit new franchisees. However, any buyer should be aware that they need to thoroughly research the opportunity and exactly what they get for their investment, as well as the overall cost, to ensure there are no unexpected expenses that could trip them up before they get started.

COSTS CHECKLIST

Some of the potential costs to consider when investing in a franchise:

- Franchise licence fee.
- Franchise package. What does it include?
- Training. Travel, accommodation, meals, etc.
- Premises Do you get site selection and lease negotiation support?
- Store design.
- Fixtures and fittings.
- Property agent's fees.
- Legal fees.
- Accountancy fees
- Launch event and marketing.
- Business stationery.
- Website.
- Vehicle. Lease or purchase?
- Equipment and tools.
- Insurances.
- Trade association memberships.
- Software licences.
- Telecommunications.
- Staff recruitment and training.
- Initial stock.
- Working capital.

Talking shop

As some high street brands continue to struggle, retail's loss is increasingly looking like being franchising's gain

WORDS BY SUE MOORE



THE AUTHOR
Sue Moore is president of eco friendly professional housekeeping franchise Bright & Beautiful

Every week seems to bring news of yet another retail giant struggling to keep afloat.

From Toys R Us to Poundland, almost 150,000 retail jobs were lost in 2018, according to the Centre for Retail Research. Asda, Debenhams and House of Fraser have all said they may need to scale back their stores and staff numbers this year too, with more than 10,000 shops predicted to close this year.

That's hundreds of thousands of individuals and families who are having to rethink their jobs, security and spending.

From those looking for reliable and fair contracts to more senior figures in the industry looking for a new challenge, what is retail's loss is increasingly looking like being franchising's gain.

Service led society

Everyone has their own theory about why we're shopping less - from business rates to new technology. But one trend is clear - the switch from spending on 'stuff' to buying more services and experiences.

This has led to an increased value on our leisure time, a shift in what we choose to spend that time doing and what we prefer to pay someone else to do for us.

As a direct result, the number of people using some form of help in the home has risen steadily, with recent research by insurer Esure finding that demand for home cleaners has grown by over 25 per cent.

Our Bright & Beautiful housekeeping franchisees are reporting consistent growth in their new clients, a trend that is reflected across the Neighborly group of service franchise businesses.

New career path

While the focus within the declining retail sector has primarily been on shop floor job losses, there has obviously been a similar impact on more senior figures within each business, from marketing and HR to buyers. The opportunities for anyone at a senior level to move across within the sector have

"The most successful franchisees, in our experience, are those who have had some management experience and we already have a number with a senior retail background"



similarly dwindled, so many are looking outside retail and to a fresh start in franchising.

The most successful franchisees, in our experience, are those who have had some management experience and we already have a number with a senior retail background.

Caroline Campbell joined Bright & Beautiful in 2015, leaving behind a 30-year career working for and heading up operations for major national retailers such as Mothercare, Woolworths to Jessops.

Her most recent role was head of operations for Clintons, managing a budget of £34 million and providing operational direction and support to 400 shops and over 3,500 staff. She has continued to grow her Bright & Beautiful business year on year and now employs 13 professional housekeepers and services over 78 clients.

In the past year we have seen a significant upturn in enquiries from professionals working within the retail sector and are about to confirm four new franchisees from the retail sector launching new territories across the UK.

One of these is David Harrison, who having left school at 16 has spent his entire career in retail. David held a number of senior positions in the industry, including retail director at Dunelm, retail director at TJ Hughes, district manager at TK Maxx and most recently as senior manager at Marks & Spencer.

He says: "After working my way up to achieve some very senior positions, my last position at M&S has given me a real insight into what high standards can be achieved by recruiting the right people and giving them the right training, motivation and inspiration to do things well."

Now David is looking forward to delivering a first class housekeeping service to his clients and running his own business with the added support, guidance and expertise an established franchisor offers.

Recession and future proof sector

The effects of Brexit are as yet unknown, but British retail sales fell by their most in 17 months in March 2019, reflecting an understandable concern among shoppers about Britain's Brexit impasse. Online retail is facing tough trading conditions too, with ASOS, the UK's biggest online only fashion retailer, issuing a profit warning in December.

So while online shopping and technology in general has revolutionised the way we live our lives, there are some jobs that need the human touch. And while there are a few robotic cleaning devices now on the market, we've yet to see one that can mop floors, clean windows, iron and put away clothes.

This survival instinct is certainly proving key to the world's most successful franchise brands, which continue to evolve and adapt to make themselves ever more relevant.

KEY TRANSFERABLE SKILLS

We know what makes a great franchisee and there are many parallels between those essential skills and the abilities senior roles in retail demand, such as:

• People management. From training and growing a team to relating to customers and clients, there are many crucial parallels between the two sectors, regardless of franchise type. Being a 'people person' is key to building relationships and making a success of a business.

• Commercial nous. Being accountable for the success and cost of your business and always looking for ways to create efficiencies and seize opportunities to grow.

• Marketing skills. While a good franchisor will give you a lot of help in marketing your new business, it's vital to be always on the lookout for new opportunities to promote what you do in your area or in the media in a scaled down version of a big retail operation.

• New business. Always being on the lookout for ways to build your business, from developing a loyalty programme to word of mouth.

• Reliability. Any customer facing business needs to offer a dependable and conscientious service. A great franchisee will work with the franchisor to deliver that and help protect and enhance their brand in the minds of clients.

• Community nurturing. Successful retail businesses, like franchises, take their role in the community seriously and commit to it at whatever level they are able. That might mean supporting a charity with your service or joining local networking groups.



Window to the wow factor

Shuttercraft offers all the ingredients for a business to be proud of



Shuttercraft is all about being exceptional - from the Franchise Partner journey through to the end consumer experience.

The market for interior window shutters has exploded over the last 10 years due to the powerful 'wow factor' they provide. In the US, one in every six windows is shuttered, while in the UK the industry is now worth approximately £60-£80 million per annum.

HIT THE GROUND RUNNING

As a management franchise, Partners can expect to generate revenues exceeding £500,000, with a gross profit margin of 40-50 per cent. Combined with a high cash flow and low staff numbers, you have all the ingredients for a business to be proud of.

The Shuttercraft opportunity is tailored to help you launch your business and hit the ground running. You will be working both in and on your business, with a strong focus on lead generation and exceptional customer service.

All Franchise Partners follow the Shuttercraft no hard sell promise: no pressure to generate sales, no outstaying your welcome.

The company is also setting new standards in franchise support. It provides franchisees with a dedicated team of experts, who are on hand from day one, including mentors, business managers, technical specialists and account managers.

Book a call with Shuttercraft via **www.shuttercraft-franchise.co.uk/book-a-call** or visit **www.shuttercraft-franchise.co.uk**

Web Platform

You can become a What's On In franchisee for under £1,000



Of the What's On In franchise, managing director Stephen Smith (pictured) says: "It was simple, we know the UK online advertising market is worth£89 billion and we saw the market waswide open.

"We also wanted to make our franchise available to anyone and that's why we priced it at £789. The return on investment is amazing. We also offer an interest free finance package."

USER FRIENDLY

Dani Smith, joint managing director, says: "I needed to make sure our web platform was user friendly for the advertisers and that we could offer any business a free sales web page. 82 per cent of UK businesses have no website, so we needed to address this with a free web page for every advertiser."

A typical What's On In website not only offers a franchisee an excellent income from advertisers, but also allows them to place affiliates on their website, which pay franchisees up to 70 per cent affiliate commission. A franchisee needs no technical knowledge, as all loading of adverts is carried out by the What's On In support team. Bookings are made online via the website and payment is made within three minutes direct to the franchisee's PayPal account, which means excellent cash flow.

Potential monthly incomes are £5,000-£8,000, depending on commitment. Franchisees receive a fully exclusive postcode area.

Stephen and Dani Smith believe What's On In offers the perfect low cost entry into the profitable franchise arena.

Visit www.woifranchise.com or call 07860 833822.

Creating Happiness

Schmidt Kitchens combine German quality and French design to provide high-end products at affordable prices



Schmidt Kitchens, established over 60 years ago, is the leading kitchen retail brand in Europe. With an annual turnover in excess of £430 million and 723 showrooms worldwide, the company has ambitious plans for the UK and you could be part of it.

"designed to make sure that you will run your showroom with ease and confidence"

EXCLUSIVE SHOWROOMS

Through an expanding network of exclusive showrooms in the UK, Schmidt franchises provide high-end, bespoke kitchen, bathroom and living solutions, at affordable prices. The products combine German quality and French design, and come in a fantastic choice of ranges and colours (over 200,000 options). Showrooms are usually located on a high street/primary road in a city centre or in a retail park and are between 150 and 350m² in size. Marielle Medaets, owner of the Bristol showroom says that customer satisfaction is at the heart of her business; her customers want their kitchens to function well, but importantly, to look beautiful too - "I love making the best use of the space".

SUPPORT FROM THE GET GO

Asam and Hanisha Mohammad who own the Epsom showroom, previously worked in kitchen design and marketing, and were interested in having their own business; the efficiency of the Schmidt head office convinced them that this was the company for them. For the Mohammads and other business owners the high level and quality of support is key to their success. Franchisees are given a total of 14 weeks theoretical and practical training and feel supported every step of the way, from securing premises and funding, writing a business plan, training and marketing, right through to dealing with first orders, deliveries, installations and sales analysis. Dedicated Head Office staff also assist with layout, logistics and IT. All of this is designed to make sure that you will run your showroom with ease and confidence. Franchisees are also very supportive of each other with the company actively promoting mutual respect and success.

NO ENTRY FEES OR ROYALTIES

Schmidt Kitchens are looking for business-orientated franchisees with a positive and hands-on approach. Schmidt franchisees benefit from a win-win relationship: no entry fees or royalties; no stock, as purchases are delivered directly from the factory to the customer; and no cash flow issues, as the business is structurally cash positive due to consumer down payments.

Typically a personal investment of circa £80,000, supported by a loan from a bank partner, is required in order to progress with a Schmidt showroom,. Schmidt will then provide an interest free loan for up to 30 percent of your project, financing the supply and installation of the showroom concept. The average all-inclusive set up costs are circa £400,000 and the average turnover for a Schmidt store is circa £1 million. A full ROI is always achieved in 5 years or less and you will have a healthy distributable income each year.

AT A GLANCE SCHMIDT KITCHENS

Established:
1959

Number of franchised outlets:
24

Location of units:
nationwide

Investment range:
circa £400,000

Minimum required capital:
£80,000

Contact:
Rosalyn Hastings, UK Expansion Manager, Rosalyn.hastings@groupe.schmidt; 07432553713

www.openaschmidtshowroom.com

Unlock your potential

There is a bright and exciting future for all involved in building a franchise with Expense Reduction Analysts



Cost and process optimisation are key priorities for chief financial officers and financial leaders across the globe, as they look to combat the rising costs of operating in today's economy.

This statement is supported by the recently published Global Insights report. Results from nearly 3,000 financial leaders surveyed across 70 countries revealed that cost and process optimisation is their main strategic focus for the foreseeable future.

In fact, 60 per cent of those surveyed consider it as essential to their business strategy over the next 24 months.

SIGNIFICANT OPPORTUNITY

As an award winning international franchise, this represents a significant opportunity for Expense Reduction Analysts and its network of more than 650 franchisees based in more than 35 countries.

> We are better positioned today than we have ever been"

ERA franchisees are able to combine their experience with the expertise of an international network to generate process improvements and offer tangible financial savings in a variety of different industries and areas of cost for their clients. Acting as trusted advisers, they deliver this service to thousands of companies worldwide and review millions worth of spend every year.

For professionals looking to build a successful B2B business, ERA offers a proven model and established methodology for cost optimisation, with more than two decades of experience in the market. This established platform gives each franchisee a distinct advantage over their competitors when addressing these strategic focal points for clients.

ERA chairman and founder, Fred Marfleet, concurs: "We are better positioned today than we have ever been. Our model and structure fit the current, fast changing business scene and is extremely well suited to today's economy."

Each new franchisee is provided with extensive professional training and mentoring, delivered by ERA's dedicated in-house training academy, with a focus on how to sell the service and deliver tangible cost and time savings to clients.

In addition to this is a full support service provided by marketing, IT, compliance, finance, professional development and administrative teams driven to help each franchisee in establishing a successful B2B consultancy.

STRENGTH OF THE COLLECTIVE

The key is in how the network leverages the strengths of the collective, rather than rely on the individual's capabilities to fulfil the client's requirements.

With support from the franchisor and an experienced, highly specialised global network around them, franchisees are given every opportunity to succeed and build a future for themselves and their families.

However, establishing any business takes work and ERA believes you should have a little fun along the way - success is a journey, not a destination. The company has worked hard to create a culture where hard work and fun are part of its DNA and believes that being together more often means the network goes from strength to strength.

Fred Marfleet is encouraged by what the business has achieved in over 25 years and sees a bright and exciting future ahead for all involved.

AT A GLANCE EXPENSE REDUCTION ANALYSTS

Established: 1992

Number of franchised outlets: 650-plus

Location of units: UK and internationally

Investment range: £44,900 (plus VAT)

Minimum required capital: 30 per cent of total start-up costs

Contact: Matt O'Neil moneil@expensereduction.com. 07753 966651

No. 1 Ranked Sign Franchise

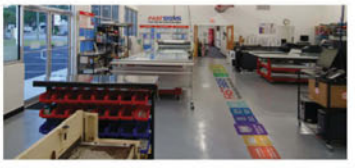
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Choosing to start this business was one of the most important and worthwhile decisions that I have ever made. I knew I wanted to be in a business which was creative and would be a challenge. Above all I love the diversity of running a FASTSIGNS® centre and I have never regretted my choice.

Richard Wedgewood | FASTSIGNS Manchester







- Multi-award winning franchise model
- Flexible financing assistance
- Innovative industry
- Full technical training
- Personalised operational support

bfa FULL MEMBER



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THE SUPERWOMEN OF FRANCHISING

As an increasing number of women enter the franchise industry, we speak to five who've already built successful careers in the sector

WORDS BY CATHERINE EADE



Nada Saleh

TRANSWORLD BUSINESS ADVISORS

"It would be great to see more women running their own businesses"

In April 2018, Nada Saleh became Transworld Business Advisors' first female franchisee in the UK, working alongside her partner, Ken. She's no stranger to hard work. After moving from Iraq to the UK in 1991, she started her own publishing business while working as an optometrist.

Although she was successful, the world of business was what interested Nada most and in 2013 she opened a business buyer's agency.

"Our first three years were really good," Nada explains. "But with the 2016 introduction of stamp duty and new laws for foreign investors, business slowed."

She then invested in a property auction franchise, but says: "While the model worked well in the Home Counties, it didn't work as well in London, where we were based."

Then, last year Nada came across Transworld Business Advisors UK, a business brokerage franchise that originated in Florida 40 years ago and has expanded to 235 franchises in 16 countries.

"My strength lies in the front facing aspect of dealing with clients and sourcing new ones," Nada says. "As a woman involved in business brokerage, my skills of understanding the commercial opportunities and connecting with people on a human level fitted well with Transworld's model."

Like many sectors, the business brokerage industry is male dominated - only 14 per cent of Transworld franchisees are female.

"As a female broker, I do get some sellers questioning me," Nada admits. "But when I show a genuine interest in how they built the business, they lower their walls. And being a female broker is always an advantage with the 20 per cent of female business sellers."

Balancing family life can be challenging if you run your own business, but with seven children ranging from 17-27 between them, Nada and Ken are managing just fine.

"We don't need to commute far and most of our kids are either working or at university," Nada says. "Those who live at home like being involved. They want to see us succeed."

Nada and Ken expanded their team to eight within nine months of opening for business and with over 100 listed companies the couple now have the second largest franchise in Transworld's UK network.

"What makes franchising so special for me is the safety net," Nada says. "Finding the right franchise means feeling passionate about what you do each day. It would be great to see more women running their own businesses."



Anne-Marie Martin

FOUNDER OF DIDDI DANCE

"There I was, a new mum, launching three pilot franchises"

Anne-Marie Martin has had some amazing dance jobs over the years. Professionally trained in ballet and contemporary dance, she's appeared in a number of pop videos and life seemed "a dream" at times, she admits.

"One standout moment was dancing at the Brit Awards for Sonique," Anne-Marie says. "Ant and Dec were presenting and we were on stage straight after Eminem. I was backstage with all these top artists and performing in front of millions - it was a real 'wow' moment."

However, as she danced her way through her twenties, Anne-Marie was aware it couldn't last forever.

Between her dancing gigs, she had been helping teach at her local dance school. But it was when Anne-Marie attended an audition in her late twenties and realised she was older than all the dancers there that she decided it was time to focus more on teaching. The decision would prove to be her greatest career move ever!

"I started working at a kid's play centre," Anne-Marie says. "There weren't any dance classes specifically aimed at toddlers and I saw there was scope. You can't teach under-fives actual routines, as they don't yet have the skill to retain the moves, so in 2003 we started with a fun dance class, moving to funky music."

The toddler dance classes proved so popular that Anne-Marie's first class in Islington, London soon became four and she was asked to do more in south London.

"I realised there was a business opportunity in diddi dance, so I started testing areas around London to see how popular the classes were and it took off," Anne-Marie says. "It was a hectic time, but with a sense of stability - and a regular income."

She franchised the business in 2005 when she was expecting her first child: "As diddi dance started to take off, there I was, a new mum, launching three pilot franchises, while teaching my own classes. It was a bit crazy."

Since 2003, diddi dance has grown to 503 weekly classes in 40 locations nationwide.

"It's only in the last year I've worked out how to balance my family with growing the franchise," Anne-Marie admits.

"You have to make time to find your own balance and do those things away from the office that matter to you. And celebrate your little achievements along the way."



Amy Patel Popat

RIGHT AT HOME

"We were so young, but we were determined to succeed"

For 33-year-old Amy Patel Popat, investing in a Right at Home franchise with her husband Kev was an opportunity to tap into the growing care market.

Neither Amy, an optometrist by trade, or her husband had run a business before, but they felt franchising offered a good opportunity to launch a business together, so bought Right at Home Solent in July 2015.

"We combined our savings with a bank loan to buy the franchise and I became the youngest female franchisee in the RaH network," Amy says, who having lived with her grandmother understood the need for quality care.

"I personally identified with RaH's pursuit of excellent home care. A lot of people warned us against it because we were so young, but we were determined to succeed."

Amy worked every day, often late into the night, alongside her job as an optician, during the start-up stages of the business, until the franchise became her sole income.

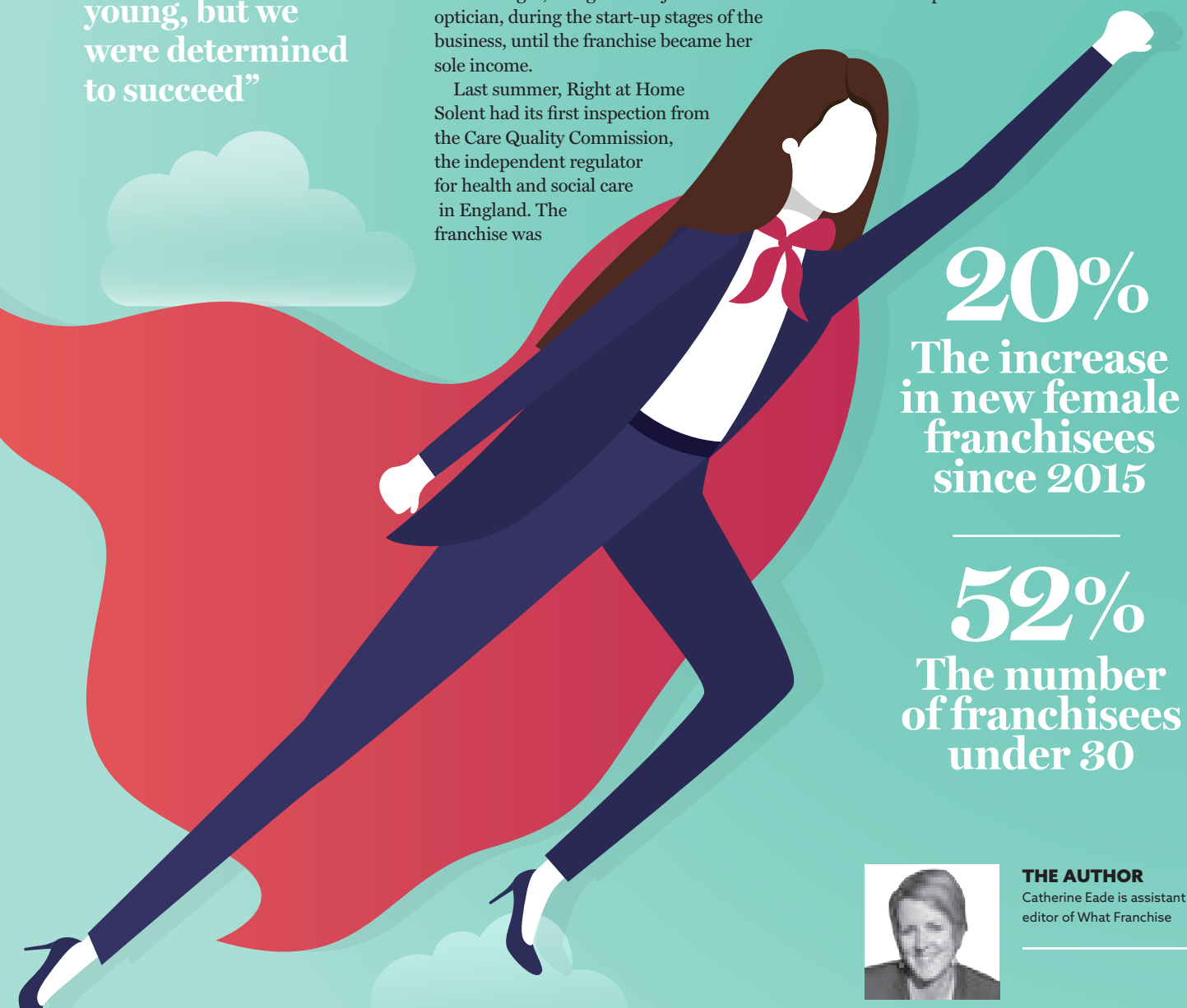
Last summer, Right at Home Solent had its first inspection from the Care Quality Commission, the independent regulator for health and social care in England. The franchise was rated 'Outstanding' - one of the only home care companies locally to achieve this.

2018 was a good year for Amy and Kev, as they also celebrated the birth of their daughter.

"We want to build a strong legacy, something our children can be proud of," Amy says. She's not doing badly: winning the RightStart Award for new franchisees, being recognised as Right at Home's fastest growing franchise and being admitted to the company's Premier Circle for high turnover franchises are just three recent achievements.

"I'd love to see more women starting their own businesses, either with or without their partners," Amy says. "I say to all women, consider franchising and don't be put off taking the lead.

"That we are able to juggle so many different things in life and have natural empathy make us great in business and leadership."



20%

The increase in new female franchisees since 2015

52%

The number of franchisees under 30

THE AUTHOR

Catherine Eade is assistant editor of What Franchise



Liz Brackley

HOME INSTEAD
SENIOR CARE

"Franchising is a great solution, as it's your own business, but with some helping arms around you"

Liz Brackley came across Home Instead Senior Care when she needed support caring for her elderly parents. She was so impressed she bought the franchise.

A franchisee since 2016, Liz, who is married and has two daughters, has clients across Brighton and Hove and Shoreham-by-Sea.

She says: "My parents didn't live locally and they needed extra help at home that I couldn't always give, as I was quite a distance away. When I called in Home Instead, I soon realised what a great company it was."

Liz had already had a successful career working for various large organisations, including senior roles with Virgin Atlantic and the Financial Ombudsman Service. She had, however, always wanted to run her own business in Brighton, where she studied for her degree and lived for many years.

"I wanted to set up a business where I could make a significant difference," Liz says. "And with both my professional and personal caring experience, I knew there was an opportunity to bring Home Instead to my local community. It's a gift to help people in their own homes."

Home Instead's service is tailored to the needs of individual clients and can include companionship, meal preparation, light housekeeping, personal care, medication reminders or simply shopping and errands. Caregivers are matched to their clients based on shared interests, thereby ensuring rewarding relationships.

"I had always wanted to run my own business, but didn't necessarily have the confidence to invent my own product or service," Liz says. "Franchising is a great solution, as it's your own business, but with some helping arms around you.

"Home Instead has a culture I felt comfortable with and is a fantastic model, but doesn't take a 'cookie cutter' approach, so you have freedom, but guidance and structure as well.

"Franchising comes with costs, but many opportunities as well. And it's lovely to work with all the other Home Instead owners too - it's a very supportive network."



Hayley Limpkin

RAZZAMATAZ
THEATRE SCHOOLS

"One of the great things about being in a franchise is that it's so exciting to be part of something so much bigger"

Hayley Limpkin says her performing arts and corporate marketing background helped her become a successful Razzamataz franchisee.

The 36 year old opened Razzamataz Medway in September 2010 and now has 531 students, making it the largest school in the brand's network. Building on her success, Hayley opened a second branch in Maidstone in 2011.

Her background gave Hayley an insight into how far franchisees could go with their theatre school businesses. As a result, Razzamataz asked her to take on the role of franchise support manager in the south.

"During this time, my schools grew so quickly it wasn't a role I could sustain," she says. "I then took on various different projects - notably, working with Universal Pictures to help launch the Barbie DVDs with Razzamataz Barbie workshops.

"One of the projects I'm most proud of is Razz Project Intense. Although Razzamataz offers training in dance, drama and singing, we realised that for those students who were serious about performing arts as a career, they needed to further develop their dance technique.

"Razz Project Intense has now been rolled out to many of our schools across the UK and is a positive step towards helping young people enter a career in the performing arts."

Hayley says she enjoys coming up with ideas to streamline Razzamataz's offerings, making the business more efficient: "I started out just focusing on the operational side of my business, but now, due to my involvement with head office, I'm enjoying the strategy side too."

Hayley believes she wouldn't have hit break even so quickly without the back-up and support of a national brand like Razzamataz: "One of the great things about being in a franchise is that it's so exciting to be part of something so much bigger.

"We have a pool of 40 people to share ideas with, while having such a large team of franchisees gives us the momentum and infrastructure to get ideas off the ground.

"Being a franchisee has allowed me the freedom to be an entrepreneur, but with support. The structure provides focus, but is not restrictive, so I can be creative with how I market and build the brand."

Top performers

Father and son FASTSIGNS franchisees Chris and Andy Simpson have built a thriving business

AT A GLANCE FASTSIGNS

Established: 1985

Number of franchised outlets: Over 700 worldwide - 22 in the UK

Location of units: worldwide

Minimum capital required: £36,000

URL: www.fsfastsigns.co.uk

Contact: john.davies@fastsigns.com

FASTSIGNS Leeds was established in 1995 by father and son team, Chris and Andy Simpson. Franchising allowed them to build a business that provided careers for them both in the ever evolving signs and graphics industry.

Having been in business for over 24 years, Chris and Andy have developed their business to be one of the top performing centres in the FASTSIGNS UK network.

They have worked side by side to build a successful family business that not only provides roles for themselves, but also for 14 other colleagues, who live locally to their centre.

RECOGNISING THE OPPORTUNITY

Following redundancy in the mid-nineties, Chris came across the FASTSIGNS franchise. Recognising the opportunity, Andy decided to join his father.

"I was 25 when Chris discovered FASTSIGNS," Andy explains.

> "When making strategic decisions for the business, we work together"

"I thought it would be a fantastic way for me to become a business owner. An opportunity that I also recognise probably wouldn't have come along had he not looked into franchising."

When they first started working together, Chris and Andy needed to sort out how they would split the responsibilities and operate as business partners, as well as father and son.

They run different areas of the business: Andy concentrates on the creative aspect and looking after staff, while Chris manages the financial side.

"When making strategic decisions for the business, we work together," Chris says. "We've settled into our roles comfortably and have learned the best way to tackle issues as a team to do what is best for our business."

During their 24 years in business, the FASTSIGNS Leeds team have developed a customer focused approach and contributed considerably to the signage in their centre's surrounding areas.

An example of their work can be found at Leeds train station, where they have worked on over 75 signage projects. These range from the practical signs to direct users of the station to displays that show off their creative flair.

AHEAD OF THE CURVE

Chris and Andy believe the franchising aspect of their business has helped them stay ahead of the technology curve in the signs and graphics industry.

"In the early days, signs were hand cut and made from layered vinyl," Andy says. "As time has progressed and technology has advanced, so too have our capabilities.

"FASTSIGNS, as a franchisor, tests equipment, substrates and methodology. They then advise on how to implement these into our business, helping us to stay competitive and consistently skilled."

Last summer, three generations worked side by side in the centre when Andy's son spent time working in the business.

"There was a moment when Jack and I were carrying out a survey for a signage installation and I asked him to write down the measurements," Andy says.

"Being of the next generation, his response was: 'No, I'll type them into my phone and email them to you.' He's teaching me, as much as we're teaching him. This is the beauty of running a family business."



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Matt O'Neil
Head of Franchise Recruitment
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- Colm – International Partner, €1 million
- International Master licenses available

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- Business software pack
- Sales toolkit
- Large exclusive territory
- Free business planning + finance help
- £5,000 start up incentive

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- 8 weeks of extensive training and support
- New and unique products
- Marketing and Sales support
- National account opportunities

Your Opportunity

- £7 billion+ market
- Supply everyday necessities
- Care, Leisure, Catering, Education, Local Authority, Automotive and more
- Regular repeat business



Chemex

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INVESTORS IN PEOPLE

Our Expertise... Your Drive

Grow with Chrysalis

David Watts, a hugely successful businessman, tells us about his career and how he became head of Chrysalis Partners



Like many of you, I started my career in a pretty 'ordinary' job, within the printing industry. However, even at the age of 22, I knew that I was capable of achieving much more, so I decided to start my first business. I wanted more than just to simply build wealth for others, I wanted to be in control. I made some money, but to be honest not a great deal. My 'weakness' back then was a lack of commercial sales experience, so I sold my printing company and learned how to grow a business, negotiate better and close deals more effectively. I was hungry for knowledge and learned fast, soon discovering that growing sales for others came easily to me. By the age of 28 I had joined a small technology business with a US parent company who wanted aggressive growth, but were haemorrhaging cash and generating sales revenues of less than £100,000. Within six months I had become MD and by the time I decided to spread my wings and create some personal wealth, I had taken that business to just shy of £10million.

Now again, possibly like you, I researched many franchise opportunities across all manner of disciplines, however the one that kept coming back to the top of the pile was Business Coaching and Consulting. Why? The start up costs are very reasonable, the overheads are minimal and the potential upside is huge. The size of the target market (literally millions of UK businesses) made the decision easy - I recruited sixteen or so Business Consultants/Coaches over a couple of years and enjoyed the business immensely.

In 2015, I decided that I wanted to bring a new approach to Business Coaching, offering one-to-one Coaching to more clients than ever - a service not readily available in the marketplace at that time. This is what makes Chrysalis Partners unique: we can offer one-to-one coaching for a few hundred pounds per month, while maintaining an excellent hourly rate. When clients see the benefits and experience the growth that we can deliver, we can move the client on to an advanced platform, increase fees and the level of attention, and accelerate growth further and faster – a true win/win. Partners are financially incentivised via our engagement model to grow the business; therefore clients feel that we are an integral part of it.

AT A GLANCE CHRYSALIS PARTNERS

Established:
2017

Number of franchised outlets:
6

Location of units:
Nationwide

Investment range:
£27,950

Contact:
David Watts 01403 888339

www.chrysaliscoach.co.uk

> **"clients see the benefits and experience the growth that we can deliver"**

In the UK about 300,000 businesses 'die' every year; as a Chrysalis partner not only can you earn a great income from your business, but you can do this while helping other businesses to grow and flourish. So does this system work and to what extent? Well, here's what a couple of my clients have to say...

"Working with David Watts was a very positive experience and resulted in significant revenue for the Razberi business in the UK and Europe, generating millions of dollars during the period that we worked together."
Tom Galvin – Client

"I have seen first hand how working with David Watts creates explosive growth within a business and drives the sales to deliver excellent results."
Chris Peterson – Client

The success of science

Junior Einsteins Science Club is looking to grant franchises in the UK



Junior Einsteins Science Club franchisees provide science afterschool clubs, during school clubs, whole-of-school science shows and workshops, summer, Halloween and Easter science camps and science birthday parties, along with corporate and family events and festivals.

Through the company's bespoke science-based programmes, it develops children's confidence and self esteem by promoting creative thinking, teamwork, imagination and problem solving abilities.

THERE ARE MANY BENEFITS TO RUNNING A JUNIOR EINSTEINS SCIENCE CLUB FRANCHISE

- The business can be run as a home-based, mobile franchise.

> "A strong, internationally recognised and trusted brand"

- Its proven, recurring revenue model requires no permanent physical event space, while Junior Einsteins Science Club says its simple to retain existing customers and attract new ones.
- All Junior Einsteins Science Club franchisees receive full training; the initial equipment required to run a maximum of 15 afterschool clubs and 33 parties, shows and events per week; and a copy of an operations manual that provides detailed guidance on how to run the franchise.
- A programme of ongoing support and guidance is delivered through remote, online and face to face meetings in a number of areas, including marketing, sales, business management, themed experiments, business systems and child safety and protection.
- As well as benefiting from a strong, internationally recognised and trusted brand, franchisees are provided with password protected access to Junior Einsteins Science Club's cutting edge website and bespoke franchise drive to enable them to download, edit and customise a wide range of sales and marketing materials.
- Support is also offered to franchisees in order to generate strong social media marketing campaigns across platforms such as Twitter, Instagram, Facebook and LinkedIn.
- Junior Einsteins Science Club has invested heavily in integrated business management systems to drive the administrative side of the franchise.
- As a programme developer, the company is committed to developing additional themed science experiments in order to broaden the appeal of the brand to existing and new customers.

According to the company, its franchises are granted to carefully selected, passionate owner operators who are willing to run their businesses in strict adherence to the systems, policies and procedures set out by Junior Einsteins Science Club.

AT A GLANCE JUNIOR EINSTEINS SCIENCE CLUB

Established: 2014

Number of franchised outlets: zero. The company wants to grant pilots in the UK

Location of units: company owned in Irish counties

Investment range: pilots €20,000 franchise fee and equipment €10,000 (usually €35,000 franchise fee and €15,000 equipment)

Minimum required capital: €30,000

URL: www.junioreinsteinsscienceclub.com/franchise-opportunities

Contact: franchise@junioreinsteinsscienceclub.com





Cleaning up with sustainability

Chemex franchisees capitalise on a growing demand for cleaning products that limit the damage to our environment



If you're considering a future in franchising, Chemex offers an environmentally friendly opportunity for you to become your own boss.

By choosing Chemex, you will be able to capitalise on a growing demand for cleaning products that limit the damage to our environment.

INNOVATIVE APPROACH

Your success is based upon offering a product and service that gives you regular, repeat business. It's simple: your customers buy the product, use the product and buy it again.

The Chemex brand is well known and respected for offering quality products and for enabling customers to take an innovative approach to hygiene and cleaning. Chemex meets the increasing demand for environmentally responsible suppliers with a sustainable range mainly formulated from biological ingredients rather than harsh chemicals and a strong focus on minimising both packaging waste and the drain on natural resources.

Chemex franchisees offer hygiene advice and solutions, supported by a market leading range of cleaning products, systems and ancillary items, meaning you're providing eco-friendly products to a wide range of businesses in your territory.

Customers include luxury hotels, exclusive restaurants, the emergency services and care homes, to name but a few. These are all growing sectors and you will find your best customers in these markets.

Your customers will turn to you for guidance and advice on all hygiene matters and you will become skilled at pinpointing the right solution for their needs, in addition to identifying and implementing preventative measures.

Not only do Chemex franchisees get an exclusive and extensive territory, low royalty fees, a proven business model and sales, marketing and technical support, but Chemex also trains you to improve customers' hygiene results, to offer great advice and to train customers and their staff to use the company's products effectively and efficiently.

LIFE CHANGING DECISION

Choosing to join Chemex is a life changing decision and in doing so you will join a successful franchise that offers significant opportunities for growth and profitability.

Your enthusiasm and effort in developing the business - supported by a dedicated head office and franchise support team in the field - will reap excellent rewards. You may even decide to employ staff and run more than one van - the opportunity is limited only by your imagination.

Stephen Crinks, a long-standing Chemex franchisee, says: "Running a Chemex franchised business is hard work, always challenging, but immensely rewarding.

"No two days are ever the same. You have the satisfaction of helping your customers run their own businesses to the highest standard, being compliant with ever changing legislation, as well as getting to know them and their needs and establishing working relationships that last for many years."

> **"The opportunity is limited only by your imagination"**



AT A GLANCE CHEMEX INTERNATIONAL

Established:
1985

Number of franchised outlets:
45

Location of units:
Nationwide

Investment range:
£23,500

Contact:
leads@chemexuk.com

www.chemexuk.com

THE NUMBERS ARE ADDING UP FOR MATHNASIUM FRANCHISEES

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Beat the Clock

9 tried and tested techniques to help you do more in less time

WORDS BY COLIN DULSON



THE AUTHOR
Colin Dulson is managing director of Berrison, a leadership development and coaching consultancy

Starting and managing a franchise takes a lot of effort and time.

Many people move from employment to becoming a franchisee thinking that it will be a slightly easier route to autonomy than operating an independent start-up. This is not the case.

Even if your franchise's parent business has been around a while, you are still starting a new operation, in a different area, with unique customers and cultures.

You may have a ready made heritage, a supportive franchisor and a set of brand guidelines to help you on your way, but you will still be pulled in many different directions on your path to success.

At times it may feel like there simply aren't enough hours in the day, but there are a number of things that you can do to help yourself save time as you look to build your business.

1 Take a walk on the pitch before you play

If you've come from being employed to starting up and running your own business, speak to people who have already done this.

It doesn't matter if it's not the same industry as yours, as their experience and advice on challenges they faced and coping mechanisms they developed may well stand you in good stead further down the line. There will be tough times and steep learning curves that you will need energy to cope with, so learn from those before you.

2 Get the family onside

Agree the commitment level you are about to give to your business with your family/partners/friends from the outset.

There is a chance you may be a bit more absent than before and it's important to get their emotional support and know that you can focus on the task in hand. The rewards will hopefully be worth it in the long term.

3 Careful team selection

Be very choosy when building the team to run your business with you. Carefully consider the profile of the type of person required to fill each role. Understand your own strengths and weaknesses as a business owner and hire people to fill the gaps - don't try and be all things to all people.

Never hire because a person was the best of a poor set of applicants, as you are better off with no employee in the short term than one who is doing the wrong job or has a poor work ethic. You will only end up consuming time having to put things right and getting frustrated.

4 Plan your attack

Ensure you are clear in your objectives and the tactics and techniques needed to achieve those goals.

A concise business strategy and mission statement can help your team to focus on their task, while regular update meetings - although they may feel time consuming - are essential to ensure everybody remains on the same page.

5 Bring in the subs

A good franchisor should provide all the support you require and have experience of what works and what doesn't. Do your due diligence with them beforehand to ascertain the successes and pitfalls - and make sure you let them help.

Franchise or self-start business, it's best not to try and play all the roles. Get help with accountancy, law, marketing, etc. It will cost more in the beginning, but save a great deal of time - and money - in the long run.

6 Be a good coach

Become good at coaching people to take on responsibility and be able to operate different aspects of your business.





"Understand your own strengths and weaknesses as a business owner and hire people to fill the gaps"

Reward, recognise and make sure your employees feel they want to go the extra mile. A salary alone will not motivate people, that is down to the working environment you create.

7 Give yourself extra time

Set yourself deadlines and split your work into manageable chunks.

Writing to do lists is great, but don't think everything has to go on one urgent list - if a to do list looks too daunting, it can be overwhelming and self defeating.

Try separating the lists into different days according to the different deadlines - see it as a weekly, not daily list. Focus on the things that will deliver quick results and concentrate on one thing at a time. Multitasking does not equate to efficiency.

8 Take yourself off

Take time, chill and look after yourself.

Business is about continuous problem solving and decision making. If you are tired, have a poor diet and no reflective time, you will make poorer quality decisions.

Thinking that you can work long days every day and rely on less sleep will catch up with you. It will ultimately damage you, your family and your business.

Make sure you keep up your interests outside of the business, as this will help to maintain your energy levels for making it a success.

9 Be realistic

Thorough research, planning and preparation should mean you have a clear idea of where your business is headed and when it will reach certain milestones.

You may well exceed those expectations, but it's important not to get carried away and grow too fast. Keep your eye on strategic growth, brand development and team loyalty.

Starting a business is a big deal. Take time, make time and enjoy your time as much as possible.



Flying start

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One of the most common questions we hear when speaking with potential new franchisees focuses on the level of 'real terms' support they can expect in their first year of business - that critical first year of operation.

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BREATHING SPACE

This reinvestment is intended to give new franchisees that essential 'breathing space' in their first year to enable them to focus entirely on building and developing their business and generating a valuable return on their investment almost instantly.

In essence, 100 per cent of the revenue from year one advertising sales in a new Raring2go! franchise will stay with the franchisee.

Raring2go! believes this makes its start-up package even more comprehensive, demonstrating the level of confidence the company has in its business.

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By now **Junior Einsteins Science Club®** is a household name. Thousands of children in Ireland have been a "Junior Einstein" at science birthday parties, science camps, school science events or seen their amazing science show in action at many of the family events and festivals across the country."

The company has been growing its franchise offering since winning top prize at this year's Richard Branson's Voom Pitch Competition and extending its business globally. "This is Brilliant, I want my grandkids doing this" – *Richard Branson on JuniorEinsteins Science Club*

"We teach participants'; how to think….not what to think', which prepares students for the unpredictability of the future challenges they will face in our constantly changing world." *CEO Tracey-Jane Cassidy MA MSc*

The benefits of Joining the Junior Einsteins Team are many. The business can be run as a home-based mobile franchise. Recurring revenue is generated and their is significantly high turnover potential. Comprehensive training is provided.

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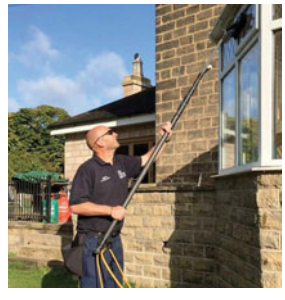
We have developed a successful structure over a number of years and as our franchisee you will be able to take advantage of these systems and our proven lucrative business formula. As a Deluxe Window Cleaning franchisee we will train you to run your franchise exactly the same way as the core business, this will ensure business efficiently and will help to eliminate any common mistakes a new business owner usually faces, thus ensuring your success. Each franchisee will receive an exclusive territory in which to operate.

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- **Central and local website**
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Growing places

The 10 things to consider if you want to franchise your business

WORDS BY LINDA WHITNEY



THE AUTHOR
Linda Whitney writes about franchising for the Daily Mail, What Franchise and many other publications

Thinking of expanding your business? Franchising could be the way forward.

Many of the businesses that touch our lives every day are often unsuspected franchises: Clarks Shoes, Belvoir! letting agents, Snap-on Tools, Anytime Fitness gyms, hairdresser Toni & Guy and Thorntons chocolate shops.

Increasing numbers of businesses are choosing the franchise route to expansion rather than the usual method of opening more branches. Franchising allows you to increase your spread of outlets, but with part of the investment provided by their operators - your franchisees. It looks on the surface like a more cost effective and faster way to expand. Done properly, it is.

So is franchising the way forward for your business? Here's what you need to consider:

1 Are you cut out to be a franchisor?

It may seem strange to start with a consideration of you rather than your business, but for many business owners their business is their 'baby'. Becoming a franchisor means relinquishing control of your baby - and some owners cannot bear to do that.

Consider your current relationship with your business. If you are no fan of strategy, planning, management and admin, but prefer the more practical, hands on tasks, think carefully. Are you ready to give up doing the things you love?

As a franchisor, you will mainly be setting overall business strategy and managing your relationship with your franchisees. That's not like managing employees, either.

Franchise consultant Len Rainford, whose book, Franchising Your Business: The Keys to Success is due for publication soon, says: "Instead of just building your business, you will become a coach and mentor to your franchisees. They own their businesses, so you cannot just give them orders as you might employees.

"They will sometimes want to change the way things are done and you have to listen to them. If you are a control freak, forget franchising."

2 Is the business successful?

Your business needs to show a history of success and profitability. No potential franchisee will want to invest in a business model that looks likely to end in failure. Slim profits won't be enough. There must be a sufficient profit margin for both franchisee and franchisor to benefit.

Ideally, it should be at least two years old. Potential franchisees (and the banks they may want to borrow from in order to invest in your franchise) will want to see financial evidence of success, which is hard to prove in a business under two years old.

3 Is it replicable?

Pip Wilkins, chief executive of the British Franchise Association, advises: "Ask yourself, can the model be replicated and transferable to other territories? Can you teach people what you do? There is little point having a franchise that only a few people in the world would be capable of running."

If you think you and your business will suit franchising, get started. Consider getting a franchise consultant to help you. There are plenty to choose from on the bfa website.

"Franchising a business is not easy and it can be costly if you do it wrong, so get the right advice from specialist franchise lawyers and other franchising affiliates," Pip says. "The bfa can point you in the right direction."

The bfa also provides help via its Franchise Gym through business coach Maria Hartnell.

"She can mentor and coach businesses on their franchising journey, from deciding whether franchising is for you, to ensuring you make the right choices at the pivotal time," Pip says.

4 Build a business model

This is the basic model of the franchise in which you will be asking franchisees to invest.



Debra Rose
STARTED FRANCHISING HER BUSINESS IN 2018

TAKING STEPS TOWARDS THE HEALTHY FEET FRANCHISE

Qualified foot care practitioner Debra Rose started Healthy Feet Mobile Clinic, a company providing mobile foot care, in 2011. It became a franchise in 2018.

Debra says: "Originally, the business grew organically. I was soon so busy, I started using other qualified foot health practitioners as subcontractors. Then my business partner, Sophie, came on board and started taking on subcontractors too, so we knew the system could be replicated."

Meanwhile, the Healthy Feet website was attracting inquiries from people looking for advice about how to start or run their own businesses, so it was clear there was a pool of potential franchisees.

"A franchise was the obvious way to expand, but we knew little about franchising," Debra says. "We went to the Manchester franchise exhibition and everything we saw there convinced us."

The pair engaged a franchise consultant to help them. Debra adds: "They gave us the structure, the method and the tools we needed, plus advice about recruiting franchisees, but we did most of the work ourselves.

"We rebranded the business, created a bespoke franchise website, wrote operations manuals, contracts and the franchise prospectus. The extra work could have impacted on running the existing business, so we worked on the franchise at night. It took about four months."

The franchise was launched last October and there are already two franchisees up and running and two more in training.

"It was the right way forward for us - we are very optimistic about the future," Debra says.

This will vary, depending on the kind of franchise: a food franchise model will be significantly different from a mobile automotive services franchise. It will affect the kind of people you seek as franchisees, the training you provide and the investment level. Unless you have previous experience of this, it is likely to be easier to do with the help of a franchise consultant.

5 Build a financial model

You need to take into account the initial franchise fees you will charge to new franchisees, the ongoing management services fees, what marketing fees you will charge and more.

Len says: "You will also need to prepare cash flow and profit and loss forecasts to provide to potential franchisees, so they know what to expect in the first couple of years. These will be based on your experience with your company so far."

He also recommends that the model should allow franchisees to earn at least £30,000 a year, unless it is a part-time franchise, on the grounds that this is a little above the UK average wage.

"Otherwise they might just as well get a job," Len says.

"There is little point having a franchise that only a few people in the world would be capable of running"

6 Prepare an operations manual

Franchisees need an operations manual that sets out exactly how the business should be operated.

Pip says: "The manual shows how everything in the business must be done, such as sales, marketing, operations and everything in between."





Len Rainford

"IF YOU ARE A CONTROL FREAK, FORGET FRANCHISING"



Shaun Thomson

"FRANCHISING SHOULD NOT BE CONSIDERED AS A CHEAP WAY FOR BUSINESSES TO SCALE"



"If you don't already have one, you will have to prepare this yourself or with the help of a consultant or specialist franchise manual writer."

7 Get the legals right

Going the franchise route involves a degree of risk to your intellectual property and business as a whole, so you need a franchise agreement.

Pip says: "The agreement will document how the relationship between yourself and your prospective franchisees will work. This is here to protect your brand and will set out the rights and obligations of all parties."

Use a solicitor from a firm that is experienced in creating franchise agreements (see the list on the bfa website).

Jane Masih, franchise specialist at solicitor Owen White, says: "A legal agreement protects your business systems, products, brand and processes, so you can control your franchisees and ensure they follow your systems, standards and rules.

"A basic set of legal agreements and advice for turning a small business into a franchise typically costs £4,000 to £5,000."

That said, franchise consultants will prepare you a draft agreement, but it should always be checked by a franchise solicitor.

Len says: "Around 75 per cent of the content of most agreements is fairly standard, but the other 25 per cent is very important and it's essential to get everything right, so I would always insist on any franchise agreement being checked by a specialist franchise solicitor."

FOOD FOR THOUGHT: THE HUMPIT RESTAURANT FRANCHISE

Jonathan and Simon Phillips loved hummus, but couldn't find anywhere to eat it in traditional style: in a bowl with a fresh warm pita on the side. So in 2014 they borrowed a gazebo, bought a small fryer from Argos and started selling their food around the streets and parks of Leeds.

Now they have six outlets and recently did a deal with the National Union of Students to open outlets in students' unions.

Jonathan says: "In 2017, we decided that offering Humpit as a franchise would deliver more outlets faster than expanding the head office and branches with lots more staff and higher overheads."

Jonathan and Simon decided to create the franchise themselves. Simon says: "I'd worked in franchising in Singapore, trying to bring franchises to Europe, and two of our board directors are corporate lawyers with franchising experience.



"We already had operations manuals and logistics in place, so we had consistency of quality and supply. We had already installed an electronic till system that could gather data from lots of outlets, so creating the Humpit franchise was quite simple. It took three to four months. I don't know what it cost because we did it in house, with no outside experts to pay."

The Humpit franchise was launched last September. Simon advises others considering franchising their business: "Wait until you have one successful outlet and then open a few more before you consider franchising. Use careful planning and experience to ensure you get the franchise right from the start."



8 Run a pilot franchise

This is not essential for every franchise, but banks are more likely to lend to your franchisees if your model has been tested and proven viable.

9 Recruiting your franchisees

Recruiting franchisees is often the hardest part of turning your business into a franchise.

Len says: "You need a recruitment strategy. This will vary according to the type of business. Some franchises, for instance, recruit mainly by networking. Other routes include advertising on your own website, advertising on franchise recruitment websites, social media, exhibitions or in the press.

"Almost all of these charge for advertising and it can take a long time to get the right candidates, so build that into your budget."

Do not accept as franchisees anyone with just a pulse and a cheque book.

Shaun Thomson, chief executive of the Sandler Training (UK) franchise, says: "I decline a lot more franchise applicants than I accept. You have a brand and standard to protect; your customers must be assured that they will get a high standard of service."

10 When not to franchise

Shaun says: "Franchising is not and should not be considered as a cheap way for businesses to scale. It's only a great model for the right products and services and as long as the business can tick certain boxes."

HOW MUCH WILL IT COST?

This varies according to how much of the work you do yourself and whether you use franchise consultants.

Big name national consultants can cost up to £30,000, but at the lower end consultants may charge £12,000-£15,000. Prices vary regionally. You can negotiate.

Legal costs are likely to be around £4,000 for an agreement from a franchise solicitor, but you may be able to save money by getting a franchise consultant to draw one up and have it checked by a franchise lawyer.

The typical cost of an advert on a franchise recruitment website could be around £300 a month.

Don't forget, you need enough working capital to keep your business afloat until sufficient royalties start coming in from successful franchisees, which will take time because you need three or four franchisees before your investment pays for itself.

You may be able to borrow to fund the transformation to a franchise, but typically the maximum amount you can access is 50 per cent of the total cost and you will usually have to provide personal guarantees backed by security, such as a charge on your home.

"A basic set of legal agreements and advice for turning a small business into a franchise typically costs £4,000 to £5,000"

Finding your first customers

There are four proven ways franchisors help franchisees build an initial client base

WORDS BY FIONA SIMPSON



THE AUTHOR
Fiona Simpson is the founder and managing director of ARTventurers. She was named Woman Franchisor of the Year 2018 in the EWIF Awards.

You're a new franchisee, you've signed on the dotted line and you're full of excitement about the product or service. And now reality kicks in - you need to find your first customers.

When you become a franchisee in whatever industry, you suddenly discover you have to wear a lot of hats. Not only do you have to become an expert in whatever product or service you're delivering, you need to become finance savvy, develop business and managerial skills - and become a marketing genius too.

Joining a franchise network brings with it inherent and obvious advantages when it comes to finding those crucial first customers. By becoming a franchisee you're investing in an established business with what should be an excellent and established reputation, which helps massively from day one when it comes to customer confidence.

On the converse though, it's important to bear in mind that buying a franchise isn't a guarantee of customers appearing in their droves from day one. A franchisee must still put the hours and effort into marketing their business.

However, there are ways in which a good franchisor can and should support their newest franchisees in reaching out to win those first customers:

Online presence

We all know that nowadays pretty much everyone's go-to when looking for a product or service is the internet - whether that be Google, other online search tools or social media.

A franchisee should be provided with their own online web presence by way of a website or web page set up with appropriate SEO, so that customers can arrive there when using relevant search terms.

A great franchisee web presence will be customisable. People buy from people, so it's important a franchisee can personalise it with their own details and information, add customer testimonials when received and so on, as long as it remains consistently on brand.

A franchisor should also provide a new franchisee with branded social media accounts on whichever platforms are relevant - and some training on how to use them. We've all seen social media marketing done well and seen it done badly too. New franchisees will require guidance on how and where to get the right messages across to the right target customers.

"A franchisee should be provided with their own online web presence by way of a website or web page set up with appropriate SEO"

Marketing tool kit and resources

Brand consistency is vital to a franchise. The franchisor will have gone to great efforts and expense to develop the name and branding for its product or service to ensure it's legally protected and to develop an identity.

The terms of the franchise agreement will contain clauses about things such as use of the franchise trademark, artwork and branding.

A new franchisee is likely to be provided with a range of printed and electronic materials and images to allow them to begin marketing their business locally to potential customers. But again, training and support needs to be provided by the franchisor so that the franchisee understands how to use the materials they have been provided with and how to make sure they're on brand too.

Franchisor marketing

A franchisor should be actively and continuously marketing the overall brand. How this is done will depend on the industry it operates in, but it's likely to involve a mix of direct advertising campaigns, online advertising, social media marketing and public relations. The entire franchise network will benefit from this.

The majority of franchisors will charge their franchisees an advertising levy - sometimes known as a marketing levy or brand fund contribution - to fund these full network marketing activities. A great franchisor will also regularly take feedback from the franchise network about where to concentrate these initiatives.

Franchisee marketing planning and support

A franchisee can be provided with all the fanciest marketing materials and tool kits in the world, but if they don't know how to use them and, crucially, how to respond to enquiries from potential customers coming through the door, those materials are pretty useless.

As well as the franchisor carrying out overall brand marketing, the franchisee will have to market their business locally too. Some franchise brands will have a local advertising requirement and will require franchisees to spend a certain percentage of turnover on local advertising initiatives to ensure the franchisee is focused on moving the business forward and isn't tempted to 'scrimp and save' on this area of activity.

And so we come back to the fact that a new franchisee suddenly has to become a marketing ninja, although the majority of new franchise owners are unlikely to have come from a professional marketing background and are likely to find the whole thing quite daunting.

When it comes to marketing, the franchisor will have 'been there, done that' and made the expensive mistakes. They will have a thorough understanding of the demographic of the brand's target customer, know where they hang out and where marketing efforts should be directed, as well as being aware of competitor activity too.

The franchisor should therefore be able to use its knowledge and experience to provide the franchisee with a marketing plan, so that the franchisee can effectively promote their business locally.

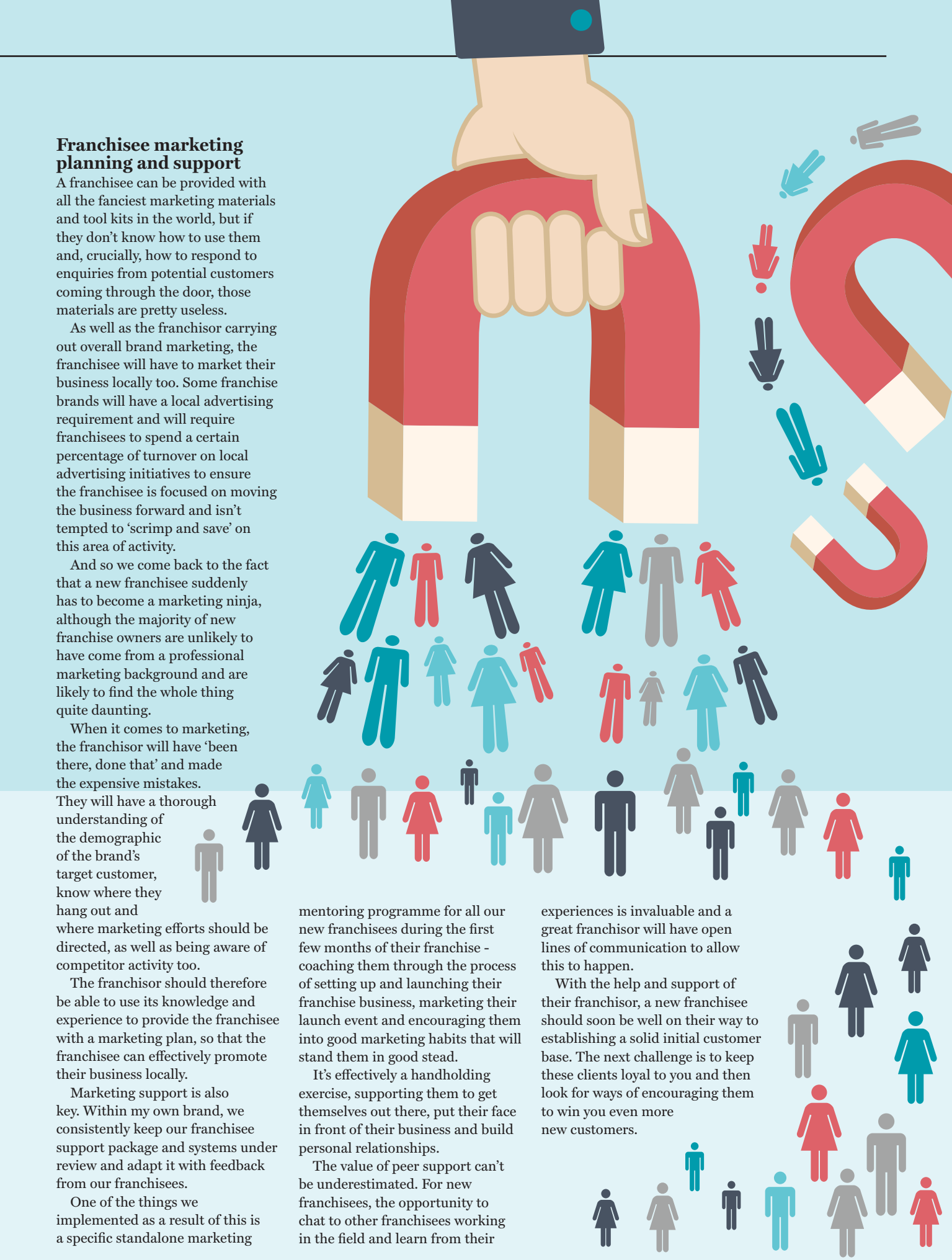
Marketing support is also key. Within my own brand, we consistently keep our franchisee support package and systems under review and adapt it with feedback from our franchisees.

One of the things we implemented as a result of this is a specific standalone marketing mentoring programme for all our new franchisees during the first few months of their franchise - coaching them through the process of setting up and launching their franchise business, marketing their launch event and encouraging them into good marketing habits that will stand them in good stead.

It's effectively a handholding exercise, supporting them to get themselves out there, put their face in front of their business and build personal relationships.

The value of peer support can't be underestimated. For new franchisees, the opportunity to chat to other franchisees working in the field and learn from their experiences is invaluable and a great franchisor will have open lines of communication to allow this to happen.

With the help and support of their franchisor, a new franchisee should soon be well on their way to establishing a solid initial customer base. The next challenge is to keep these clients loyal to you and then look for ways of encouraging them to win you even more new customers.



Life changing

TaxAssist Accountants has helped Nadeem Iqbal realise his dream of becoming his own boss

Nadeem Iqbal had always dreamed of having his own business and tried many ways to realise it.

"But I realised I couldn't do it alone," he explains. "I needed a team to help me along, with a proven and successful idea. Then I came across TaxAssist Accountants - a solution for all my needs."

NOT LOOKED BACK

Nadeem has not looked back since leaving employment and has been running his franchise covering Walthamstow in London since 2011. He recently bought out a neighbouring franchisee in Palmers Green when they retired and Nadeem now looks after more than 1,600 clients from his modern, welcoming shops with the help of his 16 members of staff.

"I was lucky to have the opportunity to buy the Palmers Green franchise, as it helped me to triple the size of my practice," Nadeem says.

"It was a big decision for me, but it helped me to learn new skills in relation to strategy and scaling up in terms of systems and staffing. It also meant I could enjoy the economy of scale and increase my profitability."



TaxAssist has been operating successfully for 24 years, with services offered including year-end accounts, tax returns, bookkeeping, VAT returns, payroll and cash flow projections.

After consistently winning awards in both the franchising and accountancy sectors, the company has grown to become the largest network of small business specialist accountants in the UK, servicing over 71,000 clients from over 300 shops and offices nationwide.

RELISHING THE TRANSITION

There's no doubt Nadeem is reaping the benefit of self-employment, relishing his transition from technician to manager to business owner and now investor.

"I am obliged for the tremendous help and assistance provided by the TaxAssist support centre to develop my business," he says. "When I started, I got so much training, support and help from the team in Norwich, not only in understanding software and the technical side of the business, but also on the operational side in relation to how to run a profitable practice on a day to day basis.

"The support I received is not something I could have accessed or afforded had I established my own practice in my own name."

But Nadeem's ambitions don't stop here: "I joined the TaxAssist network eight years ago. Since then my business has grown substantially, but my plan is to keep expanding via acquisition.

"With Making Tax Digital for VAT, many accountancy firms are finding it hard to cope with technology and are not ready to invest in learning new skills. I'm passionate about buying fee banks from retiring local accountants and bringing their accountancy practices up to modern standards, so business owners can benefit from all the advantages a modern accountancy practice brings.

"Becoming a TaxAssist franchisee has changed my life in many ways. I'm not only financially well off, with a better lifestyle, but I also now have a purpose in my life. I have a real sense of achievement."

AT A GLANCE TAXASSIST ACCOUNTANTS

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Location of units:
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Investment range:
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Minimum required capital:
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Contact:
Nikki Haythorne
franchiseenquiries@taxassist.co.uk



> **"The support I received is not something I could have accessed or afforded had I established my own practice"**

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FOR MORE INFORMATION

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