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PAGE
12 2020
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PAGE
60 HOT
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CONTENTS

HIGHLIGHTS

14

Lost Your Job?

How you can take control of your future by buying one of the 900-plus tried and tested franchises operating in the UK

22

Women in Business

Anna Neville, CEO of Kidslingo, reveals why investing in a franchise is becoming an increasingly popular option for business-minded females

25

Food & Drink Franchises

Our latest Powerbrands special report highlights the key trends potential investors in the franchised food and drink sector must take into account



92

COVER STORIES

11 AGE IS NO BARRIER

Why olderpreneurs make first-rate franchisees

12 2020 VISION

Don't defer your dream of business ownership

46 CO-WORKING MADE SIMPLE

Huge market growth in flex space opens new franchise opportunities

52 FROM THE MILITARY TO MASSAGE

Mark and Rachel Coldham have the magic touch

60 HOT PROPERTY

Six reasons to buy a premised-based franchise

74 CORPORATE SOCIAL RESPONSIBILITY

Do well by doing good

82 MASTER FRANCHISING

You can build the UK's next big brand

92 SET UP FOR SUCCESS

Structure your business for maximum benefit

FRANCHISE OPPORTUNITIES

18 Q&A

Simon and Friederike Slee, FASTSIGNS Hammersmith franchisees

21 ATTRACTIVE OPPORTUNITY

The advantages of becoming a Just Shutters franchisee

50 BEST OF BOTH WORLDS

Prakaash Manivannan has found it with TaxAssist Accountants

58 CHILD CENTRED

Fun Fest is launching its day nursery franchise

66 AWARD WINNING BUSINESS MODEL

Agency Express offers low start-up costs and high returns

68 FROM TRAINEE TO TOP PERFORMER

Iain Wallis' Revive! franchise is now a leading light

81 FRANCHISEE LIFECYCLE

Five years with Caroline Robinson of Sandler Cambridge

86 MY GREATEST ROLE TO DATE

Matthew Wing is a top Stagecoach Performing Arts franchisee

87 SET TO EXPAND

Ableworld requires franchisees to service its growing customer base

89 FIRST CLASS CARE

How it's paying off for Right at Home franchisee Andrew Davis

ADVICE AND INSIGHT

48 BOOST YOUR BUSINESS

Why streamlining processes and improving productivity is key for franchisors

56 ASK THE EXPERTS

Our panel of industry specialists answer your franchise questions

57 SMALL BUSINESS WORKSHOP

Angie Coates answers your business and entrepreneurial conundrums

62 EYES ON THE PRIZE

How to ensure a smooth transition when you sell your franchise

72 BUSINESS IN A BOX

Four essential elements to consider when purchasing a franchise resale

98 FACTS FOR FRANCHISE FIRST-TIMERS

Top tips to ensure you don't get lost in the sales patter



60



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FROM THE EDITOR



F RANCHISING IS FEMALE FRIENDLY

There are more female franchisees than ever before in the UK. According to the latest research from the British Franchise Association, 37 per cent of people who invested in a franchise between 2016-2018 were female, an increase of 20 per cent since 2015. Overall, 30 per cent of all franchisees are women.

Franchising appeals to women who don't want to

compromise when it comes to their career progression or lifestyle, according to Anna Neville, CEO of language school franchise Kidslingo, who extols the virtues of the franchise model for business-minded women in this issue.

They're also attracted by the flexibility being their own boss can provide, secure in the knowledge they have the safety net of a proven system of doing business that's backed by an established brand and supplemented by a supportive network led by an experienced franchisor and complemented by a group of like-minded franchisees.

What's more, many women are stand-out candidates for franchisors eager to recruit the cream of the crop. They can multitask, are adaptable and willing to embrace new challenges. They're also aware of their weaknesses, so training needs can be identified quickly.

Dig a little deeper into UK franchising and you'll find that women play key roles in the industry too.

The CEO and chief operating officer of the bfa are women, while the not-for-profit organisation Encouraging Women into Franchising

22



provides expert advice for women wanting to become franchisees or franchise an already established business.

A number of the leading advisers, consultants and experts in the industry are women, while 65 per cent of the people employed in franchisee businesses are female.

Has there been a better time to become a franchisee if you're a woman? The stats and facts say no.

Our website has a section dedicated to women in business at what-franchise.com/women-in-franchising. Here you'll find inspirational stories and advice from our expert contributors.

ELSEWHERE THIS ISSUE

Check out the latest trends in the franchised food and drink sector in our Powerbrands report, discover how you can secure your future with a franchise if you've recently been made redundant and find out why you can do well by doing good in our feature on corporate social responsibility.

Jeff James

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ON SALE:**

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IN THE KNOW

Facts and figures from the world of franchising

NUMBER CRUNCHING

1 IN 10

THE NUMBER OF UK WORKERS WHO BELIEVE THEY WILL BE MADE REDUNDANT AT SOME POINT DURING THEIR LIVES.

If you've lost your job, read how you can take control of your future by investing in one of the UK's 900-plus tried and tested franchises in this issue.



QUOTE ME ON THAT



“Investing in a franchise with a fully fitted-out,

branded hub is the advertising investment that keeps on giving.”

There are six reasons why you should invest in a premises-based franchise, David Graham, CEO of Code Ninjas, says. Find out what they are in this issue.



It appears that visitors are heading to the website in droves, encouraged, energised and optimistic about buying their own franchise business. Many franchise recruiters vented that the first quarter of 2019 was an extremely quiet one - by our estimations, the first quarter of 2020 will be anything but.

Over the last month, we have experienced an uplift when it comes to children's and education franchises on the website, with brands such as Tutor Doctor, Kumon and My Own Tutor enjoying a lot of traffic and enquiries.

Whether teachers are becoming fed up with the day job and wishing to own their own tutoring business or budding entrepreneurs are enticed by the flexible working schedule and low level investment typically involved with these kinds of businesses is yet to be seen, but it's certainly a sector on the up.

Browse these franchise opportunities and more at what-franchise.com

TRENDING ONLINE: INVESTMENT ENERGY

A new year brings positivity, promise and productivity, and this certainly rings true when it comes to the volume of investment enquiries what-franchise.com received in January, which was a record breaking figure.

NEWS IN BRIEF

CLIENT LEADS GUARANTEED

TaxAssist Accountants has launched a bold incentive scheme to attract more people to its UK network: it's guaranteeing 25 qualified leads to new franchisees within their first 12 months of trading.

And if the leads don't materialise? "We'll refund £200 per lead for reinvestment to the business - no quibbles," Karl Sandall, chief executive director of

The TaxAssist Group, says.

The initiative marks the 25th anniversary of the founding of the small business tax and accounting franchise.

TaxAssist's franchise package also includes an initial marketing campaign that encompasses national online and TV promotions, a variety of client acquisition activities through paid search engine advertising and social media, as well as support and guidance for local marketing.



CLIP 'N CLIMB LAUNCHES FRANCHISE

The 'fun climbing' brand is rolling out its 'theme park meets climbing wall' concept via franchises and concessions nationwide.

Clip 'n Climb has 80 UK centres and plans to open 100 franchisee-owned outlets.

The franchise incorporates a turnkey leisure business model, including design and installation for more than 40 indoor and outdoor climbing challenges designed to appeal to all ages.

Vicky Coupe, Clip 'n Climb franchise manager, says: "We've seen leisure climbing grow in popularity since we installed the first Clip 'n Climb centre in the UK and industry insights report a 40-50 per cent increase of indoor climbers in the last two years alone.

"With the news that sport climbing will make its Olympic debut in Japan 2020, its popularity is set to soar, so it's the perfect time to look for the right people in the right locations to share in our success."



ATTRACTIVE INVESTMENT OPPORTUNITY

Regus and its franchisees are benefiting from the growing demand for flexible office space in the UK.

The company is scheduled to open its third franchised centre in Ipswich in April. Regus' other two are located in Huntingdon, a market town in Cambridgeshire, and Southgate, north London.

Julian Chambers, head of franchise at Regus, says: "After the success of our initial franchise openings in November last year, it's clear the serviced office market is an attractive investment opportunity for businesses in 2020, as the market grows to meet demand."

In total, Regus has over 3,000 office locations around the world, which are used by 2.5 million people.

According to Richard Morris, UK CEO of Regus, flexible workspaces are predicted to pump around £12 billion into local economies by 2030.

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DIARY DATES

The National Franchise Exhibition
NEC, Birmingham
March 13-14

International Franchise Show London
ExCeL, London
April 3-4

The Northern Franchise Exhibition
EventCity, Manchester
June 12-13

Women in Business EXPO North
Manchester Central
June 30-July 1

The National Franchise Exhibition
NEC, Birmingham
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Olderpreneurs are integral to the industry

Franchising provides an ideal opportunity for late business bloomers

WORDS BY PIP WILKINS



THE AUTHOR

Pip Wilkins is CEO of the British Franchise Association

As the franchise industry evolves, many assume it's beginning to become a young person's game, attracting a range of diverse entrepreneurs with the promise of innovation and new direction.

While it's true that there's been a significant rise in the younger generation entering the industry, highlighted in the 2018 British Franchise Association NatWest franchise survey, which showed under-30s represented 27 per cent of all new recruits in the previous two years, the older generation continues to play an important part in the sector.

Top franchisee profile

The results of the survey revealed that overall over-50s have remained the top franchisee profile since 2005, making up 35 per cent of all franchisees in 2018.

As much as it's good news that the industry is bringing in fresh faces and embracing a new generation, we cannot forget the wealth of talent, experience and ambition the over-50s can offer franchisors.

An aspect of the franchise industry that's appealing to those considering becoming a franchisee is the provision of expert training and initial and ongoing support and guidance from a franchisor. This can be particularly appealing to under-30s, who have not amassed the same experience and knowledge as an older prospect.

However, this doesn't mean you become business savvy overnight, with the survey revealing that 52 per cent of franchisors cite a lack of business acumen as a reason for not granting a franchise licence.

Ideal partner

This proves that baby boomers continue to have an edge on other demographics, as their accumulation of skills, coupled with their experience, makes them an ideal partner for businesses looking to put their brand in someone else's hands.

Additionally, over-50s will more likely have the financial capacity to fund a franchise. This is a significant issue for franchisors looking to recruit franchisees, with insufficient capital topping the reasons for not granting a franchise. Of course, every case is different, but many people have been saving their entire working lives, giving them the capital necessary to invest in their own business.

No cut-off date

Ultimately, there isn't a deadline for when it's acceptable to chase your dream. Franchisees come in all shapes and sizes and all have unique journeys, personalities and experience.

For the industry to continue to thrive and move forward in 2020, we're dependent on growing diversity and the acceptance of people who are choosing to invest their expertise and talent in franchising, whether they're Generation Z or coming towards the twilight of their careers.

"There isn't a deadline for when it's acceptable to chase your dream"



If not now, then when?

Don't let procrastination stall your dreams of becoming a franchisee

WORDS BY CATHRYN HAYES



THE AUTHOR

Cathryn Hayes is franchise director at Revive! Auto Innovations

2 019 was a year of uncertainty, with political upheaval and a challenging economic outlook - all broadcast via our 24-hour media channels. It probably isn't surprising, therefore, that many people postponed their dreams of owning their own franchise.

But when is it likely to be the best time to launch a new venture? And are these concerns about the current business climate valid ones? In many ways, only you can answer these questions, but here are some thoughts to consider.

What's holding you back?

If you've spent a long time nurturing your dream of being a business owner, particularly if you've been looking at franchising as a route to achieve this, you might need to think carefully about what's holding you back.

Are you lacking confidence in your own skills and experience? Have a clear idea of what your key skills are and think carefully about what you would like to be doing on a day-to-day basis while you secure your financial independence. If you're currently commuting to work in an office, but really want to work with children, for instance, how are you going to make that a reality?

Franchising can be a much better route into self-employment than going it alone, especially if you've never run your own business. There are franchises operating in a wide range of sectors, so whatever you would like to do, there could be a franchise to help you.

Your own lack of experience or training doesn't need to be a barrier, as good franchisors will train and support you. However, you do need to be able to give your full commitment and energy if you're to be a success. Can you do that?



Economic uncertainty

Another thing holding you back could be the uncertainty surrounding the economy and what could happen in the years ahead.

Economic cycles vary and there are always going to be challenges. However, you have no control over them, so instead of letting economic issues stop you in your tracks, look at the other factors that can affect the success of a franchise.

Are you looking at a seasonal business or new service without a strong existing customer base? How much experience does the franchisor have? Is it an established company with existing franchisees you can talk to?

Research and planning are key

Before you sign a legal contract and pay the upfront fee, you'll need to be sure about what you're committing to, so research and planning are key.

"Economic cycles vary and there are always going to be challenges"

There's plenty of advice available to help you and the British Franchise Association's free online training programme is a great place to start.

There are a number of steps you can take to build your confidence and ensure you have enough information before you buy a franchise. The risk of giving up paid employment to become a franchisee can be a major stumbling block, but if not now, when?

Will you make your dreams a reality in 2020? Only you can decide that and take the steps to move forward.



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DON'T LET REDUNDANCY LAY YOU LOW

Take control of your future by investing in one of the 900-plus tried and tested franchises operating in the UK

WORDS BY CATHERINE EADE



With recent research revealing that as many as one in 10 UK workers think it's likely they will be made redundant at some point during their lives, the fear of losing one's job is clearly high on the list of worries in modern times.

To alleviate the uncertainty of redundancy rearing its ugly head, some individuals decide to take control of their own destiny by investing in a proven franchise. Franchising offers all the advantages of self-employment and running your own business, but with the added benefit of being supported by an established brand using a tried and tested formula, meaning the inherent risks are much smaller than going it alone.

Interestingly, research also reveals that one in three people would explore careers outside of their current sector if they did lose their job, showing an openness to adventure and change.

Opening the door to new opportunities

While redundancy is generally seen as a negative life event, it can also open the door to new opportunities.

Pip Wilkins, CEO of the British Franchise Association, says data from the latest bfa NatWest franchise survey shows that nine per cent of those new to franchising had been made redundant or were unemployed.

"Many people have found franchising opportunities after being made redundant, with redundancy ultimately being a positive outcome for many people who have gone on to discover franchising," she says.

"The franchising industry serves as a platform to those who are looking to take back control of their working lives, pursue a long-held passion and live out a dream of self-employment."

Doubts about the strength of the economy, fears about the impact of artificial intelligence and concerns about ill-health affecting careers are just some of the reasons why people worry about the stability of their jobs. However, while redundancy is unsettling and stressful for many, others see it as an opportunity to take time out to assess their lives and career goals.

Brian Duckett, chairman of The Franchising Centre, says: "Redundancy

can be a godsend if you've always wanted to start your own business, but haven't quite had the nerve to leave your job.

"Someone has now taken that decision for you and they may have even provided some funds to help you on your way. However, bear in mind that acquiring a franchise should not be a last resort solution and it's not the same as buying a job. You will need to be self-sufficient, but willing to follow the franchisor's system. That way everybody wins."

Explore new prospects in a different sector

Redundancy can give people the chance to explore new prospects in a different sector.

Phil Carr, managing director of Neighbourly UK, says: "Someone who has been made redundant can make the perfect franchise candidate, as they have the motivation and hunger to succeed, along with the determination to forge their own path, taking control of their future and using franchising as a vehicle."

Franchisors are often welcoming of people who have been made redundant, knowing the wealth of knowledge and experience they have under their belts after years in employment can be put to good use when running their own business.

And they don't necessarily need prior experience of the sector the franchise operates in, as a franchisor's initial and ongoing training, along with the package of support services they provide, ensure they have all the knowledge and tools they require to make a success of their business.

Franchising offers self-employment with support

Another advantage of investing in a franchise is the initial and ongoing support on offer - both from the franchisor and fellow franchisees.

As Razzamataz Theatre Schools franchisee Caroline Kavanagh points out: "Although it can be scary to go from employment to running your own business, a franchise can provide a good bridge and acts as a support, which is not something that can be said about going it completely alone."

Julie Dunne, who was made redundant twice during her sales management

career, decided to start working for herself as a Bright & Beautiful franchisee in Enfield. The company provides a range of housekeeping services to domestic customers.

"It's disheartening to be made redundant twice in a short time," she says. "I was shocked, but refused to let it destroy my confidence and decided to take control of my own destiny and make a clean start."

Following in-depth research, Julie chose to go down the franchising route and made an investment in a sector with an established brand that was growing fast.

"Redundancy can be a godsend if you've always wanted to start your own business"

"I felt I had the skills to run my own business and starting up with the support of a wider network was safer than going it alone," she explains. "Buying a franchise gave me the benefit of five years' experience from the franchisor, plus their support, help and advice."

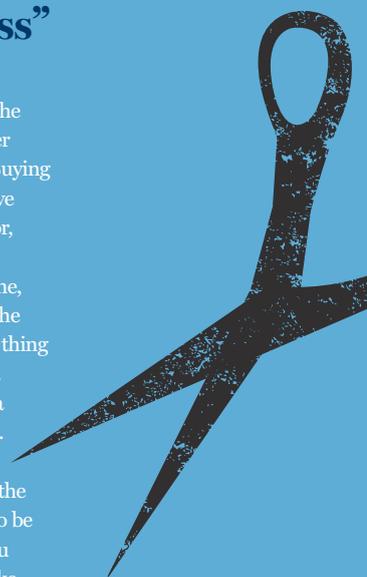
"If I had started this business alone, I would not be in business now. At the time, redundancy felt like the worst thing in the world. It forces you to make a change, but that can turn out to be a good thing, as I have gone onto find. I've never looked back."

Remember, franchising is one of the few sectors where you are unlikely to be made redundant. After all, when you are your own boss, you can only make yourself redundant if you really want to.



THE AUTHOR

Catherine Eade is assistant editor of What Franchise



6 REASONS WHY PEOPLE CHOOSE TO WORK FOR THEMSELVES POST-REDUNDANCY

1. I wanted to try something different.
2. I liked the idea of being my own boss.
3. I thought I could earn more money by working for myself.
4. It was something I've always wanted to do, but never had the money.
5. It was something I've always wanted to do, but never had the time.
6. I didn't want to risk being made redundant again.

Source: Direct Line for Business 2019.



THE BEGINNING OF A NEW ADVENTURE

The threat of redundancy in your forties might fill some people with dread. Not Sunny Sachdev, who has invested half a million pounds of his redundancy money to realise his dream of being his own boss.

Sunny worked for many years as a business and operations manager in contact centres and customer services departments before being made redundant. However, he had always wanted to start his own business in the wellness sector, so jumped at the opportunity to buy into The Massage Company franchise in Sutton Coldfield.

"I saw my redundancy not as the end of my career, but as the

beginning of a new adventure as a franchisee," says Sunny, the third franchisee in this rapidly growing network of international massage membership centres.

"Membership massage is commonplace in the US where its benefits are understood, but it's a new concept in the UK. The lure of joining a franchise that's new to the market is exciting and I'm looking forward to bringing the membership massage model to the Midlands."

Sunny's staff complete TMC's advanced massage training programme before offering a range

of massages. His centre, which created 30 local jobs, opened in October 2019.

"The lure of joining a franchise that's new to the market is exciting"



THE CHANGE I HAD BEEN WAITING FOR



Helen Smith offers colour analysis, personal styling and image consultancy as a House of Colour franchisee.

She opted for redundancy from her five-day-a-week job as a brand manager that was crammed into three days in an attempt to balance it with family life. Helen also took a job at her local council running the school admissions and transport team, but again struggled to prioritise her family's needs.

"I was exhausted trying to balance everything and I wore lots of dark 'business' colours in my work life, which had permeated into my home

life too," Helen explains. "I was often asked: 'Are you okay?' and told: 'You look worn out'.

"I decided to do a colour class with House of Colour and remember looking in the mirror and seeing a tired, pale working mother who was literally transformed when my spring colours were draped on me. I looked bright and alive and couldn't believe the difference it made."

Her introduction to House of Colour resulted in her leaving her life as a struggling working mother and becoming a franchisee servicing customers in the Milton Keynes and Bedford West areas.

"Having my own House of Colour franchise has given me such freedom and confidence"

"Those two days made such a difference to me personally - it was the change I had been waiting for," Helen says. "Having my own House of Colour franchise has given me such freedom and confidence and I love the buzz of seeing my clients transformed with their newly gained style and colour knowledge."

"So many clients, women in particular, struggle to find the balance between a successful career and family/home life. I could have chosen to continue along the executive career path with all the trimmings, working long hours and travelling, but missing bringing up my children."

"The path I chose means I can give my clients a transformational experience that is an investment in their confidence and their future, while still having a wonderful work-life balance."

REDUNDANCY CAME OUT OF THE BLUE



Franchising gave Caroline Kavanagh the confidence she needed to open her own theatre school after being made redundant.

"I was working part-time at night in Tesco in the merchandising department, primarily because it fitted around family life and looking after my three boys," Caroline says.

"Redundancy came out of the blue in May 2019, which was compounded because my husband was also made redundant for the first time ever. I

"Razzamataz provided a bridge and has continued to support me every step of the way"

had already committed to open Razzamataz Horsham, but the financial loss of the job had a big impact and I felt like I had lost my security blanket.

"I did look at other jobs, but it's hard to find something that fits around the children, especially in the summer holidays. With three children and no family nearby, the cost of childcare was huge."

Razzamataz's franchise offering is perfectly set up for family life, according to Caroline, who adds: "The support and training were a big part of my decision to focus on growing my school and I knew if I followed the systems and marketing and advertising advice I could be successful."

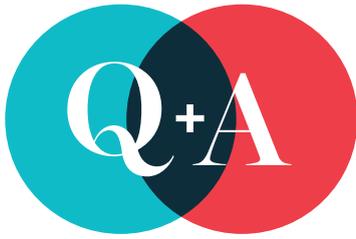
"Being made redundant actually spurred me on to grow my business, because I could easily see how good it would be for our family. I never have to

worry about taking time off work if one of the children are sick or there is an inset day or school assembly, I can very easily work around them.

"Although it can be scary to go from employment to running your own business, Razzamataz provided a bridge and has continued to support me every step of the way."

"The fact Razzamataz is such a well known and established brand helps me to grow my own business and the confidence and camaraderie of being part of this network have been the things that have made all the difference to my mindset and belief in myself."

"The fact I can also return to training whenever I like at no extra cost, plus all the webinars, Skype support and expert training we receive, has given me the encouragement I needed."



SIMON AND FRIEDERIKE SLEE, THE FRANCHISE TEAM AT FASTSIGNS HAMMERSMITH



Simon and Friederike Slee were working as an investment banker and landscape architect respectively before deciding to combine their skill sets and open their FASTSIGNS centre.

HOW DID YOU FIND OUT ABOUT FASTSIGNS?

Simon says: "We attended The National Franchise Exhibition and saw the brand exhibiting at this event. As FASTSIGNS provides an end-to-end signage service to their customers, we realised we could utilise our individual skill sets. With Friederike's skill with design and consultation and my sales experience, FASTSIGNS just felt like an unbelievably good fit for us."

HOW DID FASTSIGNS HELP YOU GET UP AND RUNNING?

"In terms of joining the network, FASTSIGNS had a robust system for helping us get up to speed," Simon says.

"From our first meeting with the team to working in the centre took just three months. Within that time we were supported through training at FASTSIGNS head office in Dallas, Texas, writing business and marketing plans, obtaining finance and learning about the brand.

"As we purchased a resale, there was no need to source a location, but over time our business has grown and we have needed to relocate. The support team helped us find an appropriate location, purchasing equipment and fitting out our premises to the required brand standards."

DESCRIBE YOUR TYPICAL WORKING DAY

Friederike explains: "The first thing to say is that our days are never the same - and we like that. Each day has the same structure, but the projects we work on are diverse and creative.

"We start the day with a 'work-start meeting', where we discuss our current workload and targets with our 11 team members. Simon then focuses on the sales and marketing side of the business, talking to prospective and current clients, booking and attending site visits and taking briefs.

"I take charge of pitching to customers, providing quotes, designing physical signage and pushing it through to production.



AT A GLANCE FASTSIGNS

Established: 1985

Number of franchised outlets: more than 700 worldwide. 23 in the UK

Locations of all outlets: nationwide

Investment level: from £125,000

Minimum required capital: £36,000

Contact: enquiries@fastsigns.com

fsfastsigns.co.uk

"We also aim to be as involved in the FASTSIGNS network as we can be. We attend company meetings, webinars and training sessions, as well as being a mentor centre to newer members of the network."

WHAT'S THE SECRET TO YOUR SUCCESS?

"Quite simply, it's sticking to the model," Simon says. "Sending marketing communications, utilising the materials available, employing additional sales staff, setting clear targets for them to achieve, employing the right members of staff and attending ongoing training."

"FASTSIGNS had a robust system for helping us get up to speed"

HAS BECOMING A FRANCHISEE BEEN REWARDING?

"Absolutely, for so many different reasons," Simon says.

"Firstly, we get to be creative every day - when we walk around our local area and see the impact our signage has for our customers, it's fantastically rewarding. Being a small business, it's also great to employ such a large team and be able to provide them with opportunities for self development.

"Finally, on a personal note, it isn't lost on us how owning our own business has allowed us the flexibility to create a really positive work-life balance."

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Attractive opportunity

There are many advantages to becoming a Just Shutters franchisee

Just Shutters is the UK's largest independent shutter specialist - and the company is continuing to grow. Since being founded in 2006, it's built a reputation and brand affection you cannot buy - becoming loved by customers across the country as a result. No experience is required to become a franchisee, as full training

is provided. Much more important, Just Shutters says, is a can-do attitude and a willingness to learn.

MULTIPLE BENEFITS

The company has 19 successful franchises covering 175 towns and cities across the UK.

They receive all the benefits of working for themselves, while being given the best possible marketing, training and support, allowing them to maximise the opportunities and grow their new business quickly.

FRANCHISE PACKAGE

Just Shutters' franchise opportunities start from £25,000 (plus VAT) and provide investors with:

- A branded van, trading samples and sales pack.



AT A GLANCE JUST SHUTTERS

Established: 2006
Number of franchised outlets: 19
Location of units: England and Wales
Investment range: £25,000 (ex VAT)
Contact: 01202 233744
shutter-franchise.co.uk

“No experience is required to become a franchisee, as full training is provided”

- A cash positive business, with an achievable net profit in year one. Current franchisees are making £75,000-£90,000 profit per annum by year three.
- An established brand with an unrivalled reputation.
- A bespoke marketing launch package worth £9,000. Just Shutters uses £5,000 from your franchise fee and adds £4,000 to it to ensure you get the best start.
- An industry leading training programme with ongoing business support.
- Expert in-house marketing support and guidance.
- Additional training and seminars.

Just Shutters can also put you in touch with a third party to assist with financing, if required.

EXCEPTIONAL INVESTMENT

There are many reasons to become a franchisee with Just Shutters, including gaining access to the company's exceptional training and support, dedicated franchise staff, marketing launch and support, second-to-none website offering, proven systems, telephone operations, lead generation, appointment setting, sales pack and branded vehicles.



Finding opportunities through franchising

Investing in a franchise is becoming an increasingly popular option for business-minded women

WORDS BY ANNA NEVILLE



THE AUTHOR

Anna Neville is the CEO and founder of Kidslingo

In the past, the franchise industry may have been considered a male dominated domain.

However, not only are more women getting into franchising, but they are thriving, with many franchises geared to their strengths, abilities and experience.

Franchising makes a lot of sense to professional women who want flexibility without compromising on their career progression or lifestyle. Here are the reasons why women are succeeding in franchising and the opportunities that are available to them:

Flexibility and fulfilment

Women who've had a successful career and then go on to have a family will certainly enjoy the flexibility that running their own business offers. Trying to find a job at a senior level that offers the level of flexibility you need with a young family can often be challenging in the modern workplace.

Flexibility of working hours is a critical factor for many women when determining their career path. For example, at Kidslingo we have franchisees who have children

with additional needs - they need to factor in time to go to numerous health appointments, which can be difficult in traditional employment. Equally, this applies to people who want to focus on a healthy lifestyle away from the 9-5 or those who have other responsibilities, such as having to care for an elderly relative or pets at home.

Our franchisees are committed to languages, but many want to step out of the traditional roles of teacher or translator. A Kidslingo franchise gives them the opportunity to inspire children to love languages outside of often rigid systems and bring their passion to life. A huge sense of fulfilment comes with the success of creating a business that you're truly passionate about.

They possess the necessary skills and experience

When you run your own business, even if it's a franchise, you need the ability to multitask.

Traditionally, women are recognised as having the ability to spin many plates at a time and this ability to juggle is imperative when running a franchise. Kidslingo franchisees not only deliver the classes, but have a number of other roles - from sales and marketing to admin and financial management - so it's important to be willing to turn your hand to anything.

Many women are good at adapting to new situations and embracing new challenges - being brave and stepping outside your comfort zone are hugely important factors in driving business success.

Women are often aware of their own weaknesses, which makes

them ideal franchisees, as they can identify exactly where they need training and additional help. This allows a franchisor to offer bespoke support to the individual to create a structure that works best for each franchisee.

Empowering franchisees and giving them the confidence they need to be a success is a major part of a franchisor's role. Ultimately, running your own franchise will require great communication skills and an understanding of your customers. Many women thrive in this area and have the experience to deal with numerous different situations.



FEMALE FRIENDLY

30% of all franchisees are women

37% of new franchisees are women, a figure that's risen 20% since 2015

65% of people employed in franchisee businesses are women

Source: British Franchise Association NatWest franchise survey 2018

Things to consider

Transitioning from employment to self-employment can be challenging. Swapping the day-to-day camaraderie of having a natter during a coffee break in a busy office with having to motivate yourself while working at home can feel quite alien in the beginning.

We recognise that self-employment can be lonely at times, so we promote local mentors, informal franchisee get-togethers and networking groups so people don't feel isolated.

It's also important to remember that although someone is investing in a franchise, they still need to be the one driving the business and acquiring customers. With many plates to spin on a professional and personal level, it's vital that women remember to have boundaries and give themselves enough time to dedicate to growing their business.

Women succeeding

For the women in our network,

success, fulfilment and happiness can look different for each one.

We have some franchisees who have come from corporate roles who still want the same level of financial reward they enjoyed as an employee. For others, the measure of success is in finding a career they are passionate about and that fits with their home life. One of the unique benefits of becoming a franchisee is that the same franchise can give people the different things they personally need to be happy.

Very few Kidslingo franchisees have run a business before, but we have created a network and business structure where they can succeed if they put in the time, effort and follow the process. We are always open and honest, not only about the benefits of running a franchise, but also the challenges you might face, as we believe everyone needs to go into franchising with their eyes wide open.

One of the ways to facilitate this is to introduce prospective franchisees to existing franchisees, so they can

talk about their own journeys and the challenges they have faced.

We also do everything we can to make the onboarding process as easy as possible to enable women to join us - from online training they can do in their own time to providing a ready-made to-do list.

"Many women are good at adapting to new situations and embracing new challenges"

We find some franchisees require significant handholding, while others are happy to be more autonomous - we are there throughout the entire process to offer the support that's appropriate for each individual franchisee. We tailor the support to their needs throughout their franchising journey, so they can continue to grow as business leaders and inspire more women to find their own success.



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FOOD FOR THOUGHT

The latest trends in the franchised food and drink sector

WORDS BY LINDA WHITNEY



THE AUTHOR

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

What will you be eating this year? Fashions in food change all the time and clever franchise operators ensure they keep abreast of the latest food trends.

Catering to the public's ever changing food tastes is essential if a food franchise is going to compete effectively and grow its market share, so if you're considering getting into the food and drink sector with a franchise take a careful look at food trends and check out which franchises are keeping up with them.

It's well known that the failure rate among food outlets is high, but a carefully chosen franchise that is flexible enough to alter its offering to suit customers' changing tastes can increase your chances of success.

So what are franchises offering to ensure they cater to the latest food trends?

VEGAN FOOD

A 2018 survey by The Vegan Society of 2,000 people aged 15-plus in England, Scotland and Wales found the number of vegans had doubled twice in the past four years, from

0.25 per cent (150,000) in 2014 to 0.46 per cent (276,000) in 2016 to 1.16 per cent in 2018 (600,000).

Also, it's estimated that 22 million people are 'flexitarians' who still eat meat, but are reducing the amount they consume.

So now a growing market has been identified, it's not surprising that food franchises want to get aboard this trend because dishes without meat can be cheaper to produce.

Lin Arigho-Dickens, marketing director at contract caterer Bartlett Mitchell, says: "The beauty of vegan food is that it's often cheaper than meat-based food, giving consumers and our business clients savings across the board. According to research by the Journal of Hunger & Environmental Nutrition, a meatless diet has been found to be generally £570 a year cheaper."

Jonathan Phillips, co-founder of the Humpit hummus and pita bar franchise, says: "We are the only 100 per cent plant-based food franchise in the UK. The trends for vegan and Middle Eastern foods are driving a bulge in customer numbers for us and we're seeing more returning customers too."

Humpit now has six franchised outlets in the UK and is aiming to open another 10 this year.

Meanwhile, some of the most unexpected franchises are getting into the vegan market.

McDonald's launched its first ever vegan meal in January this year in the shape of veggie dippers, made with red pepper, rice, sundried tomato pesto and split peas surrounded by crispy breadcrumbs and served with fries. Both dippers and fries are approved by The Vegan Society. Dippers can also be ordered as part of a Happy Meal aimed at children.

Thomas O'Neill, head of food marketing at McDonald's UK & Ireland, said when they were launched: "In the last 12 months we've seen an 80 per cent uplift in customers ordering vegetarian options at McDonald's, so it's time for the brand famous for the dippable McNugget to launch a dippable option for our vegetarian, vegan and flexitarian customers."

Papa John's has been offering pizzas with vegan 'Scheeze' since 2019 and in January launched a range of new vegan options, including a butternut squash base and four new pizza choices: jackfruit pepperoni, American hot jackfruit, vegan sausage and pepperoni, and the vegan works (incorporating vegan sausage, jackfruit pepperoni, Portobello mushrooms, peppers, onions and black olives).

This is just the start though. Clare Every, Papa John's newly appointed

"In the last 12 months, we've seen an 80 per cent uplift in customers ordering vegetarian options at McDonald's"



chief vegan officer, says: “We’re excited to launch the extended vegan offering and we’re expecting the new additions to the menu to be a huge hit.”

“With recipe innovation at the core of the brand and more people than ever adopting a vegan lifestyle, the latest launches are only just the beginning, with more exciting and innovative dishes launching later in the year.”

FISH AND SEAFOOD

And this is not just about traditional UK fish and chips.

Ocean Basket, the South African born fish restaurant, offers calamari, prawns, fish, soups, salads, mezze, rice dishes, desserts and milkshakes. The brand also ticks the environmental boxes, buying responsibly sourced or ethically farmed seafood, working to reduce and recycle waste and collaborating with non-profit organisations, aquariums and science centres. It’s offering master franchises in the UK.

Slapfish, founded by US celebrity chef Andrew Gruel in California, opened its first international

franchise location in late 2019 in London. Its menu includes lobster taquitos, shrimp ceviche and fish tacos. It plans another 25 locations in the UK.

Aly Esmail of SME Group, which already operates nearly 100 other food franchise locations in the UK, says: “We knew the timing was right to bring Slapfish across the pond.”

JAPANESE AND THAI FOOD

Both of these cater to the trend for healthier, cleaner eating. Figures from food industry analysts CGA and AlixPartners showed that in the five years to December 2018 Thai restaurant numbers increased by 123 per cent and Japanese restaurants by 44 per cent, so it’s clear that the taste for these cuisines is growing.

Japanese food franchises include Marugame Udon, Yo! Sushi, Iso Sushi Wok and Grill, Shoryu Ramen and Wagamama. Thai food franchises include Thai Express and



**McDonald’s
launched
its first ever
vegan meal
in January**



Paul Lewis

“Before you take the plunge, get some experience on the shop floor”

A WAY OF LIFE

When Paul Lewis decided to set up his own restaurant after a long career in the catering trade, he chose to invest in a Humpit franchise, selling vegan Middle Eastern food based around hummus and pita.

Paul, whose previous experience included being a head waiter at Claridge's, the historic five star hotel in London's Mayfair, running banquets at The Oval and Lord's cricket grounds and managing restaurants, now owns a Humpit outlet in Brighton on the south coast.

“My years of experience in the business means I understand the current trends and what today's

customers are looking for,” he says. “There's a huge amount of competition in the restaurant business, but it doesn't bother me because if you know you've got the right offering in the right place at the right time, you have nothing to worry about.”

Paul has been a franchisee for five months in a small store of just over 300 square feet.

“I chose Humpit because it offers a good product, good prices for customers and because it's growing fast - Humpit has gone from zero to 13 outlets in five years,” he says. “I'm looking to open a second outlet already.”

Paul advises others considering getting into the restaurant or takeaway business: “It's easier to start with a franchise than going it all on your own because you have a ready-made business model to follow and the backing of an experienced operator behind you.

“Look at the current trends in the restaurant market, research the franchise and the market as a whole and before you take the plunge get some experience on the shop floor, perhaps as a waiter. It will give you an invaluable insight into the business and what customers look for.

“Finally, expect to work very hard, especially at first. The restaurant trade is not a job - it's a way of life.”

Camile Thai Kitchen, while Asian food franchise outlets that offer dishes from these cuisines and more include Wok&Go and Wok to Walk.

MIDDLE EASTERN FOOD

There are not many Middle Eastern or Lebanese food franchises in the UK yet, but given the popularity of Lebanese food and meze, its emphasis on fresh ingredients and the number of vegetarian and vegan dishes it includes, it's likely to be a growth area.

of around £800,000 to bid for a master franchise.

SUSTAINABLE FOOD

Food outlets are currently at pains to point out that their raw materials are sustainably sourced and they are reducing the environmental impact of their business. If this is one of your concerns when looking for a franchise, there are plenty that will be happy to provide you with details about what they're doing.

research into recyclable cups and our recent trial of moving our vans from diesel to battery power.

“We are determined to lead the way in the field and with 2020 set to feature our third annual Green Coffee Week, it will be a key focus for us in the year ahead.”

Meanwhile, Papa John's is supporting bee conservation while introducing an unusual new flavour combination to its latest pizza, which it tried out on real bees. To celebrate the launch, the brand created the world's first 'Beezza' - a tiny pizza designed exclusively for bees.

Giles Codd, UK marketing director at Papa John's, points out that the bee is the most effective pollinator of tomatoes, essential to making pizzas.

“Bees are fundamental to the making of pizzas, so we wanted to create one perfect for them while raising awareness of the well publicised issue of declining bee populations in the UK and across the globe,” he says.

“We hope the new Bee Sting pizza goes down as well with our customers as the Beezza did with the bees.”

“In the five years to December 2018, Thai restaurant numbers increased by 123 per cent and Japanese restaurants by 44 per cent”

So far, Humpit seems to have the franchise market for this food to itself in the UK, but The Hummus & Pita Co, a US-based franchise, is looking for master franchisees here. Its 100 per cent home-made food gives a nod to Greece, Israel, Morocco and the Middle East, but you'll need to have a net worth

Cafe2U, the mobile coffee and snacks franchise, whose franchisees serve workplaces and events from customised vans, is hot on the sustainability trail.

Martyn Ward, CEO of Cafe2U UK, says: “In 2020, we will be investing heavily in our green credentials, building on the ongoing

Papa John's has been supporting the work of the Bumblebee Conservation Trust by giving out packs of native wildflower seeds via its social channels to enable customers to grow plants that attract bees. The Bumblebee Conservation Trust is also its online charity partner, which allows customers to donate change from their orders.

HOME DELIVERY

Trends don't just encompass what we're eating, but where we are eating it too.

Research by trade association UKHospitality and analyst CGA has found that the home delivery market is booming. In the last six months of 2018, figures showed that 58 per cent of the UK's adult population had food delivered to their home.

Food franchises that offer home delivery alone or as an option to customers alongside eating in are many and varied. There's even a franchise that allows you to set up a home delivery business, without having to own a food outlet.

The One Delivery fast food and restaurant delivery service franchise is now up and running in 65-plus UK cities and delivers food to customers from a variety of outlets, including household names, national chains and independents.

MULTIPLE OUTLETS

If you want to grow a food empire fast, there are numerous franchises that can help you achieve your goal.

The franchise model lends itself to opening new outlets quickly, especially in the fast food sector, and franchisors are always keen to help a successful franchisee expand their business by opening new locations.

There are savings to be had for multi-unit franchisees, as the one central office can serve several locations and supplies can be bought in bulk, thus keeping costs down.

Rana Abhol

"I moved to Papa John's as it offered the opportunity to run multiple stores"



CASHING IN ON THE DEMAND FOR FOOD DELIVERY

Amit Abhol (Rana) is benefiting from several of the major trends in the food sector as a franchisee with Papa John's, which makes and delivers pizzas.

Stuart Davis, Mayor of Solihull, opened Rana's new store in December 2019 - the eighth outlet owned by Rana since he joined Papa John's in June 2017.

He's cashing in on the trend for food delivery and the help of the franchisor when it comes to opening multiple outlets. Papa John's new vegan pizzas will help him expand his customer offerings.

"I had previous experience in the fast food sector, having been employed by a rival firm, based out of Northern Ireland, where I worked my way up from taking phone orders to regional operations director over 15 years," Rana says.

"I moved to Papa John's as it offered the opportunity to run multiple stores. Over the years, I've learned this is a people business, so I'm delighted to be working with our new local staff."

Papa John's specialises in multi-unit franchising and provides help with location selection and full turnkey opening of stores.



Owning it

Myles Bull achieved his goal of running his own business, thanks to Subway

Subway is the world's largest franchise network, made up of thousands of entrepreneurs.

Each Subway store is individually owned and operated by franchise owners, who are members of the local community and committed to contributing to their local economy.

Subway's franchise model has helped many entrepreneurial individuals become franchise owners and take control of their own work-life balance. Could you be next?

CAREER PLAN

Myles Bull became a franchise owner at the age of just 26. For Myles, a career in franchising was always the plan and he began researching franchise opportunities while at Sheffield Hallam University, where he undertook a degree in business and enterprise management.

Myles explains: "I've always wanted to run my own business and franchising seemed like the perfect way to achieve this. In the first

couple of years, many new start-ups fail and it's very difficult to make a profit. With franchising you can hit the ground running using a tried and tested business model.

“With franchising you can hit the ground running using a tried and tested business mode”

“What's more, with a franchise like Subway there's an established customer base and excellent brand awareness. There's also a strong support network in place. It's the ideal model for entrepreneurial individuals who want to start their own businesses, but with the added reassurance that they're joining a proven system.”

TRAINING AND SUPPORT

Like all franchise owners, Myles attended a two-week training course at Subway's support centre in Cambridge, which included both theoretical content in the classroom as well as time in a store.

“The training was really helpful and it was fantastic to be able to put this into practice once the store opened,” he says. “But the support does not stop there. The ongoing advice and guidance provided by the business development team is invaluable. They are always



AT A GLANCE SUBWAY

Established: 1965

Number of franchised outlets: 43,000 globally

Location of units: worldwide

Investment range: £85,570-£221,240

Contact: call 0800 0855 058 (UK) or 1800 413 076 (Eire)

subwayfranchising.com

there at the end of the phone or email, whatever time of the day or night, to respond to questions and provide assistance.

“The business development agent and business consultants are very experienced and more than happy to share their knowledge to help every franchise owner get the most out of their businesses. They regularly visit the store and even helped with training my staff.”

Subway franchise owners work hard, particularly in the early stages, to get their stores up and running.

“I have much more responsibility than I did as an employee, but I definitely have more freedom and flexibility too,” Myles says. “I'm investing the time and hard work now and planning for my future, so hopefully I have more time and financial security when I'm older and have a family of my own.”

ADVICE FOR WOULD-BE FRANCHISEES

Myles has the following advice for anyone thinking of joining the Subway franchise: “Make sure you undertake due diligence. Once you're sure it's the right franchise business for you, you need to find the right location for your store. Consider the property, its location and the likely footfall. You also need to think about where your staff will be coming from.

“I certainly have no regrets about becoming a Subway franchise owner and I'm optimistic and excited for the future.”

With new and existing store opportunities available throughout the UK and Ireland, Subway is keen to hear from hard-working, entrepreneurial individuals who want to join one of the largest and most popular franchise brands.



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Positive impact

Wiltshire Farm Foods makes a significant difference to the community Austin Droney works in

Established for over 25 years, Wiltshire Farm Foods is a highly successful franchising brand that supplies delicious and nutritious frozen ready meals to the local community that are easy to prepare and delivered direct to the freezer.

The network is made up of over 80 franchise partners, owning non-competing territories.

Austin Droney is one of them. He currently owns the Bracknell franchise and is one of the longest serving franchise partners in the network. Austin says working with the brand makes a significant difference to the community he works in.

NEW CONCEPT

“When I started the franchise, the whole concept was brand new - all I bought was the postcode with no customers and no business,” he explains. “At its peak, I had 1,000-plus customers per week until I sold off half the franchise. I

currently have an average of 560 customers per week.

“I was fortunate enough to buy my franchise at the start of the concept. In 1995, apetito purchased the brand from Walden’s. From my point of view, this was the best thing that could have happened. Due to the level of investment and expertise, the brand is now a £100-million brand. Who wouldn’t want to be part of that success?”

GOOD SERVICE

The Wiltshire Farm Foods model is based around good old fashioned service that seeks to make a difference to the lives of the older population, helping them retain their independence living in their own homes.

For many, the Wiltshire Farm Foods team are sometimes the only people they see or speak to from one day to the next and the importance of this relationship is key to the success of the business.



AT A GLANCE WILTSHIRE FARM FOODS

Established:
1991

Number of franchised outlets: 84

Location of units: UK

Investment range: for an average sized franchise, you would typically need £150,000 in personal funds, plus a business loan to purchase the business and all necessary assets

Contact: 0808 178 2702

wff.link/whatfranchise

“It’s a nationally recognised brand that has been established for over 25 years”

EXPERT ADVICE

As an established franchise partner with Wiltshire Farm Foods, Austin has experienced the highs and lows of franchising.

When asked what advice he would give to anyone considering going into franchising, he says: “For anyone considering franchising with Wiltshire Farm Foods, there are so many reasons they should do it.

“It’s a nationally recognised brand that has been established for 25 years. For those looking for a business with a social conscience, Wiltshire Farm Foods, through apetito, has recently won the Queen’s Award for Enterprise: Sustainable Development for its commitment to conducting business in a way that impacts positively on the environment, society and economy.

“It also won the Queen’s Award for Enterprise: Innovation in 2016 for its range of products, addressing such issues as malnutrition in the elderly, dysphagia and other specialist dietary requirements.”

If you’re interested in becoming a Wiltshire Farm Foods franchise partner, book a place at the company’s next Franchising Insight Day at its head office in Trowbridge, Wiltshire on February 28.

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Open for business

After opening seven successful UK stores, Slim Chickens is ambitious about its future growth potential

With six stores already trading above expectations and a seventh opened earlier this month, Boparan Restaurant Group's confidence that the UK was ready for Slim Chickens appears to have been well founded.

It was in March 2018 that Boparan Restaurant Group (BRG) opened the first restaurant under its Master Franchise agreement with the American founders of the premium 'better chicken' brand and Slim

Chickens is now continuing to successfully expand across the country.

BEST CUSTOMER EXPERIENCE

Laurie Mcilwee, Chairman of BRG, explains: "When we researched the better chicken offers in America, Slim's was by far the best customer experience and for an operator, a highly profitable, uncomplicated model. Customers get fresh, cooked to order food quickly and at great value prices. It's a simple proposition, wrapped in Southern hospitality and is proving to be a real winner.

"Since signing the Master Franchise for the UK and Ireland, we have successfully launched six stores and all of them are trading beyond even our own expectations. Based on this success and how the UK has embraced Slim's as a brand they love, we are very ambitious about its future growth potential."

The speed with which the brand has established itself in the UK might have something to do with the fact that Slim Chickens stands out in the fast-casual 'better chicken' segment.

With fresh ingredients in every restaurant, Slim Chickens offers diners 100 per cent All Natural, Buttermilk marinated, hand-breaded southern fried or grilled chicken tenders made fresh when ordered with a choice of 14 house-made dipping sauces for exceptional flavour, allowing fans to enjoy a different taste experience each time they visit and often spoiled for choice!

Or perhaps it's just that the UK has never seen anything quite like the



AT A GLANCE SLIM CHICKENS

Established: 2003

Number of franchised outlets: 70-plus

Location of units: USA, UK and Kuwait

Investment range: sites from £450,000

Minimum required capital: £750,000

Contact: franchise@boparanrestaurants.com

slimchickens.co.uk/franchising

authentic taste of Arkansas and its renowned Southern US hospitality that Slim's is bringing to more and more cities across the country.

Since its UK launch in London's James Street, demand has been such that two further London sites have opened in Brunswick Centre and Soho, while Slim Chickens' restaurants are now firmly established in Cardiff, Bristol and Birmingham. Slim's seventh outlet has just opened within the popular Bluewater Shopping and Leisure destination.

"BRG is poised to partner with like-minded investors who share an appetite for multiple units in prime locations"

WINNING COMBINATION

Judd Williams of BRG says: "There are now over 100 outlets in the USA alone because Slim's is loved for its combination of craveable food, a cool vibe with blues music playing and American sports on the screens, all served up with an extra touch of southern hospitality. Slimthusiasts know it's a place where it's comfortable for friends to socialise, where families are welcomed and where food is fresh, quick and reasonably priced."

To accelerate UK expansion and keep up with the demands of Slim's growing fan base - who call themselves 'Slimthusiasts' - BRG is poised to





partner with like-minded investors who share an appetite for multiple units in prime locations.

Potential partners will quickly discover that simplicity is the key to the brand's popularity. The entire concept came about one night in 2003 because of the founders Greg Smart and Tom Gordon's simple craving for a quick, quality meal.

The Slim Chickens menu is simple to execute and leans on a simple list of high quality ingredients using house recipes crafted by founders Tom and Greg. Trained Team Members use a decade-old process to marinate and lock in moisture and every meal is cooked to order, ensuring mouth watering flavour in every bite.

The menu offers a feast of options, including chicken tenders, wings,

sandwiches and salads, as well as a host of quintessentially American sides, like mac and cheese, fried pickles and hand-spun shakes. Customers also love that there are also countless ways to customise a meal, thanks to the wide range of house sauces, which is why Slim enthusiasts keep coming back for more.

As well as an appetite for multiple units, potential partners will likely be either an existing experienced branded food and beverage franchisee looking to diversify their business or an individual or consortia of investors seeking to create their own business with a proven food brand.

Together with a passion for great food and hospitality, BRG would be most interested in entering talks with those who can offer the ability to

source suitable locations, understand how to operate with excellence and deliver exceptional customer experiences, having put together the right team.

And unlike many others within the franchise arena, a partnership with Slim Chickens brings the opportunity to choose prime locations for multi-unit development, as well as the reassurance of joining forces with a passionate and driven HQ leadership team with the ability to offer unrivalled franchisee support system.

PROVEN CONCEPT AND OPPORTUNITY

Judd adds: "There is no doubt that the momentum behind Slim's is rapidly gathering pace. With six outlets already established and a seventh just opened, we've proven both the concept itself and the opportunity for fast-casual, better chicken in the UK market.

"We recognise the potential for accelerating the brand's expansion and are therefore delighted to commence discussions on exciting multi-unit opportunities with the right partners. Slim Chickens offers a differentiated brand in an exciting segment, attractive unit level economics, an exceptional support system, streamlined operations and an unmatched training programme."

WILTSHIRE

EST. **FARM** 1991

FOODS

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Call 0808 178 2702 or visit franchise.wiltshirefarmfoods.com

Going for growth

Meet Camile Thai Kitchen, the fastest growing Thai restaurant brand in the UK and Ireland

Camile Thai Kitchen are a chain of healthy Thai restaurants and home delivery outlets serving delicious, healthy Thai food that's sustainably produced.

The company is rapidly growing both online and offline. It now aims to continue to leverage that experience and knowledge further across London and the South of England.

WORLD CLASS EXPERIENCE

Camile has created an innovative food product that is perfectly tailored to holding its heat and

quality during delivery, developed through over 10 years of research in the food delivery space. Each touchpoint of the customer's journey is closely considered to create a world class guest experience that leads the casual restaurant industry.

As a modern brand, Camile realises the environment we live in has finite resources and we must collectively take better care of them. Sustainability is key to Camile in 2020 and carves the path for where the company is going in the next decade.

Since opening its first location in 2010, the business has expanded to 35 locations through a combination of company owned and franchised restaurants. The Camile franchising system has been well developed in Ireland and remains at the core of what the company does, with single unit and multi-unit franchisees growing their businesses at a steady rate.

BUSINESS POTENTIAL

Camile franchise owner Rakesh Gopalakrishnan was working as a manager in the Camile Tooting Bec location when he saw first-hand the potential of running his own Camile Thai business.

"It's been an extremely busy first few years," Rakesh says. "But with the support and guidance of the Camile Thai team, I feel well equipped to continue my journey as a business owner."

In late 2018, he took the keys to his first restaurant and has since racked up high double digit like-for-like sales, strong gross profits and a dedicated restaurant team to deliver an amazing guest experience.



AT A GLANCE CAMILE THAI KITCHEN

Established:
2010

Number of franchised outlets: 23

Location of units: Southern England, Northern Ireland, Republic of Ireland

Investment range: £200,000-£300,000, depending on the size of the location, which ranges from delivery and carry-out only to 50 seaters

Minimum required capital: £100,000

Contact: Shabu Mani: shabu@camile.co.uk
camile.co.uk/franchising

“Since opening its first location in 2010, the business has expanded to 35 locations”

WELL POSITIONED

The food delivery market has exploded in the last five years, experiencing a 50 per cent growth during that time. With food delivery set to exceed \$164 billion in the next four years, Camile is well positioned to take advantage of this trend.

The company has built a custom online ordering system and native application from scratch to ensure ease of at-home ordering and better data mining of guests. The branches run their own driver fleet, while also maintaining mutually beneficial relationships with industry leading aggregators. This two-tiered approach to delivery gives Camile a significant advantage over its competitors.

With 100 per cent compostable packaging and over 7,000 people attending 'Camile Thai's Free Yoga in the Park' events in 2019, its customer base is well established as eco and health conscious, time poor and frequently engaged in online shopping.

At Camile, prospective franchisees will find the opportunity to join a thriving food delivery brand with solid support in a booming market and incredible opportunity for growth.





SLIM CHICKENS®

EXCITING & VIBRANT...

...fast casual restaurant brand operating in the better chicken category

Slim Chickens offers:

A differentiated brand in an exciting segment

Attractive unit level economics

An exceptional support system

Streamlined operations

An unmatched training program

To register your interest visit slimchickens.co.uk/franchising



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enquiries@papajohns.co.uk
www.papajohns.co.uk/franchise

Canadian Brand Takes Wing

Canada's largest quick serve chicken restaurant is launching internationally

Mary Brown's Chicken & Taters is a well-known and beloved brand in Canada with a 50-year history of success and hundreds of thousands of fans across the country.

As global demand for quick service chicken restaurants continues to increase, Mary Brown's is looking to capitalise on international opportunities. Europe, Latin America and Middle East have been identified for international expansion. Following careful analysis of population density, demographics, competition, economics and ease of assimilation, these regions offer significant growth potential for this iconic Canadian brand.



PREMIUM QUALITY

“Our product is made from scratch with fresh ingredients. Our chicken and potatoes are hand cut, marinated, breaded and cooked at each and every store. We cook in small batches using our proprietary cookers throughout the day to ensure superior quality and taste, and of course, freshness. It is absolutely the most delicious, best tasting chicken ever,” Hadi Chahin, President & COO.

Mary Brown's has developed stringent standards in every facet of operations – cooking, cleanliness, service, product taste, appearance, presentation – and beyond. Each store is frequently assessed and graded for adherence to standards by internal and independent parties. All franchisees are required to complete a rigorous training programme which encompasses all aspects of running a successful business.

COMMITMENT TO FRANCHISEES

Mary Brown's 50-year history as a Canadian franchise is defined by its commitment to its franchisees. Mary Brown's has won the



AT A GLANCE MARY BROWN'S CHICKEN & TATERS

Mary Brown's is seeking Master/Area Franchisees. Are you ready to be part of this success story?

To learn more, contact

United Kingdom:
ukfranchising@marybrowns.com

Latin American:
marketing@gruponexofranquicia.com

Middle East:
martin@worldfranchiseassociates.com

All Other:
franchising@marybrowns.com

“As global demand for quick service chicken restaurants continues to increase, Mary Brown's is looking to capitalise on international opportunities”

Canadian Franchise Association's Franchisees' Choice Award nine years in a row. This is an honour only a handful of franchises can claim. Chahin credits Mary Brown's Franchise owners with the brand's longevity. He says, “They are at the heart of our brand and they bring the brand to life in communities across Canada – and going forward – across the globe.”

LOOKING TO THE FUTURE

What will the next 50 years bring? “More growth and more innovation for sure,” Chahin says, “but we won't lose sight of what makes Mary Brown's special. A delicious handcrafted menu and genuine hospitality will always define our brand.”



MARY BROWN'S SUCCESS STATISTICS

- Store count has doubled in the last decade – currently at 160+ stores in Canada with plans to reach 300 by 2022.
- Same store sales growth for 15 consecutive years.
- Awarded one of Canada's Best Managed Companies in 2019.
- Recent rebranding and modern store design continue to attract key audiences.
- 50 years of proven success.



BECOME YOUR OWN BOSS, TODAY

By joining the Muffin Break franchise family you can benefit from being your own boss, alongside the expertise and reputation of an established bakery cafe business. We have over 17 years of experience in the UK market under our belt, not to mention our international successes, we've done this before! We have an expert team of people in place to support you.

WELL CONNECTED: Strong relationships with landlords to acquire prime retail sites.

MAKING YOUR STORE A REALITY: We design each store to make best use of your site. We manage the construction programme for you. We supervise the fit out, ensuring you get the perfect environment with equipment of the highest quality.

THERE FOR YOU: We give you advice and full intensive online and in-store training on everything from baking to business planning, marketing to product presentation.

FANTASTIC FOOD: We love good food and constantly develop fresh and delicious recipes within our dedicated product team.

THE BEST COFFEE: You're going to love making and selling our coffee. It's second to none, with beans sourced from eight of the world's best coffee growing regions.

THERE WHEN YOU NEED US: We're there when you need us and we step back when you don't. We understand that our franchisee's businesses are their own. We support and nurture your business, we don't run it for you.

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



Nathan's Famous takes the flavour of New York overseas

Become a part of this world-famous franchise

Nathan's Famous, the American tradition serving "The Flavor of New York" for more than 100 years, is focusing franchise efforts domestically, but importantly, globally. Two new Nathan's Famous restaurants opened recently in England, with potential master franchise discussions happening currently with operators from the United Arab Emirates and Hungary, to Brazil and Canada.

"Nathan's Famous is currently in 13 countries worldwide, with many more countries all over the globe offering us an incredible

opportunity to take the flavours of New York to markets with an appreciation of American cuisine," said James Walker, senior vice president, restaurants. "I've had the opportunity to travel the world and work in over 65 countries, and I understand that potential franchisees look for best-in-class training, support, high profits, and low costs – all of which our 100-year-old global brand can offer."

BUILT FOR ANY COUNTRY

While known for its world-famous beef hot dogs and golden crinkle-cut French fries, Nathan's offers

much more, including best-in-class fresh burgers, cheesesteaks, and heroes, as well as chicken classics.

Its compelling menu can be customised to suit any taste preference in every country. The brand also offers versatile restaurant designs to accommodate a variety of locations, from free-standing units with drive-thrus, to food trucks, and everything in between.

MENU EVOLUTION

For the past six months, Walker and his restaurant team have accomplished a lot, but much of the focus has been on menu innovation



AT A GLANCE NATHAN'S FAMOUS

Year established: 1916

Number of franchised restaurants open worldwide: 250

Location of units: 13 countries

Investment range:
multiple investment ranges

Minimum required capital:
varies by market size

Contact: FL@NathansFamous.com
franchise.nathansfamous.com





GETTING THE WORD OUT

There are a lot of very positive things happening at Nathan's Famous, and the company is focusing on marketing efforts for the all-important younger generation of future fans. The brand has improved its social media presence and is spending targeted ad dollars to show off the menu evolution. That effort also includes social media influencer events, generating valued impressions and engagement from the top foodie influencers in New York.

Nathan's has also launched phase one of the Nathan's Famous custom app, and Nathan's is proudly served on the top mobile delivery platforms, including UberEats, DoorDash and Postmates, for the ultimate guest convenience. Nathan's Famous is currently developing a catering programme that will complement the restaurant business and expand on its success.

B2C and B2B public relations efforts have also garnered the brand tremendous exposure in the United States and worldwide.

"Nathan's has a considerable amount of consumer loyalty, and is a brand known around the world," said Walker. "We're excited to continue to introduce new menu items and a fully revamped restaurant design to new potential partners. We know the opportunity to franchise the flavour of New York will be a great business opportunity for entrepreneurs all over the world."

FAST FACTS

- Nathan's has stood the test of time as a legacy restaurant brand, and continues to evolve as 'The Flavor of New York' domestically and worldwide
- There are over 250 Nathan's restaurants all over the world and 70,000 points of distribution - 56,000 at retail and 14,000 in food service
- The Nathan's Famous concept is unique in the foodservice industry, as its menu and restaurant designs are flexible
- Nathan's sold over 700 million hot dogs last year

and menu evolution. "There are three words I like to be able to apply to our menu items - I want them to be memorable, crave-able, and Instagrammable. I want our food to truly resonate with our guests on many levels," said Walker. The Nathan's team has been working on securing the "four food pillars" of the restaurant's menu.

Pillar 1 - Nathan's best-in-class fresh Angus burger programme

Nathan's is in the process of rolling out a fresh burger programme offering guests ½ lb (240g) of fresh Angus beef. Operators are upgrading to state-of-the-art clamshell grills, and early results of the programme have been very positive. Burger sales are up dramatically.

Nathan's has even developed its 'Best Burger Pledge': "We take our food fame seriously at Nathan's Famous, which is why you have our commitment to giving every one of our burgers everything we've got. We will use only the highest quality ingredients: ½ lb (240g) of fresh Angus beef; real, premium American cheese; thick-cut applewood smoked bacon; the freshest, locally sourced produce; artisan buns, and flavourful proprietary seasonings and sauces. We pledge to prepare you New York's finest."

Pillar 2 - Nathan's premium heroes

Authentic New York Specialty Heroes, including the Nathan's New York Cheesesteak by Pat LaFrieda. Nathan's partnered with LaFrieda and this

"We know the opportunity to franchise the flavour of New York will be a great business opportunity"

fantastic sandwich is made up of black Angus ribeye, caramelized onions, Pat LaFrieda's Butcher Reserve Steak Sauce, premium quality American cheese, served on a Balthazar baguette. Other Nathan's hero sandwiches currently being served include a three-cheese meatball parmesan hero, and a premium pastrami and sauerkraut hero.

Pillar 3 - Nathan's hand-battered programme

This programme is currently in development, and should be in testing in early 2020. The programme will feature Nathan's proprietary batter developed for chicken, onion rings and more.

Pillar 4 - Nathan's world famous all-beef hot dogs and crinkle-cut fries

This is a food pillar that hasn't changed in over 100 years! Nathan's signature hot dogs are made today with the same secret spice recipe as they were back in 1916. Nathan's boasts the ultimate hot dog that has been craved by countless fans for generations. And the Nathan's unique creamy-on-the-inside and crispy-golden-brown-on-the-outside crinkle-cut fries are second to none.

The world's first climate positive burger franchise

MAX Burgers makes good food in a good way, for a good world

In 1968, Curt Bergfors and Britta Fredriksson, the founders of MAX Burgers, opened their first restaurant in Gällivare, high up in the north of Sweden, above the arctic circle. They found success almost immediately, and within just two years, more MAX restaurants were starting to open.

Today, MAX Burgers is associated with quality, premium customer service, and industry-defining sustainability. For 18 years in a row, the brand has been voted the most popular burger chain in Sweden. Why? Quality – something the brand strives for in everything it does.

QUALITY ON ALL FRONTS

- **Taste:** MAX Burgers never compromises on taste. The best ingredients are chosen and cooked with passion – this is the only way to produce the best burgers. All products are made-to-order, and are all exquisitely flavourful.
- **Operations:** MAX Burgers is the most profitable business

in Sweden. This is due to an effective staffing system, control of waste, self-service kiosks and other innovative solutions.

- **Innovation:** The brand has been ranked top in the world for innovation in business. MAX Burgers is at the forefront of the latest trends, and is always aiming to be even better. MAX takes pride in offering top-of-the-range technology and equipment, and is famous for its cutting-edge product development.

PIONEERING CLIMATE POSITIVITY

MAX Burgers has worked with sustainable development since the start. In 2008, the brand began to carbon offset the climate impact from its entire value chain and to climate label its menu. This allowed consumers to know the impact their food was having, and adapt accordingly.

“It might sound crazy, but we believe that mouth-watering fast food can help tackle climate change,” says Richard and Christoffer Bergfors, president and vice president of MAX. “We plant trees (a lot of them). As they grow, these trees extract more carbon dioxide from the atmosphere than our products release in total. Our burgers are climate positive because we offset more carbon dioxide than we emit, making our net impact positive. The short version? When you eat a burger from MAX, you’re actually helping the climate.”

To date, MAX Burgers has planted two million trees, and has been climate positive since 2018. For this unique



AT A GLANCE MAX BURGERS

Established:
1968

Number of franchised outlets: 20

Locations of units: Sweden, Norway, Denmark, Poland, and Egypt. A total of 155 restaurants

Investment range: €750,000 - €2m

Minimum required capital: €400,000

Contact: johan.stahl@MAX.se
maxburgers.com



achievement, the brand was awarded the U.N. Global Climate Action Award 2019, but the journey doesn't stop there; by 2022, MAX aims to have every second meal sold consist of non-red meat.

To join the MAX Burgers family, franchisees must have an understanding and appreciation of the brand's goals and commitments; both to the environment, and unparalleled customer service. They must also possess both the financial assets and business acumen to open three or more MAX restaurants.

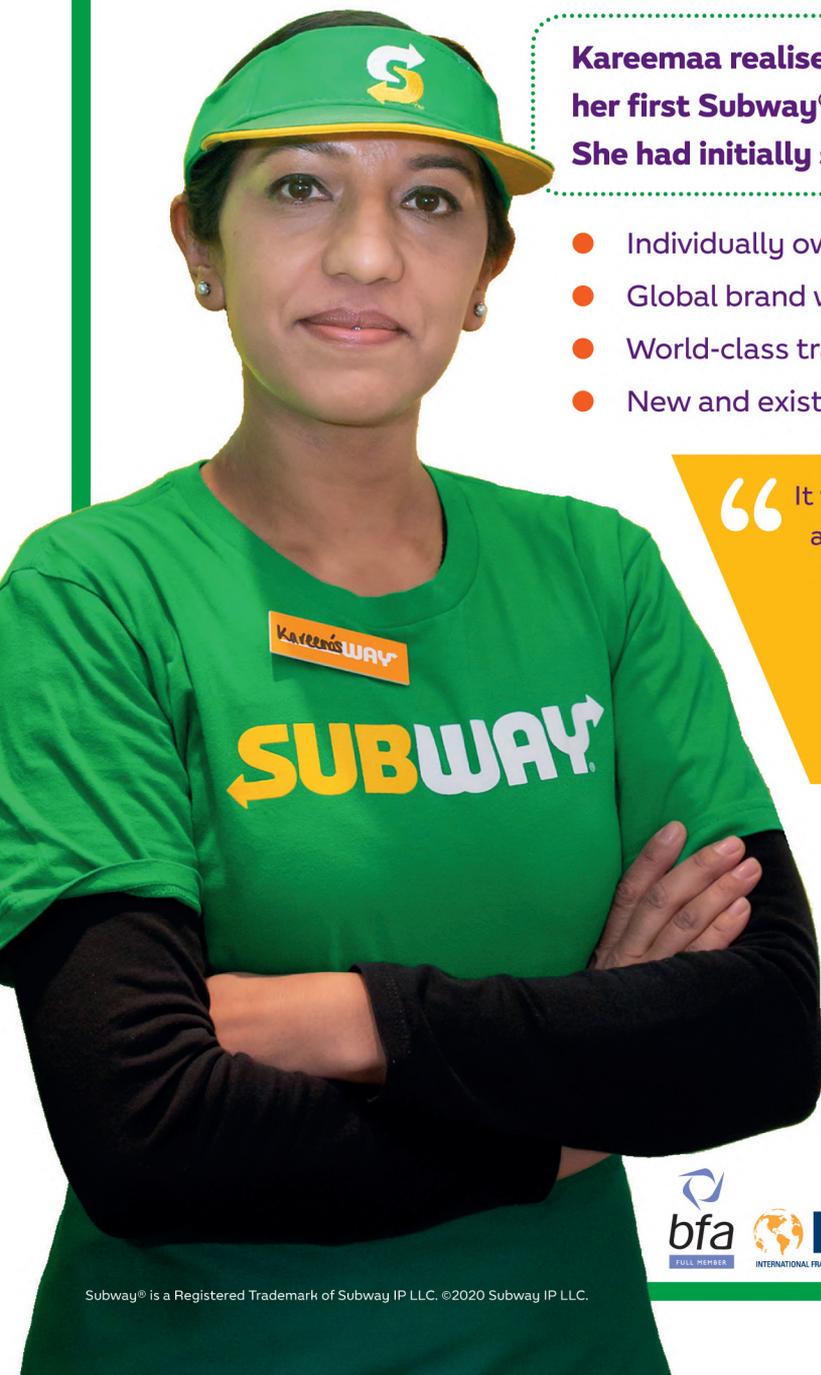
“We are the oldest and most loved burger chain in Sweden,” says the Bergfors, “so while our climate impact matters, we believe the biggest contribution we can make is to inspire others to follow our lead.”





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KAREEMAA MUSA, SUBWAY® FRANCHISE OWNER



Kareemaa realised her franchise dream when she opened her first Subway® store on a busy retail park in Barnsley. She had initially set out to do this with her late husband.

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“ It takes hard work and determination to become a franchise owner, but that shouldn't put anyone off exploring their dream of becoming their own boss - there's so much reward that comes with it. I've built a really strong team around me and I am really proud to say that I am a Subway® franchise owner. ”

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Join the flex space revolution

Want to enter the co-working market? easyHub® could be the brand for you



The world of work has changed forever. With both small and medium-sized enterprises and corporates demanding increased flexibility, the flex space market moves from niche to mainstream and new opportunities are opening up. New locations. New types of buildings. New sizes.

New market entrants are creating new solutions to help businesses achieve greater flexibility and save money. In an era where the UK

economy looks set for an extended period of low growth, there are few markets that offer the prospects as attractive as flex space. But with explosive growth, how do new entrants cut through the noise and make a significant impact?

INTRODUCING THE FLEX SPACE MARKET

Since 2016, the UK flex space market has grown 25 per cent year on year and the market shows no signs of slowing down. With flex spaces used by both SMEs and now increasingly corporates, the market is estimated to increase to 8.5 per cent of all office space in the next three years, adding over 10 million square feet.

Companies now consider flexible working as a key part of their competitive advantage, rather than a last resort. But what's driving this growth?

The rapid growth in the market is driven by the evolving nature of work and the shifting structure of the economy, widely supported by rapidly advancing technology. Flex space tends to offer short-term commitment alternatives to long-term leasing and upfront capital expenditure. This allows companies greater control of their costs, giving them the ability to scale up or down depending on their business objectives.

It's not news that flexibility gives companies more

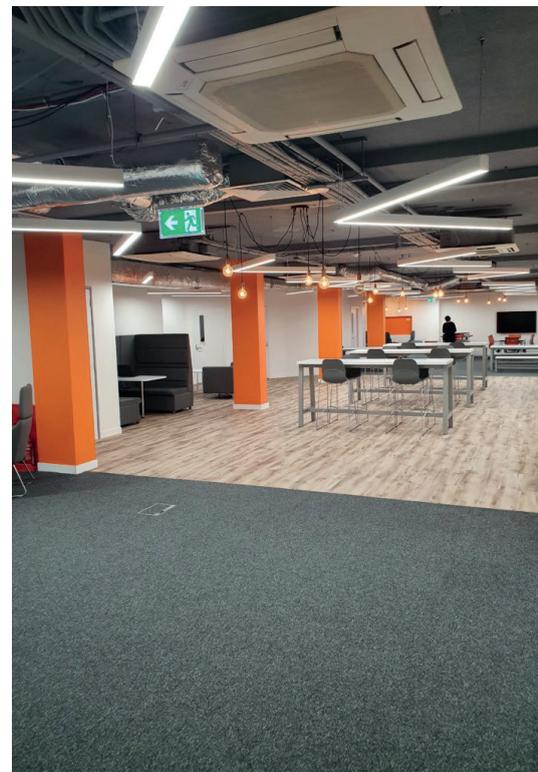
 **AT A GLANCE**
easyHub®
 Number of franchised outlets: Six
 Location of units: across the UK
 Investment range: minimum investment £250,000
 Contact: franchise@easyHub.com
 easyHub.com

control, but as more and more companies increasingly need flexibility, demand is at an all-time high. Online searches for the term 'co-working' act as a good insight into the demand for flex space and demonstrates a 1,000 per cent growth in search since 2014.

BIG PLAYERS

The new level of demand we're seeing is having a huge impact on the flex space market.

Looking at the competition in the market, there has been significant change over the last year. As supply of flex space develops across the country, albeit at different rates, many new players have entered and have taken market share away from





“Arguably one of the most recognised brands in the UK, which boasts a 98 per cent recognition rate, is the easy® brand”

the top 10 operators.

In an interesting trend, most new entrants are from newly formed companies looking to maximise a potentially very profitable opportunity in the UK flex space market.

What we're increasingly seeing is poor brand recognition across these new providers, with 53 per cent of the UK market made up of independent operators, classified by having less than three centres. These players must work incredibly hard to get their name heard in this fast-moving market.

A GAP IN THE MARKET FOR A WELL-KNOWN BRAND

The biggest opportunity in the flex space market is for a well-established brand to enter and make a significant impact.

Arguably one of the most recognised brands in the UK, which boasts a 98 per cent recognition rate, is the easy® brand. easy® is renowned for offering a wide range of franchise opportunities, such as easyGym and easyCoffee, but spotting a gap in the market, easyHub® was launched.

easyHub® is a co-working and serviced office business that provides all the main amenities for price conscious SMEs. With six easyHub® centres open already, easy® is proving that by using an established brand it is possible to cut through the market and grow rapidly.

If you're interested in entering the co-working market and think an easyHub® centre is the right route for you, the company would love to work with you. Or if you have a space in mind that you believe could generate cash by being converted to an easyHub® space, get in touch.

Boost your business

Streamlining processes and improving productivity are key if franchisors want to elevate their brands

WORDS BY JAMES THOMAS



THE AUTHOR

James Thomas is commercial manager at d&t, an award winning chartered accountancy and business advisory specialist

Maximising efficiencies in every area of your franchise can help you elevate your brand to the next level.

To keep moving forwards, you always need to be pushing for better. With costs continuing to rise year-on-year, streamlining processes and improving productivity are key, as is clever marketing to grow sales.

Training and motivation

Staff need to be trained correctly in order to maximise productivity. They need to know exactly what is required of them and have a defined process in place to complete every task, which should be detailed in a franchisor's operations manual. Motivating staff to ensure they're all pulling in the direction of clearly defined company goals is also important.

There are a number of other ways to improve overall efficiency too. If you improve by five per cent in every area of your business, consider the effect this will have overall and over time.

Territory mapping

Time spent on the road is a good example. Territory mapping is a great way of maximising the productivity of franchisees. The level of data that can be extrapolated from territory mapping software not only allows a franchisor to create even territories, but can also heat map client demographics, reveal business-to-business opportunities and highlight competitors in the area.

In addition, all this data can be used to build targeted marketing campaigns, maximising return on investment.

Keep it lean

Introducing lean processes can boost efficiency. These methods are all about coming up with creative, innovative ideas to streamline repetitive processes and eliminate wasted time. Staff can be encouraged to come up with cost effective, simple ideas that can make a difference.

A good starting point is Paul Akers' lean manufacturing

videos on YouTube, which look at how to implement continuous improvement to change the way we live and work.

Growing beyond your means

However, growing your franchise needs to be done in a carefully considered manner.

One of the common pitfalls of trying to elevate your brand is growing beyond your means. For franchisors, this might happen if they recruit more franchisees than they're able to support, which may lead to franchisee failures, mismanagement and not being able to uphold customer service levels. They can also get stung by not having appropriate supply lines in place.

On the other hand, it's necessary to invest in people, systems and equipment before you need them. If you wait too long, it will already be too late, leading to falling service levels and your reputation suffering.

d&t can assist when it comes to affordable asset finance options, which may help you when you or your franchisees need to invest in new equipment, for example, not to mention growth business plans that mitigate the risk of taking on new members of the team.

"To keep moving forwards, you always need to be pushing for better"





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Chris Ginnelly, Sandler West London

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- Our established franchisees enjoyed profits of over £100,000 in 2018/19
- Don't just take our word for it – hear what our happy franchisees have to say. Scan the QR code to watch our short video.



Get in touch with Claire on claire.mills@puddleducks.com or 01477 410082 for an informal chat or to ask any questions you may have. Find out all about our Franchise offering at www.puddleducks.com/franchising

We've been awarded 5* Franchisee Satisfaction for 7 years in a row!



Best of both worlds

With TaxAssist Accountants, Prakaash Manivannan runs his own business and has the backing of an established brand

Prakaash Manivannan is a chartered management accountant, with extensive global finance experience spanning more than 25 years.

After recently relocating back home to the UK with his family, he felt the timing was right to step away from the stresses of corporate life and international travel.

MORE TO LIFE THAN WORK

Prakaash explains: “After deciding to move back to Preston from Europe, I saw my son reinvent himself as a bass guitarist and become part of a rock band at the age of 14. This brought increased involvement with the local community, which made me realise there was more to life than airports and meeting rooms.

“With my previous job, there was a huge amount of travel and I would be gone for a week at a time and even weekends. I wanted something with less travel and was looking for something that was more local that would enable me to get control back in my life and allow me to see what was going to happen with the rest of my working career.

“I knew I wanted to start an accountancy practice, but I was wary about starting out on my own.”

INFRASTRUCTURE AND SUPPORT

Prakaash came across the TaxAssist franchise model in January 2018.

“This offered the best of both worlds in that I could run my own business, but also have the infrastructure and support I was

accustomed to within the multinational corporations where I worked,” he says.

“I was fairly confident in my selling ability, but what appealed to me about TaxAssist was the level of technical and business development support, coupled with the ever growing brand name.

“Add to these the third party relationships in place for me from day one and I was



AT A GLANCE TAXASSIST ACCOUNTANTS

Established:
1995

Number of franchised outlets: 223
franchise areas, 365 shops and offices

Location of units: UK

Investment range: £100,000-£150,000

Minimum required capital: £40,000

Contact: franchiseenquiries@taxassist.co.uk

taxassistfranchise.co.uk

“I’m thoroughly enjoying my new self-employed lifestyle”

ready to hit the ground running and could build up a practice much faster and larger than I could have done on my own.

“Now a year into running the franchise, I’m happy to report I have 190 clients from my first shop in Preston and have also bought out a neighbouring franchisee in Chorley, taking on an additional 160 clients. So I’m certainly busy, but I’m thoroughly enjoying my new self-employed lifestyle and spending more time with my family at home.”

25 YEARS OF SUCCESS

TaxAssist Accountants has been operating successfully for 25 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 75,000 clients from over 360 shops and offices nationwide.

If you have a background in accountancy, business or finance and are interested in finding out more, the next step would be to attend a discovery day at TaxAssist’s support centre in Norwich, where you will be provided with more details and get to meet the directors of the franchise.





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Sharing precious time together



WE SWAPPED THE MILITARY FOR MASSAGE

Looking for a business to run together, former army officers Mark and Rachel Coldham were drawn to The Massage Company's pioneering membership model

WORDS BY TONY JAMES



THE AUTHOR

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

Mark and Rachel Coldham never really meant to become franchisees. They were army officers who had seen service in some of the world's worst trouble spots, including Iraq and Afghanistan, and never imagined they would swap the military for, of all things, massage. But that's what happened and they've never looked back.

They have ploughed £500,000 into a state-of-the-art massage centre in High Wycombe, the second of The Massage Company's fast growing chain of franchises, which is pioneering a membership-based massage service designed to become part of a healthy lifestyle.

Mark remembers: "After we left the army, we were looking for a business we could run together and for years we discussed one idea after another, but nothing really inspired us. We wanted a project we could call our own - something we could put our energy, skills and hearts into. And when the right thing came along, it was by complete accident."

How they met and married

Mark and Rachel met at Sandhurst's Royal Military Academy in 2005, before joining the Royal Artillery. "We knew each other, but we weren't a couple or anything," Mark says.

That came later after they had both left the army for careers in programme management and consulting. Mark's focus was on managing major projects like the London 2012 Summer Olympics and Heathrow's Terminal 2, while Rachel specialised in the financial services sector, particularly digital transformation.

Meeting up again in 2015 and marrying two years later, a joint business project with a good work-life balance seemed a logical next step. "We wanted something we could call our own - something we could make into a 'forever job'," Mark says.

Rachel had a young son and they wanted a family life free from the daily London commute.

"We agreed not to take the plunge until we found something we could be passionate about and believe in," Mark explains. "Franchising was not something we had seriously considered - we were still thinking about starting a business from scratch."

An advert seen by accident

That changed dramatically when serendipity came in the form of an advert for The Massage Company's franchise opportunity, which was seen by accident while looking for programme management roles online.

"We had thought about the wellness industry and particularly massage because both of us had suffered sports injuries in the past and knew what a difference good quality massage can make," Mark says.

The spa and wellness industries have grown so rapidly over the past 20 years that it's hard to believe that in 1995 there were only 25 spas in the UK. Now there are over 1,000.

Mark and Rachel soon spotted that what made The Massage Company different from other businesses was that it was solely focused on providing massage through a membership model that made it both affordable and convenient. There was also the added bonus that it had been proved a franchisee had the potential to build a £1 million-plus turnover business in only four years.

"We were both keen runners and healthy eaters, but the problems of setting up an independent wellness massage business seemed daunting and The Massage Company seemed too interesting not to explore," Mark says.

High quality massage to the mainstream

The company's first massage centre had been opened the previous year in Camberley, Surrey by founders Charlie Thompson, UK Spa Association chair, and Elliot Walker, the former managing director of skincare company Murad, to provide US-style quality treatments in a no-frills environment. The message was simple: bring high quality massage to the mainstream.



“Our aim is to transform massage from an occasional luxury treat into a routine part of a healthy life”



Both Elliot and Charlie had many years’ experience in the spa, well-being and fitness sectors and knew the potential: US consumers spend \$11-\$12 billion a year on massage therapy services and many are franchises.

Elliot says: “We realised that membership-based massage was big business in the States, with over 2,500 successful centres. Like a gym subscription is here, a massage subscription is already part of the US psyche. There’s no reason why it shouldn’t happen in the UK.”

When Elliot and Charlie researched the market, they realised there was nothing like the US model in the UK.

“The UK takes inspiration from US trends every 10 or 15 years and we realised that if you create a membership model with a really good quality and service of massage you can

make something which is a scalable business, otherwise it’s a relatively small operation,” Elliot says.

“We focus on the four most popular types of massage in the industry, so that we can offer really good quality. We built a training academy, so that all our therapists can go through a certified programme and customers know they can trust the quality of the brand.

“The feedback we get shows that what we’re offering can change people’s lives. Our aim is to transform massage from an occasional luxury treat into a routine part of a healthy life.”

Taking a leap of faith

When Mark contacted The Massage Company, he wanted straight answers and got them.

“The more we poked, the more we prodded and the more we challenged the business, the more our confidence grew on how the model was put together,” he says.

“We decided to go in with Charlie and Elliot and it was quite a leap of faith to believe in the model enough to sign on the dotted line. But we did and we became their second franchisees in December 2017.”

The leap got even bolder when Mark and Rachel took the decision to plough around £500,000 into the new venture by investing in a Grade II listed building in Castle Street, High Wycombe and converting it into a 13-room treatment centre that would create new jobs in the town.

“The building had originally been a priory and was a derelict shell when we acquired it,” Mark says. “We had to do a massive transformation, which included completely redesigning it and building it up from nothing. We did the whole job in about six weeks and opened for business in April 2019. Looking back, I don’t know how we did it.”

The difference massage can make

The Massage Company model promotes the difference that good quality massage can make - not just for sporting injuries, but to ease a huge range of conditions from musculoskeletal problems to reducing stress and anxiety.

“The way the system works is that you come for an introductory massage and then join our membership, which gives you a massage every month,” Mark explains. It’s like a gym subscription. What that means from a business perspective is that I’ve now got 400 members and give nearly 700 massages a month. By the end of the year, we hope to have doubled that.

“Obviously, there’s a certain amount of investment up front to build the centre, but once you hit a certain number of massages a month it becomes a very attractive business proposition.

“For instance, the Camberley centre, which is three years ahead of us, has over 1,000 members and is giving 1,300 massages a month. At that point, it becomes a really viable proposition.”

The High Wycombe centre offers a range of Swedish, maternity, deep tissue and sports massages, with the emphasis on regular 50-minute sessions for a healthier and happier lifestyle.

The Minimum total amount required for a Massage Company franchise is £250,000, but franchise fees and building costs can push total investment higher. There’s comprehensive training for franchisees and staff, plus regular updates at the company’s training academy.

Elliot accepts that on their first visit the majority of customers aren’t expecting to make massage part of their regular routine: “We’re just showing them that for a reasonable amount of money they can afford to have a monthly treatment that will bring definite health benefits, both mental and physical, including back pain, for which massage is now recognised by the NHS as an effective treatment.

“The more we poked, the more our confidence grew on how the model was put together”

“The industry has come a long way and we have a 10-year plan to develop the franchise to become the largest providers of massage in the UK and deliver hundreds of thousands of massages a month.

“There’s no reason why that can’t happen because at the moment there’s effectively no competition as nobody else is offering a membership massage model in the UK, so our task is to continue to grow the market and ensure our standards and quality of treatment are kept exceptionally high.”

Changing the cultural perception

Mark agrees that the franchise’s approach is changing the cultural perception of massage in the UK: “In this country, massage has previously been seen as one of two extremes: one is the luxury treat end of the market, where someone might go for a spa weekend and have a massage, while at the other end of the spectrum you’ve got sports people who get massages for a specific need.

“You’ve also got 95 per cent of the population who are carrying their children, who are working too many hours, hunched over a desktop, driving their cars a lot, putting stress into their bodies and having no remedy for any of this on a regular basis because they believe massage is unattainable - both cost and time-wise.”

He says The Massage Company has changed the availability of massage by:

- Guaranteeing quality by employing only the highest trained therapists and using the latest techniques.
- Being available seven days a week and until 9pm on weekdays in order to be available to clients at times when they need help.
- Reducing the price of massage to members to an attainable amount on the basis they will be visiting regularly - so rather than paying £79.95, which would be a good value full price massage, a member’s fee is reduced by £30. The more frequently you attend, the lower the price.

Business is booming

Mark says business is booming because it’s fulfilling a need many clients previously didn’t realise they had: “We have an enormous range of clients, from retirees to busy business people and marathon runners, but what I find wonderful about the business is that we can help people who really need it.

“We have clients who have had strokes, suffer from cerebral palsy, arthritis and other disabilities and who find a benefit from regular massages. We are also looking at relationships with local businesses to provide a massage centre membership as a work benefit to combat both physical and mental stress. We have one company on board already and others will be following shortly.

“Not surprisingly, we pioneered the move ourselves. We practise what we preach and I make sure all my team get at least one free massage a month. It’s a perk of the job we all appreciate.”



Q&A

Mark Coldham answers our quick-fire questions

What do you enjoy most about the business?

Being part of a brand new business, helping to grow new concepts and providing a service to clients that brings benefits to them. We believe in the product and the way it can enrich and improve people's lives. By a stroke of good fortune, we got involved in exactly the business we were hoping to find.

What was your greatest challenge?

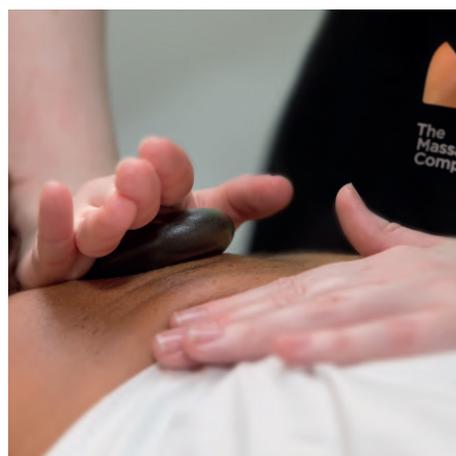
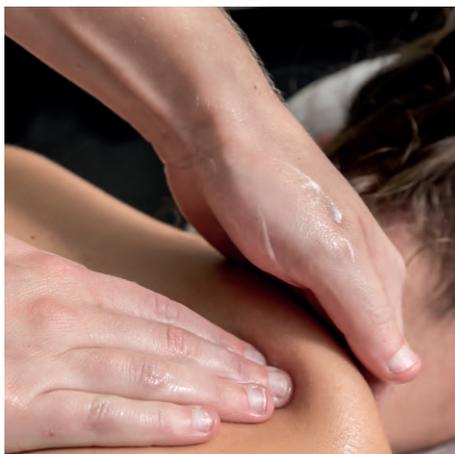
Creating a new business with all its costs, before income starts to come in. This is a balancing act you simply have to get right.

What is the biggest lesson you've learned along the way?

You have to be prepared to devote all your time and energy into developing the business. It's hard, but it's ultimately worth it. Also, we've learnt to do our homework and challenge everything to make sure we're 100 per cent knowledgeable about all aspects of the business plan. The more you understand every aspect of the business, the more you will be able to solve the problems that come up.

What advice would you give to a younger you?

Plan longer term, in both your personal life and when it comes to the financial implications of setting up a business. Look forward five or 10 years, rather than to the immediate future. Do everything to ensure you pick the right franchisor, which will provide you with a safety net and support you while you gain a knowledge of the business. This will be a huge help. We couldn't have succeeded without it.



Ask The EXPERTS

Our panel of industry specialists answer your franchise questions

Q WHAT SUPPORT WILL I RECEIVE FROM A FRANCHISOR IN THE EARLY STAGES OF THE BUSINESS?

BRIAN DUCKETT WRITES:

Once you're committed to investing in a franchise, depending on the outlet you will be running, you will get help in selecting the right premises, fitting them out and recruiting appropriate numbers and quality of staff.

In the period leading up to the grand opening, you will receive all the necessary operational and business management training you need at that time. You will also learn how to train your staff or the franchisor may do that for you.

An experienced team will typically be with you on the opening day or even for

some time after that if the business is sufficiently complex and you will receive the appropriate level of email, telephone and personal contact on a daily, weekly or monthly basis.

A good franchisor will bend over backwards to get you started in the business quickly and efficiently, because starting as you mean to go on saves a great deal of everyone's time and expense in the long run. Continuing support can then be provided at a level commensurate with your needs, leaving more time to bring on other new starters.

Q HOW DO FRANCHISEES CO-EXIST WITHOUT ENCROACHING ON EACH OTHER'S BUSINESS?

JOHN PRATT WRITES:

First, not all franchise agreements grant an exclusive territory - in franchises based from retail premises, an exclusive territory would be unusual. In that situation, franchisees may well compete with each other, although they hope their franchisor does not allow franchisees to open so close to each other that they are affecting their respective ability to operate a profitable business.

In the second scenario, an exclusive territory is granted. However, competition law does not allow franchisors to prevent franchisees from responding to unsolicited enquiries from customers outside their territory. All that a franchisor can do is prevent a franchisee actively selling in

another franchisee's territory.

The real complexities arise when the clause granting exclusivity is analysed, because exclusivity can relate to customers or premises.

In the former, a franchisor indicates that it will not allow another franchisee to actively market to customers in an exclusive territory. In the latter case, a franchisor simply confirms that it will not allow another franchisee to open premises in the exclusive territory, but other franchisees would be able to actively market to customers in the territory from premises outside of it.

Finally, websites do not respect territorial restrictions and having a website does not constitute active marketing.

Q WHAT ARE THE BENEFITS OF BUYING A HOME-BASED FRANCHISE?

LOUISE HARRIS WRITES:

Providing there is a modicum of self discipline and the space, running a home-based franchise is a more efficient, financially cost effective and productive option for most people.

The first benefit is undoubtedly flexibility. If the franchisee has a family or dependants, it's far easier to manage time around these people if you're based in the home.

The second is financial and is the consideration of property. Renting or buying suitable properties in the right location can take time, delaying the start date if the position of the business is critical. This also adds a significant overhead to any business and a commitment at a time when a new franchisee is unsure of the viability of the business.

Home-based franchises are typically lower cost and starting from a home base allows franchisees to scale into property when the time is right. Not commuting can have an impact on the environment too, since you're not using transport.

Individuals, however, should be honest with themselves about their ability to work from home with potential distractions and gain a clear understanding of what working from home entails in terms of space requirements, visitors, etc.

Q HOW ACCURATELY CAN A FRANCHISOR FORECAST INCOME PROJECTIONS?

SHELLEY NADLER WRITES:

There are many different ways in which franchisors present financial projections.

Franchisors may illustrate what sort of gross and net profit might be achieved if certain turnover levels are reached. Sometimes franchisor's show illustrations of what the franchisor or a franchisee or franchisees have actually achieved in practice. A franchisor should clearly state which of the alternatives it has chosen for the illustration.

Remember, even if you're provided with detailed financial information, financial projections are not promises of performance. The success of your franchise will depend on your own skills and commitment.

If a franchisor does not provide you with any financial projections, you should ask for information regarding the financial performance of the franchise. The sort of questions you should ask are:

- What level of gross profit margin should the franchise expect to achieve?
- What expenses would the franchise expect to incur?
- What level of turnover would a franchise need to achieve to break even and how long should it take to reach that level?

You should also ask if actual franchisor or franchisee accounts have been used to provide these projections. If actual accounts have been used, ask to see them. If not, you should ask how projections have been calculated.

Check out the frequently asked questions section at what-franchise.com



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



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.



LOUISE HARRIS is an experienced franchisor, having built and sold an award winning franchise. She is now head of strategic partnerships at easyStorage.



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



SMALL BUSINESS WORKSHOP

WITH ANGIE COATES

What Franchise's resident business agony aunt Angie Coates, founder and CEO of Monkey Music, answers your business and entrepreneurial conundrums

HOW IMPORTANT IS SOCIAL MEDIA IN THE MODERN DAY MARKETING MIX?

I have vivid memories of the first time I sat in front of my own computer. It was 1998 and Monkey Music had been accepted by the British Franchise Association as an associate member. Feeling rather pleased with myself, I splashed out on a pink iMac G3. The thick translucent plastic and unusual gumdrop shape made the iMac exceptionally cool and for several years I dragged it round everywhere.

Looking back, the thrill of communicating with my customers through the iMac taught me to celebrate and embrace the advances of modern technology. Today, this can often be seen in the different ways we market to our customers via social media.

I'm hooked on spreading the word about our brand by choosing the best places to talk on social media. By creating an inspiring campaign and being in the right spot, the likelihood is that people will notice us and our businesses will grow.

So it's vital we use social media to attract new audiences. If, like me, you think in pictures, plan your social media strategy by drawing a picture of your target audience - stick people are fine. Next, put your stick people against their preferred choice of social

media channels. Finally, decide what you would like to say and create a unique message that suits the channel you're using. Once you're out there, don't forget to track how much people are paying attention.

While devising your social media strategy, consider how the same message may look in other areas of your marketing activity, as social media should only form part of a layered marketing approach. Good luck - it's not easy, but it's always fun!

SHOULD I OUTSOURCE THE TASKS I NO LONGER HAVE TIME TO DO OR EMPLOY STAFF TO DEAL WITH THEM IN-HOUSE?

The first thing is to make a list of all your tasks with a note of how often they occur. A 'regular task' will need to be prioritised on a regular basis, whereas a more 'ad hoc task' may be able to be completed at a quieter time.

The second thing to do is to consider the 'type of task' - does it require specialist expertise or is it more administrative or process driven? The third thing is to make a note of how long the tasks take to complete.

Once you have this information, look to see if there is already someone in-house who could take on additional work. My own

preference is to work with an in-house team. Is there someone already in the company who fits the bill and who may be willing to increase their hours to take on additional work? Or is there someone who would seize the opportunity to move up to a new role, giving way to a new recruit in their role?

Alternatively, if the tasks are more specialised, it may be that the time has come to employ an additional member of the team, from outside the company, who will support you so you can grow the business. If the tasks are specialised and you can't afford to employ someone specialised immediately, perhaps your strategy could be to outsource for the short term, with a long-term goal being to recruit someone to work in-house.

Having said all that, I'm a great fan of work placement students and if you choose wisely they are super-fast, super-flexible and super-smiley. So depending on the nature of the tasks, they may offer the perfect fit.

Have a question you wish to ask Angie?
Email editor@what-franchise.com
Check out Angie on Instagram:
[angiecoatesmusic](https://www.instagram.com/angiecoatesmusic)

Child centred

Fun Fest plans to change the landscape of early years provision with the launch of its day nursery franchise

With decades of experience of running Ofsted rated 'outstanding' nurseries, the Fun Fest team is delighted to be able to bring this expertise to the market with the launch of the Fun Fest Day Nursery franchise in 2020.

The vision for Fun Fest Day Nurseries is to change the landscape of early years provision with a drive to embed an exceptional quality of early education in beautifully designed child-centred environments to give children the best possible start in life.

YEAR-ROUND SERVICES

Having established a unique, child-led position in the holiday childcare market in the UK, Fun Fest has expanded its franchise streams to include Fun Fest

Before & After School Clubs and Fun Fest Children's Parties, enabling franchisees to scale up and provide year-round services for their customers.

There has never been a better time to provide childcare in out-of-school hours. There are unprecedented levels of demand, as mothers in particular return to work in greater numbers than ever before, at the same time as there is a lack of adequate provision across the UK. Fun Fest aims to fill this gap with the ideal solution to their childcare dilemmas.

WINNING FORMULA

All Fun Fest services are designed to be child-led, which means letting the children decide what they wish to play, learn or explore and supporting them in their choices.

This has proven to be a winning formula as the network has



AT A GLANCE FUN FEST FOR CHILDREN

Established:
2017

Number of franchised outlets: 20

Location of units: Midlands: Harborne, Moseley, Solihull, Coleshill, Sutton Coldfield, Lichfield, Redditch. North: Cheadle, Wilmslow, Altrincham, Chorley, Hartford. South: Orpington, Uxbridge, Eton, Watford, Stanmore, Luton, Ruislip

Investment range:
£2,999-£45,000 (plus VAT)

Minimum required capital:
£5,000

Contact: 0121 726 2595

fun-fest.co.uk

“All Fun Fest services are designed to be child-led”

grown rapidly while maintaining high customer satisfaction scores and Ofsted inspection ratings. These results, combined with high levels of franchisee satisfaction, have resulted in Fun Fest being named as one of the UK's top 100 franchisors in 2020.

EXPERIENCE THE EXCITEMENT

Sarah Beattie, managing director of Fun Fest Franchising, says: “I would encourage everyone to step outside of their personal comfort zone.

“It is only by doing this that you can experience the excitement of running your own business, making your own decisions and truly being accountable. You will make mistakes; the key is to learn from them and move forward and don't make the same mistakes again.”

If you're ready to accept the challenge to step out of your comfort zone and are looking to run your own child-centred business, then Sarah would love to talk to you about the range of opportunities available at Fun Fest for Children.



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- Protected territory
- No previous sign experience required



Andy Simpson,
FASTSIGNS Leeds

“Every day with FASTSIGNS is diverse. Each project is bespoke and it’s great to work with local businesses, helping them overcome their communication challenges with signs and graphics. As a franchisor, FASTSIGNS provides the complete package, from continuous training to ongoing marketing and technical support and access to trade suppliers and business minded customers.”

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Purchase a hot property

Six reasons why you should invest in a premises-based franchise

WORDS BY DAVID GRAHAM



THE AUTHOR

David Graham is the CEO and co-founder of Code Ninjas

The benefits of running a premises-based franchise are endless. But I do understand why some people might have their doubts, especially those looking for that elusive work-life balance.

Here are six benefits of investing in a premises-based franchise - and why it might be the best thing you do for your future:

1 Your base is your brand

Getting your brand name out there is much harder when there's no physical place to send customers.

Like the famous golden arches or the bright red of the postal service, well branded locations are often instantly recognisable. Essentially, your location is your biggest marketing asset. Investing in a franchise with a fully fitted-out, branded hub is the advertising investment that keeps on giving.

2 Customers buy into what they see

Encouraging customers to invest in something they can't see is difficult.

At Code Ninjas, when parents enquire about our coding programme we invite them and their kids to come and meet with the franchisee at their local centre. This helps with their overall buying decision because they see first-hand just how much we prioritise the well-being of our students and how our kid-centric programme works. It's physical and interactive proof of our standing in their local community and how popular our sessions are with other families.

This is much harder to envisage from browsing a website or reading online reviews - it really helps consumers buy into our brand.

3 Selling an experience

A premises-based business allows you to sell not just your product or service, but creates an experience for your customer too.

Take a moment to consider trips to your favourite stores, salons, restaurants or vacation spots. The best thing about that experience isn't always about making a purchase - that's just one small component of the entire buying process. It's equally about the customer service, décor, lighting, facilities and general atmosphere or feeling you get from being there.

"Investing in a franchise with a fully fitted-out, branded hub is the advertising investment that keeps on giving"



Operating your franchise from a venue adds a whole new dimension to your customer's experience. You're in control of the way your customers feel when they're in the presence of your brand. A positive experience will not only encourage them to spend, but will keep them coming back, time and time again.

4 A designated work zone

Operating a premises-based franchise doesn't just benefit the relationship between you and your customers.

You've read the articles about how working from a designated office or location increases productivity - there's real truth to that. Travelling into work every day gives a sense of purpose and helps with 'switching off' at the end of a busy day.

5 Accounts and taxation

However convenient running a franchise from your own home sounds, it does come with a host of extra

considerations - not least of all how to apportion utilities and even rent or mortgage costs to the business as legitimate expenses.

Operating from a dedicated business premises will avoid this issue altogether and, although you'll obviously still have business overheads to factor in, accounting and taxation - both business and personal - becomes a whole lot easier and less expensive.

6 Staff retention

The success of a business can largely be attributed to the employees behind the brand.

When operating a premises-based business, staff have the opportunity to come together as a team much more frequently. And you, as the franchise owner, have the chance to build and foster a great culture within the business.

It's proven that when staff feel valued and part of a team, they become more loyal to the brand and less likely to move on. The knock-on effect of a loyal and happy team is that your customers receive even better service.

SUPPORT FOR PREMISES-BASED FRANCHISEES

Your franchisor will help you to:

- Find the best location for your premises.
- Secure the best deals for essential fixtures, fittings and equipment.
- Fit-out the property to a high specification.
- Ensure the frontage features prominent branding.



Eyes on the prize

Keeping the end game in mind will ensure a smooth transition when it's time to sell your franchise business

WORDS BY SUZIE MCCAFFERTY



THE AUTHOR

Suzie McCafferty
is CEO of franchise
consultancy
Platinum Wave

When a franchisee starts their business journey, it's quite common for one of two things to happen: their exit plan is no more detailed than getting through the initial five-year trading period or they know exactly when they want to sell their business and for how much, but then forget to run their franchise with those ambitions in mind.

One of the most attractive aspects of franchising is the chance to build a business that not only provides you with a regular income, but should also appreciate into a valuable asset.

This is not always the case for those who choose to go it alone. Franchisees have a brand, systems, a defined territory and ongoing training and support - in other words, much more than notional goodwill and a customer database. However, the actual resale value of a franchise will depend on how the franchisee has run the business.

Defining your goal

Let's say your goal as a franchisee

is to pass the business to your children. There are lots of things to consider, including how you're going to get the business to the size, turnover and profitability it will need to be to support them when they take over. Also, bearing in mind your franchisor will have the final say on who you can sell or pass the business to, how are you going to ensure they're up to the required standard when the time comes?

What if your goal is to sell the business after 10 years and make enough money to retire? Sounds great, but if you don't keep your focus on the eventual resale value of the business, you might find it will take another 10 years before you can stop working.

Having a sound exit plan allows you to assess how you're performing against that ultimate target. For example, you might be enjoying 10 per cent year-on-year growth, but if in reality it's going to take closer to 15 per cent annual growth to get where you need to be by the end of those 10 years, the sooner you find that out and can do something about it the better.

Selling your franchise

What are the practicalities of selling your franchise? You'll probably find it to your advantage to share your exit plan with your franchisor from the outset, but you'll certainly need to give it at least a year's notice of your intent to sell or pass on the business.

Working together towards a mutually beneficial exit would always be my advice. Remember, you're part of a network of franchisees and the timing and manner of your departure will have an impact on all of them too.

Judging the sale value

What about judging the sale value of your franchise? There are a number of formulas used in the sector to value a business and it's wise to seek advice to help you reach a figure and package the business for sale.

The bottom line is it's far better to have a clear exit strategy from the outset and to work towards it, as opposed to trying to figure one out when you get there.



"Having a sound exit plan allows you to assess how you're performing against that ultimate target"

Inspiring imaginations

With The Creation Station, you can run your own flexible, fulfilling and fun franchise

Are you ready to benefit from your own skills and hard work, doing something you love while making a difference to others?

Has your career turned into something you don't love as much now? Or are you at a watershed in your life where you want an exciting new challenge?

TAKE CONTROL

When you take control of your working career, you can use your own skills and develop in new areas, benefit from your own hard

work and gain the flexibility you want.

DREAM CAREER

Over 100 women and men now run their own successful Creation Station franchise and are achieving the success and fulfilment they want.

Rina Fatania, a Creation Station franchise owner based in Hillingdon, London, says: "I was ready for a change after 20 years of working as a personal assistant. I wanted flexibility around bringing up my two kids, but also wanted to use my skills. Since investing in my Creation Station franchise, I really do have the dream career.

"I choose when to work, I have tremendous support and my business has grown far beyond

"It's the best personal and financial decision I've made for me and my family"



AT A GLANCE THE CREATION STATION

Established: 2002

Number of franchised outlets: 118

Location of units: UK

Investment range: £6,000-£14,000

Minimum required capital: £1,000

Contact: Maggie Seager, head of franchise support. 01395 239700 / 07584 102296

thecreationstation.co.uk/whatfranchise



my business plan projections. I've already taken on staff and have inspired over 3,000 children and adults in my first year alone.

"I love being part of a positive and caring brand. It's the best personal and financial decision I've made for me and my family."

AWARD WINNING

The UK's leading creative activity company was established in 2002. Today Creation Station has inspired over a million and a half children and adults through award winning art classes, parties, clubs and events.

Over 6,000 customers have rated Creation Station's activities five stars and the company ranks at number 21 in the top 100 UK franchises.

With increasing demand for creative activities in education, leisure and life, there has never been a better time to invest in inspiring imaginations and creating a positive within your community.

Many successful Creation Station franchise owners have never done anything like this before, but with the company's award winning comprehensive training and ongoing support, you can gain the skills, confidence and know-how to run your own successful business.



So what's the catch?

There are no downsides to becoming an ActionCOACH franchise partner, as the company delivers exactly what it promises, Mark Dilks says

In October 2019, Mark Dilks became the fastest franchise partner ever to reach a £30,000 monthly client income.

Having launched his ActionCOACH franchise in Milton Keynes in February 2019, he quickly saw the opportunity and opened two further franchises in Bedford and Northampton. He recalls the people and defining moments that have led to his success over the last 12 months.

Mark explains: "My career took off within large corporates and after five years at ExxonMobil I returned home to the UK to join Goodyear Dunlop as marketing manager. When they funded my MBA at Warwick Business School, it made me consider the next step in my career.

"I was intrigued by the idea of business coaching. I'd been contemplating how I could give SME business owners and solopreneurs the same intellectual competency that bigger companies take for granted to drive their growth. Even though I had the skills and wherewithal to create that myself, it would take a lot of time gathering all the concepts and frameworks into a coherent and systemised service. As I researched ways I could provide an effective business coaching service quicker, I found ActionCOACH."

Mark attended their discovery day, headed up by Ian Christelow, Co-founder of ActionCOACH UK, and that's when he knew he had found the solution to his dilemma. Ian spoke about



AT A GLANCE ACTIONCOACH

Established:

1993 in Australia. 2001 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 want to build a business with scalability and longevity and you're the kind of person who:

- A. Loves learning and developing yourself;
- 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

what ActionCOACH offers, the comprehensive training programme, the ongoing support and multiple streams of income - Mark knew he'd found what he was looking for.

A NEW START

After signing his contract and consolidating his funding options, Mark was ready to embark on his training week at ActionCOACH University.

"I was completely blown away by the standard of the training," he says. "It was much more than I could ever have expected. The quality of the delivery from everyone involved really brought the content to life.

"I received the support and expertise from franchise partner, Andy Hemming, for two days and that was extremely valuable. It demonstrated the real sense of credibility of the ActionCOACH programme and completely exceeded my expectations. I likened it to the quality of education I had received at Warwick Business School during my MBA. The training programme equipped me with the systems, frameworks and tools that would allow me to use my existing skills, but have a much bigger impact for my clients.

"By the fourth day of training, I was so certain I'd made the right decision to join ActionCOACH I put deposits down on two more exclusive territories. I was sure the businesses in the areas surrounding



Mark networking at the quarterly ActionCOACH conference



Sharing his success with fellow ActionCOACH franchise partners

my original territory would benefit from having a local ActionCOACH firm too and I was keen to be the one making a positive difference to those communities.”

ActionCOACH Milton Keynes launched in February 2019. It wasn't long before Mark had the support from two other coaches in his firm and, while he spent the first three months wrapping up his freelance work, they all focused on a concerted growth push from May.

“For the first three months, we got our ducks in a row and created a strategy for approaching clients,” Mark says. “On the last day of June, we signed our first client. The following month we signed nine more, equalling the long-standing ActionCOACH record for new one-to-one coaching clients signed in one month.”

ONE STEP FURTHER

Mark's Senior Partner licence for Milton Keynes gives him exclusive access to over 10,000 businesses. With his speedy decision to invest in two neighbouring territories, Northampton and Bedford, things went from strength to strength.

“In October 2019, we became the fastest franchise partner to reach a £30,000 monthly client income,” Mark says. “We didn't really have

the time to pause and celebrate - it was business as usual. We moved to a new office in October and now have over 25 clients across one-to-one and group coaching sessions.

“The future looks promising too. Our office space has four coaching rooms, plus a separate group coaching space that we're hoping to make good use of - I want to have 200 people in our group coaching sessions within the next 12 months. The next goal is to achieve a client income of over £80,000 a month by December 2020, making us a £1 million business.

GOING ABOVE AND BEYOND

When Mark isn't coaching, his family doesn't sit still. The flexibility of his ActionCOACH business means they can now spend more precious time together.

“Since launching the business, I've been able to achieve a great work-life balance, even though we understood that the first year would be a tough one,” he says. “I worked extremely hard in the beginning and received a lot of support from the ActionCOACH UK support team, especially during those odd times when I needed reassurance that I was heading in the right direction.

“I pinch myself when I wake up and have complete gratitude for what I've been able to tap into and the business I've been able to create”

“Our Master Coach, James Vincent, could see I was focussed and determined to make a success of the business and provided both practical advice as well as an injection of positive mindset as and when I needed it.

“With ActionCOACH, you get the whole package. I attended a few events before I committed to joining the franchise and kept seeing people achieving these great results and receiving awards for their business and client performance. I would watch in amazement and think: ‘I want to be part of that, but what's the catch?’.

“I now know there isn't a catch and it's exactly what is promised. The people around me are helping bring my vision to life - that's why it's successful. I pinch myself when I wake up and have complete gratitude for what I've been able to tap into and the business I've been able to create.”

Award winning business model

The Agency Express franchise offers low start-up costs, low overheads and high returns

Agency Express is the UK's largest provider of professional estate agency board services and has remained market leader within the industry since 1998. With 115 franchisees successfully operating across the country, the company services and maintains over 51 per cent of all UK estate agency boards.

As a three-time British Franchise Association HSBC Franchisor of the Year award winner and an ESTAS Estate Agency Supplier of the Year multi-award winner, Agency Express offers an award winning business model. It's stood the test of time, as proven by franchisees for over 20 years.

VAN-BASED AND OWNER OPERATED

The van-based, owner operated opportunity benefits from low start-up costs, low overheads and generates high returns.

Among the UK's most established and successful franchises, franchisees

also benefit from one of the most comprehensive franchise packages available in the UK. It includes everything you'll need to get your business up and running. From top of the range tools and technology to a comprehensive five-day training programme and three-day business launch, everything is carefully planned to help ensure your success.

TAKING CONTROL

Martin Shuker of Agency Express (Lancaster) says: "After being made redundant for the third time in one year, I needed to take control of my own destiny.

"Building a business from scratch is both terrifying and rewarding in equal measures, but the benefit of being part of a franchise is that you're always supported and it's tried and tested.

"Everyone at Agency Express is always there with advice and guidance. I've now owned my franchise for seven years. It's taken hard work and commitment to



AT A GLANCE AGENCY EXPRESS

Established:
1998

Number of franchised outlets: 115

Location of units: UK-wide

Investment range: £21,500

Minimum required capital: £12,500

Contact: Ben Brookes

agencyexpress.co.uk

"Each franchisee is guided through every aspect of their business"

get where I am, so I never take for granted that I own my business, but I'm in control of my future and not having the fear of redundancy is a great feeling."

With Agency Express, franchisees can rest assured that they will receive exceptional ongoing support. Each franchisee is guided through every aspect of their business and has access to daily accounts and operational support, giving them the knowledge and confidence to become successful business owners.

OPEN COMMUNICATION

Alex Sunjich of Agency Express (Falkirk) says: "Starting your own business is rewarding, but how much effort you put in will determine what you get out.

"I've learnt that the key is keeping communications open and to not be afraid to ask for help. That's the benefit of buying a franchise - you have unlimited ongoing support when you need it. The part I enjoy most about owning a business is I control my hours and work for myself. There is no limit on how far I can take the business."

If you're considering franchising and would like the reassurance of a proven business model, the Agency Express opportunity could be a perfect match for you. With Agency Express, no previous experience or qualifications are required, just self motivation and a willingness to succeed.





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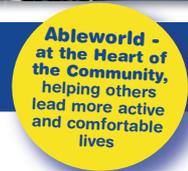
- The retail outlet - a mobility superstore which sells a comprehensive range of quality products to help the elderly and disabled in their homes and outdoors
- The stairlift business which, using only high-quality branded equipment provides homeowners with a variety of life-changing options



With approximately 750,000 people reaching retirement age each year there is a stable and increasing demand for Ableworld's products and services.

Ableworld Franchisees receive:

- ✓ A generous exclusive territory
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- ✓ A chance to make a difference in your community
- ✓ Up to 70% finance is available from the banks*



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

From trainee to top performer

Iain Wallis' Revive! franchise is now a leading light in the SMART repair specialist's network

When Iain Wallis first met Revive! managing director Mark Llewellyn on a rugby pitch in 2006, he never imagined he would end up as one of the top performers in the SMART repair specialist's network.

Iain was between jobs when Mark offered him the opportunity to train as a SMART repair technician at the Revive! training academy in Rugby. He quickly rose through the ranks at the academy to become training manager, before joining Revive! Northampton, later taking sole ownership of the franchise after buying out the previous owner.

With four technicians, three vans and a specialist wheel van on the road, Iain's business is now one of the network's top franchises. He's also a member of the Revive! Accelerated Growth Programme, a business development mentoring scheme devised exclusively for the company's top performers.

CHANGE OF MINDSET

But it hasn't always been plain sailing. Iain's biggest challenge was changing his mindset to being a business owner.

He explains: "I knew when taking over the business that I didn't want to stand still. When I was in partnership with the previous owner, he took a lot of the admin roles. I soon realised I needed to adapt things to a way that would work for me. I've taken a step back from being hands-on to focus on driving sales and profit - and it's worked."

EYE ON THE BALL

Support from Revive! head office helped give Iain the confidence he needed to step up to those challenges. Revive! has its own field-based business development managers, as well as a suite of business growth workshops to boost franchisees' sales, marketing and management skills.

"The services Revive! head office provide for me help free up my time to look at business growth and driving sales and profit," he says.

"I've attended most of the workshops and always come away with something useful. After a recent sales workshop, I put a couple of action points into practice and, low and behold, they worked. We're now getting more work out of certain dealerships that I probably wasn't maxing before."

ENERGISED AND EXCITED

If it hadn't been for that chance meeting at the rugby club, Iain's life would have been different. He's now built a business for himself and his family - and taken



AT A GLANCE REVIVE! AUTO INNOVATIONS (UK)

Established:
2004

Number of franchised outlets: 60

Location of units: nationwide

Investment range: £32,000

Minimum required capital: £15,000

Contact: franchising@revive-uk.com
revivefranchise.com

"I've taken a step back from being hands-on to focus on driving sales and profit"

charge of his own future.

"What I enjoy most about running my own business is the autonomy and the independence," Iain says. "It gives me flexibility in my work life. I can drop off and pick up the kids from school if I need to. I'm always thinking about the business, but I feel energised and excited as I can see the potential. It's really satisfying being a business owner."

Over the years, Revive! has invested in building an experienced team to support franchisees, a comprehensive targeted training programme and a leading edge IT platform, which has transformed the business. No wonder that in 2018 the company won the British Franchise Association HSBC award for franchisee support.





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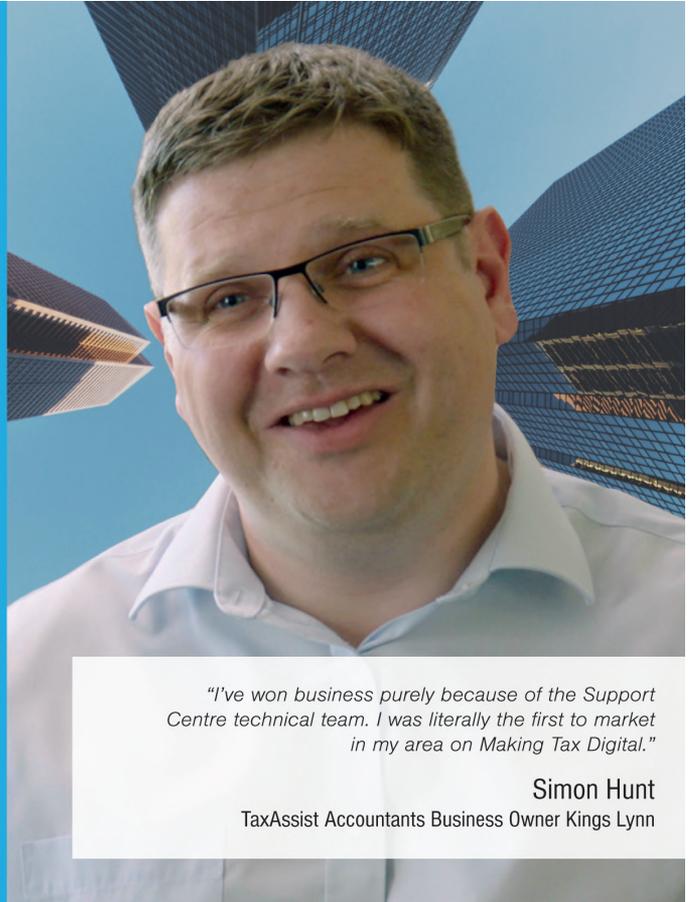
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Profits on wheels

Go-Kart Party has established itself as a brand leader in the multi-million pound children's entertainment market

Go-Kart Party specialises in mobile go-karting for children's themed parties or events in a market worth an estimated £216 million.

The franchise business was established in 2004 and is the brand leader in the children's entertainment market. It features low overheads and high earning potential, plus the chance to work from home hiring indoor sports halls to host parties from.

“Many franchisees start their business around other jobs”

MOBILE BUSINESS

The franchise involves setting up an inflatable go-kart track and supervising the children driving the karts.

This is a mobile business, with franchisees keeping all the equipment required to run the business in a small Transit size vehicle.



REVENUE STREAMS

The franchise has a number of revenue streams - from parties held all year round, outdoor shows and events to corporate events and a unique road safety programme designed for primary school children using Go-Kart Party's environmentally friendly electric go-karts.



As part of the franchise package, a large protected territory is provided, along with all the venues required to host the parties, which are secured by Go-Kart Party head office.

Support and knowledge are a must in this industry, which is provided from day one with a diary of work to walk into, along with industry polices, liability insurance and the necessary clearance.

FLEXIBLE OPPORTUNITY

Many franchisees start their business around other jobs, as the parties will mainly occur at the weekends. The business can be run part-time or full-time. Alternatively, franchisees can take on staff and adopt a management role. Finance is available via the high street banks.



AT A GLANCE GO-KART PARTY

Established:
2004

Number of franchised outlets: 36

Location of outlets: throughout the UK

Investment range: £14,000

Minimum capital required: £6,000

Contact: Sandra Clifton. 0370 116 2000

go-kartparty.co.uk





AT A GLANCE QUICK LANE TYRE & AUTOCENTRE

Established:
April 2018

Number of franchised outlets: 6

Location of outlets: Reading, Bracknell, Prestwich, Colchester, UK; Krefeld and Hennef, Germany.

Investment range: £275,000-£375,000

Minimum capital required: £100,000

Contact: Charles Sindall.
Charles.sindall@quicklane.eu
07912 276727

UK: quicklane.co.uk/franchise
Germany: quicklane.de/franchise

Convenience with confidence

Quick Lane centres aim to provide customers with high quality and exceptional value tyre and automotive services in an inviting environment

Quick Lane was founded in 1997 in Dearborn, Michigan, USA and has grown to more than 1,100 centres worldwide under a variety of business structures, with many under licence to dealerships.

The success of the business is a result of its commitment to a core repair service, unrivalled technical expertise, convenience and uncompromising professionalism. The Quick Lane brand is now launching in the UK and Germany under a new franchise business model with the aim of becoming the market's favourite tyre, maintenance and light repair service.

CUSTOMER FOCUSED

Quick Lane recognises and understands that its customers are increasingly motivated by value and convenience in their purchasing decisions.

The brand is predicated on delivering an outstanding customer experience, supported by technology, experts and outstanding facilities. In this way, the company aims to build transparent and consultative relationships with customers and foster trust, loyalty and ongoing relationships.

BRILLIANT AT BASICS

Quick Lane is currently offering area developer franchise opportunities to suitably qualified prospective franchisees. Each franchisee will be responsible for opening and developing an agreed number of Quick Lane centres in a defined exclusive geographic territory within an agreed period.

Franchisees are offered comprehensive training programmes, a bespoke pre and post-marketing launch package to kick start their business, ongoing business support, guidance on selecting and securing the right property, as well as access to the Quick Lane product supply chain.

The company has gone to great lengths to understand exactly what customers want and how to provide it, while continuously research new ways to improve its service. Centres are carefully designed to optimise space utilisation and provide an inviting environment for customers.

Quick Lane believes its technology driven

“Quick Lane has taken this on head first to change the face of fast fit.”

John Dines, UK operations director at Quick Lane Europe

approach offers a competitive advantage in the marketplace. In addition, it aims to develop a comprehensive mobility concept to set Quick Lane centres apart from other 'fast fit' operators.

Franchisees can rest assured that all other Quick Lane centres will be owned and operated by like-minded business people. They will all run to the same high standards, ensuring only positive reinforcement and recommendations are given about the brand.

THE QUICK LANE DIFFERENCE

James Bacon, Ford Retail Group, national Quick Lane manager, explains the Quick Lane difference: “The customer experience is at the heart of everything we do and this is obvious throughout.

“Working with a community of ‘Quick Laners’, from the top to the bottom of the organisation, our aim is to take the pain away from vehicle maintenance and offer a different environment to our customers, one where they are relaxed and where we have a genuine relationship with them.

“I personally can't wait to see this brand take off through 2020 and beyond, as they establish themselves as a major player in this space.”



Buying a business in a box



Four essential elements to consider when purchasing a franchise resale

WORDS BY JULIE TAYLOR



THE AUTHOR
Julie Taylor is CEO of Franchise Resales



Buying a business requires a lot of research. You should never take such a big step without first knowing and understanding all there is to know about the business you're investing in. If your interest is piqued by a franchise resale, you will need to expand your research to include the franchise itself, as well as the business.

Due diligence is an important stage of buying a franchise and a good franchisor should support you as you explore the opportunity. Here's what you should be looking at:

1. The franchise

If you're interested in a franchise resale, you'll not only need to consider how the business is

performing, but also how established and well known the franchise is.

You can learn about the success of the franchise by looking at how well - or not - the best and worst franchises performed. The reputation of the franchise is important, so look at how it's perceived by others in the industry, as well as potential customers.

It's important to consider whether your values and ethos will match with the brand too. The business you want to buy might be fantastic, but if you become a franchisee and then discover you cannot get along with the franchisor, it may not end up being the journey you were expecting, which will have an impact on your business.

2. Why the business is for sale

No matter whether you're buying a business or a franchise, one thing you must take into account is why it's up for sale.

Most business owners who are selling will be up front about this. More often than not, the reason for sale is retirement or a change in personal circumstances, such as illness or relocation. If there is no reason given for the sale, do more research and ensure that it is or has the ability to be a viable business opportunity.

3. Initial and ongoing support

One of the benefits of becoming a franchisee is the support you'll receive from the franchisor.

You should take into consideration the level of support you want and compare it to the level of support the franchise offers. If they're poles apart, you might want to consider a different business within the franchise sector.

4. Size and make-up of the territory

The rules regarding territory vary depending on the type of franchise you're buying.

You should understand what's included in the territory and where it ends. Consider the potential customer base, footfall, demographics, visibility, competition and customers' accessibility to the services you'll be offering in the area. Having this knowledge will help you understand the potential for business growth.

Ask the franchisor whether the franchise offers exclusive territory rights, in order to prevent other franchisees within the same network from trading within the same area as you. Sometimes the business can actually work better without a defined territory. So don't just assume no defined territory means you'll be working against your neighbouring franchisee.

When all your research is complete, I'm sure you'll find what you're looking for. The franchise sector in the UK has something for everyone, so happy hunting.

"It's important to consider whether your values and ethos will match with the brand"



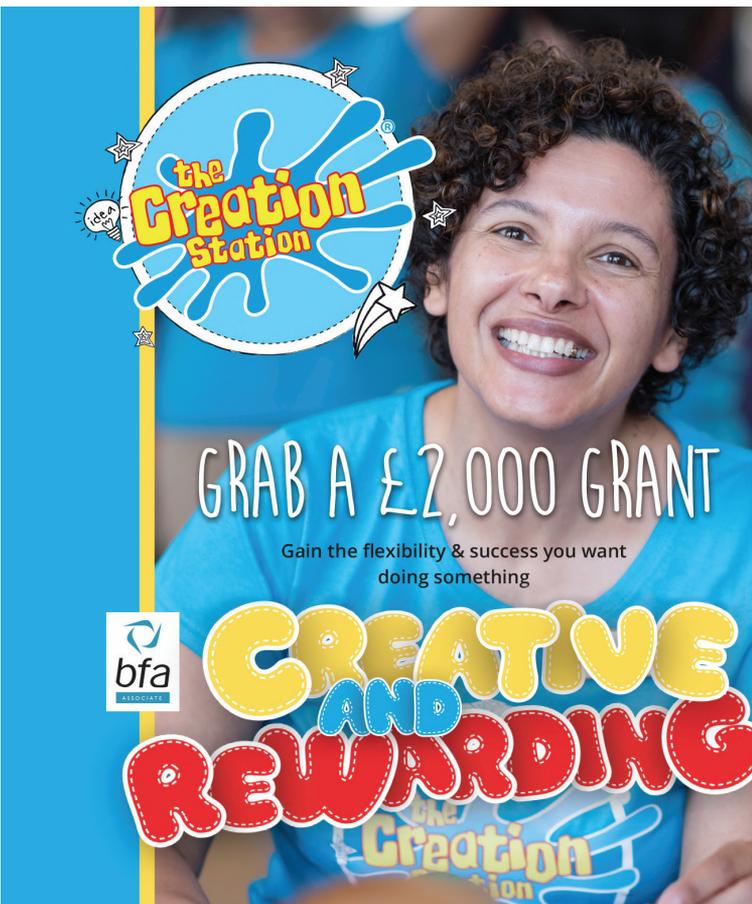
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All for a good cause

Corporate social responsibility has myriad benefits for franchise businesses and the recipients of their charitable work

WORDS BY LINDA WHITNEY



THE AUTHOR

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

Community involvement by a franchise is not just a nice extra. Corporate social responsibility (CSR) initiatives such as charity events and community activities show an organisation likes to do good as well as make money. It attracts prospective franchisees, raises the profile of the franchise, helps boost team morale and can even win more customers.

Research shows that there are sound business reasons for a franchise to get involved in community and charity activities - as well as spreading a bit of happiness, it can even increase profits.

Bottom line benefits

Shaun Thomson, CEO of Sandler Training (UK), the franchise that provides training and advice to other businesses, says: "Done right, CSR programmes can have a great impact on the business bottom line of a franchise."

Work for Good, which provides a charity giving platform for businesses, found that 68 per cent of 100 small businesses surveyed said charitable giving increased profits, while 37 per cent said it helps attract new clients. Businesses donating over 0.5 per cent of turnover were twice as likely as those donating below 0.5 per cent to report that it enhanced company reputation and helped with recruitment and staff retention.

Attracting recruits and customers

CSR programmes attract prospective franchisees, particularly among the under-30s. Studies have shown that these 'millennials' are likely to be more attracted to franchises that highlight their community and charity initiatives.

There is also evidence that charity and community work attracts more customers.

Alexander Chernev and Sean Blair, authors of a paper published in the Journal of Consumer Research, say: "Corporate social responsibility can lead consumers to believe that the products of companies engaged in socially responsible activities are better performing."

They found that consumers rated red wine as tasting better when told that the winery donated to a heart charity. Other studies showed the same effect with running shoes, tooth whiteners and hair loss treatments. However, they found that advertisements talking about a company's CSR activities did not always help boost its image, but local public relations activities and stories on social media did.

Boosting staff morale

CSR efforts also benefit franchises internally.

Richard Owen-Hughes is marketing director at the Bradford-based specialist transport and

logistics recruitment franchise Driver Hire, where staff are working with local school students to improve their job finding skills.

Richard says: "Giving staff the opportunity to take time out to contribute to a worthwhile project is very motivating and can help to bring teams or departments together in a way that might not happen so easily with regular day-to-day work. We have certainly found that to be the case."

Doing CSR right

If you're looking for a franchise, check the effectiveness of its CSR.

Sean says: "Many company's CSR initiatives start the year well, but peter out by Q2. It happened to us, so now we have a different approach, using our skills as sales and leadership trainers.

"We offer free training places to unemployed 18-24-year-olds to increase their skills and help them get a job or start their own business. Since then, we have trained over 100 young people across our regional centres - it has opened doors for new business, helped with recruitment and has been a huge motivator for staff."

He advises that the key to a successful CSR initiative is ensuring that the charity you work with is aligned to your business model. If the prospective customer is local, then supporting a local charity or sports club engages the target market. Likewise, a business in the property market might engage with a property related charity, such as Shelter.

Alternatively, a charity dear to the heart of the company increases motivation. For example, if a

"Giving staff the opportunity to take time out to contribute to a worthwhile project is very motivating"

“CSR programmes attract prospective franchisees, particularly among the under-30s”

colleague has suffered a particular illness, staff are more motivated to keep the programme going.

If staff are donating time, plan who will be involved in activities and how long they take, ensuring that the time is spread fairly across team members and the year. Using your own assets keeps costs down.

How to measure success

As well as staff morale and funds raised, it pays to have hard metrics to measure.

Sean says: “At Sandler, our community giving budget and time comes from our marketing budget. We consider it to be a brand building activity and the outcomes we measure are recognition - via local public relations - and referrals. The outputs provide content for the website and social media platforms.”

Tax breaks for charity work

The tax system encourages charity work. Limited companies pay less corporation tax when giving the following to charity:

- Money, equipment or trading stock (items they make or sell).
- Land, property or shares in another company (shares in your own company don't qualify).
- Employees (on secondment) and sponsorship payments.

You claim the tax relief by deducting the value of your donations from your total business profits before you pay tax. Note that rules for sole traders and partnerships are different.

A limited company pays less corporation tax if it gives equipment or items it makes or sells - called trading stock - to a charity or community amateur sports club, provided it's registered as such.

You can claim full capital allowances on the cost of donated equipment, provided it has been used by your company. This includes items such as office furniture, computers, printers, vans, cars, tools and machinery.

If your company donates its trading stock to a charity or community amateur sports club, you don't have to include anything in your sales income for the value of the gift. This means you get tax relief on the cost of the stock you've given away.

Seconding employees

You can deduct any costs as normal business expenses if your company temporarily transfers an employee to work for a charity - known as a secondment - or an employee volunteers for a charity in work time.

Your company must continue to pay the employee and run PAYE on their salary. You can set the costs, including wages and business expenses, against your taxable profits as if they were still working for you. You cannot claim the costs of employees on secondment or volunteering at a community amateur sports club, however.



A CAUSE CLOSE TO MY HEART



Ciara Theidermann, franchisee with House of Colour in Surrey, recently held a fashion show to raise awareness and funds for a suicide prevention charity.

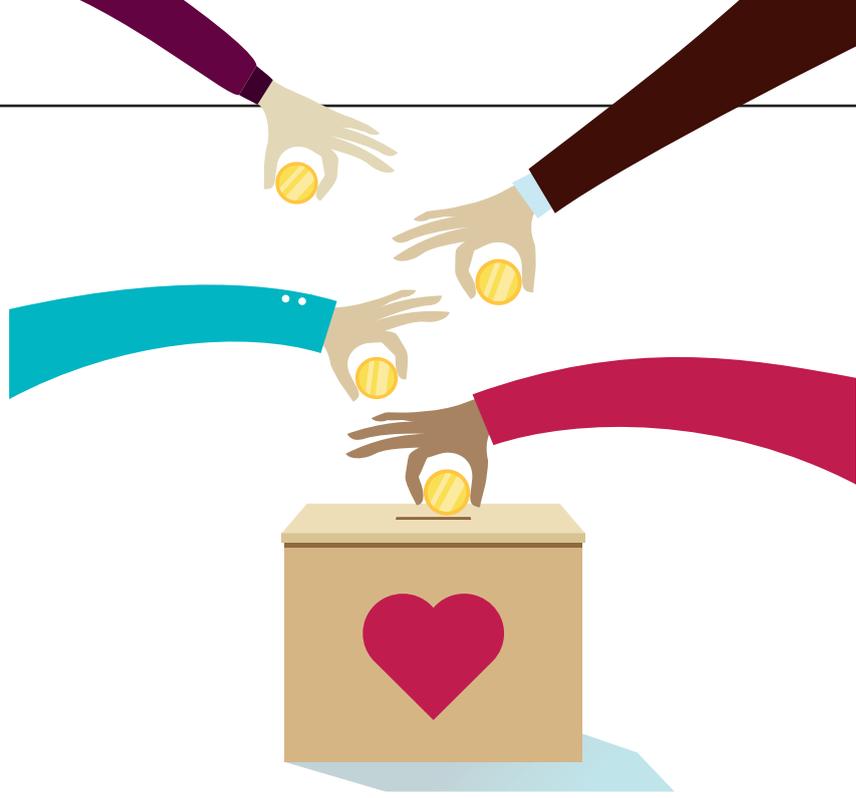
She explains: "Our event, called Excess Baggage, combined a fashion show and sale of donated items, such as high quality bags, shoes and clothes, with a talk from me about suicide awareness, a cause close to my heart because my mum died by suicide.

"We charged a £25 entry fee and sold the clothes and accessories for donations. We raised £5,000 for a charity that helps people at risk of suicide and their families."

Ciara sees a link between mental health and her House of Colour image consultancy and personal styling franchise: "We all know how wearing the right clothes can make you feel good about yourself, which I see as helping prevent mental health issues.

"The event raised money for a cause I support and I have gained 15 new clients. Charity fundraising raises your business profile and means you're associated with doing good - and everyone likes to buy from good people."

"We raised £5,000 for a charity that helps people at risk of suicide and their families"



WACKY RACES TWIN TOWN CHALLENGE



"You buy a £500 banger, add your own style and then get sponsorship"

The Sandler UK Oxfordshire franchise, headed up by Anneli Thomson, regularly competes in the Wacky Races Twin Town Challenge, which sees 100 cars travelling from Oxfordshire to Le Touquet in northern France over one weekend.

Anneli says: "You buy a £500 banger, add your own style and then get sponsorship. We had a Christmas theme and each of us dressed up as trees. We raised over £2,500.

"The cause is very dear to our hearts - a local charity called SpecialEffect, which offers technology that supports people with physical disabilities. The charity takes the time to understand the needs of each individual and tailors their technology solutions, helping them to do the things they want to do in the way that's easiest for them."

AN IMPORTANT ELEMENT OF OUR BUSINESS



Jayne O'Flynn says: "Community engagement is an important element of our business. It's nice to be able to help where we can and have a positive impact on the local community."

Jayne and husband Michael, who bought the Driver Hire Grimsby and Scunthorpe franchise two years ago, have been involved in community work for many years. It has certainly increased their local profile: their

dedication led to them being named as joint runners-up in the Hull & Humber Chamber of Commerce Excellence in the Community Business Award in 2019.

Jayne and Michael have organised a number of fundraisers and sponsored community events. To date, they've raised £20,000 for When You Wish

Upon A Star, a charity that grants the wishes of children living with life threatening illnesses. They're also currently raising £15,000 for a 52-year-old Grimsby woman to help her walk again following a fall in 2018.

In addition, they support local hospices Lindsey Lodge and St Andrew's and sponsor high-vis jackets for pupils at Havelock Academy in Grimsby who cycle

"We're in a position where we can help and have a positive impact"

to school. Other charities to benefit from their community programme are Community Linkage Lincoln, Cash for Kids and the NSPCC.

Jayne won the Work Wise Women Grimsby Business Woman of the Year Award in 2017 and has a long history of supporting charities. For 16 years she's worked with Immigrant Counselling and Psychotherapy, the mental health charity based in London, and has also been a trustee of the Richard Mills Foundation supporting autism.

Jayne says: "Community engagement is very important to us. As a local business, we're in a position where we can help and have a positive impact. It's certainly something that's very close to our hearts."

HELPING TO MAKE A DIFFERENCE



Action by individual franchisees can often spur a whole franchise network to start raising funds for a charity.

Last summer Simon Richardson, owner of courier franchise InXpress Nottingham North, instigated a network-wide initiative. Simon's stepson, Oliver, has a school friend, Harry, who has cerebral palsy. He can't talk, but communicates using his eyes via an eye gaze computer system.

"Throughout the year various causes are supported, either through fundraising or volunteering time"

Harry is a bright boy, but struggles to control his body due to his condition. He has a wheelchair, but it was only suitable for use at home, leaving him housebound. Harry had tested a wheelchair at a disability show he attended with his mum, Lisa. It was perfect for giving him access to the outside world, but was very expensive.

When they heard about Harry, the InXpress Gives Back committee pledged to raise the £2,227 needed to buy his chair. A donations page was set up and the network was asked to support it. Reading franchisee Craig Atkins even took on snooker star Ronnie O'Sullivan to help raise funds.

The money was raised just before Christmas and Simon invited Harry and mum Lisa to his family house, where Harry's new wheelchair was unveiled.

"Lisa and Harry were both over the

moon when the doors opened and the wheelchair was all set up," Simon says. "Lisa was quite emotional, while Harry was thrilled. Over the weekend he went out and about in it, including some pretty rough country terrain, but the new wheelchair could handle it, as it has tyres that are suitable to get across rough ground."

One of InXpress' core values is to give back.

Jon White, InXpress country manager for the UK, says: "We're delighted our network of franchisees and the support centre have helped Harry to get a new wheelchair that will help make life a bit easier for him and his family.

"Giving back is at the heart of what we do at InXpress and throughout the year various causes are supported, either through fundraising or volunteering time. This is a great demonstration of how it helps make a difference."

Open for entries

The 2020 NatWest Encouraging Women into Franchising Awards are back with a brand new category

The NatWest Encouraging Women into Franchising Awards are the biggest event in the EWIF calendar, offering an opportunity for people across franchising to have some of their achievements recognised.

Winning an EWIF Award - even being shortlisted - is a fantastic way to celebrate the amazing work being accomplished within every sphere of franchising.

THIS YEAR'S CATEGORIES ARE:

- New Woman Franchisor of the Year.
- New Woman Franchisee of the Year.
- Woman Franchise Employee of the Year.
- Woman Franchisor of the Year.
- Woman Franchisee of the Year.
- Young Woman (Under 30) in Franchising of the Year.

- Service Provider of the Year (Male or female service provider supporting women in franchising).
- Inspirational Woman in Franchising.
- Ambassador of the Year (Male or female).

This year sees the inclusion of a new award - Ambassador of the Year - to celebrate the person who has supported the EWIF mission of encouraging more women into franchising throughout 2019. The winner of this category will have lived and breathed the EWIF values, tirelessly promoting the benefits of franchising to women.

Have you had a record number of female franchisees join your network? Are you a service provider who has advised more women than ever before? Have you spoken at

events to promote franchising to women? Then you could be the EWIF Ambassador of the Year.

WHY SHOULD YOU ENTER THE EWIF AWARDS 2020?

Entering awards is a great opportunity, even if you're not shortlisted.

The process of writing your entry allows you to reflect back and feel good about your successes over the year. In addition, allowing yourself the time and space to celebrate your franchise achievements often leads you to applaud those within your teams and network, giving them an unexpected boost.

“Entering awards is a great opportunity, even if you’re not shortlisted”

Entering the awards also means:

- You can use them to gain publicity for your nomination and brand. Contact your local, TV, radio and newspapers in the lead-up to the event.
- When you're shortlisted, add credibility to your brand by incorporating the finalist logo on your website, social media and email signatures.
- You can use the awards events as an ideal opportunity for networking, especially with other finalists in your category - you all share something in common!
- You can attract more potential franchisees by positioning your brand as 'best in class'.

HOW TO ENTER

The awards are free and easy to enter, so you have nothing to lose!

Entries must be submitted before 5pm on February 28. EWIF's judging panel are poised and ready to read your exciting entries, highlighting another great year in franchising. Finalists will be announced on March 25.

Find out more about how to enter the NatWest EWIF Awards at ewif.org/2020-natwest-ewif-awards



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Ann Collinson
TFY Northampton

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Powerful combination

Driver Hire offers prospective franchisees a successful, award winning franchise model

In June 2019 Driver Hire was named the UK's top franchise, winning the Franchisor of the Year Award at the annual British Franchise Association HSBC Franchise Awards - the second time it's won the franchise industry's top prize.

The event is the most prestigious in the franchising calendar and celebrates excellence in the industry. According to the bfa, those in the Franchisor of the Year category demonstrate: "A passion and commitment to ethical franchising" and: "Strong infrastructure and support for their network, ensuring franchisees have the best environment to succeed and reach their full potential."

Driver Hire is a leading specialist logistics recruiter, supplying temporary and permanent staff across the UK. Franchisees enjoy a proven and robust model in a market with high and growing demand.

The average turnover of a single Driver Hire franchised unit currently exceeds £1.2 million and in 2018-19 two franchisees achieved turnovers of over £3 million. Average net profits for a Driver Hire franchise are over £140,000 per annum.

BUSINESS TRANSFORMATION

As well as its Franchisor of the Year Award, Driver Hire took a second bfa HSBC award as Uxbridge franchisee Ed Pockney won the Business Transformation category. Ed's success reflects that of many franchisees in the Driver Hire network who have built multi million pound businesses through the powerful combination of the Driver Hire model and their own ambition, dedication and hard work.

Ed bought his Driver Hire business in November 2014 and today it's one of the company's top 20 performing offices, with an annual turnover in excess of £1.5 million. Before investing in



AT A GLANCE DRIVER HIRE NATIONWIDE

Established: 1983

Number of franchised outlets: 93

Location of Units: nationwide

Investment range: £32,000-£500,000

Minimum required capital:
£32,000 (start-up franchise fee)

Contact: Graham Duckworth
07787 141527

driverhirefranchise.co.uk

“Average net profits for a Driver Hire franchise are over £140,000 per annum”

his franchise, he had no previous transport and logistics recruitment experience, having spent 28 years working in the financial markets.

Ed says: "My previous experience showed me that it's possible to build a new team and create a network of relationships and trust if the right ingredients are in place. Having met the support teams at Driver Hire head office and spoken with existing franchisees, I knew the combination of my personal skills and commitment, along with Driver Hire's brand reputation and support, would be a powerful one."

OUTSTANDING RECORD

Driver Hire's recent award win is no flash in the pan, having achieved a Franchisor of the Year Award podium position six times, as well as being a finalist in 13 out of the last 14 years. It's an outstanding record no other franchisor has matched.

Graham Duckworth, Driver Hire's franchise sales director, says: "We're looking for sales and customer service skills, leadership ability, drive and ambition.

"Whether buying an existing franchise or a greenfield site, any new business venture requires commitment and a strong work ethic. When the efforts of both franchisee and franchisor are aligned, our experience show it's a recipe for success."



Franchisee lifecycle

Five years with Caroline Robinson
of Sandler Cambridge

For Caroline Robinson, a long-held desire to run her own business was fulfilled when she started her Sandler Training Cambridge franchise.

Here, she reflects on her first years in the business:

YEAR ONE: LET'S GET GOING

Previously, I was a strategy consultant to the pharmaceutical industry and was looking for a new challenge. I wanted to develop further expertise, particularly in business development, and wanted to run my own company. Sandler offered me the opportunity to bring all of that together.

I was attracted primarily by what Sandler stood for: the opportunity to continuously learn and grow myself within a supportive culture as part of an established brand and network of like-minded businesspeople. I was also looking for a quick ramp-up in my business and felt a franchise offered that to me in a way that was less likely by starting up on my own.

YEAR TWO: COLLABORATION AND SUPPORT

The level of support, coaching and the frequency of it I get from head office has exceeded my expectation.

I talk to my fellow Sandler franchisees regularly and to a certain extent they're mentoring and coaching me as well. I was constantly amazed by their generosity, what they're willing to

share and how they'll help you in any way they can.

That's a very genuine sentiment I've got from everybody in the network. It bowled me over, as I didn't expect that level of support and collaboration between franchisees.

YEAR THREE: BECOMING AN AWARD WINNER

In year three I was named Sandler's Franchisee of the Year. I was surprised, but really pleased. I've grown a good client base and they've been getting great results, so the award felt like a testament to all that hard work.

The Alchemy Group within Sandler in the UK is a group to help us take our businesses to the next level - essentially, practicing what we preach with our clients. For me, this is the next stepping stone. I've got ambitious plans for where I want to take the business in the future and the Alchemy Group is a way of helping me get there.

YEAR FOUR: THE ALCHEMY GROUP

Many solo consultants hit a plateau once they clear their initial target of billing £100,000 a year and then require further training to scale up their operation without impacting profitability.

The Alchemy Group was created to meet this requirement and has been



an unqualified success. It's also the perfect complement to our performance-based awards system.

YEAR FIVE: THE BEST YET. AND A SCARY PRESENTATION

The best year so far. I took it to the next level, partly from a revenue perspective, but also the kind of clients I'm winning now - larger clients and bigger opportunities.

In the last year, I've got a coach, a US-based Sandler franchisee who is well ahead of me in where his business is and his experience at growing it. Working with him has made a big difference.

I don't think you get this level of collaboration elsewhere. It's 100 per cent there from the word go and as long as you're in the network you'll be able to tap into that.

“I've got ambitious plans for where I want to take the business”



AT A GLANCE SANDLER TRAINING

Established: 2004 in the UK

Number of franchised outlets: 30-plus

Location of units: nationwide

Investment range: £55,000

Minimum required capital: £20,000

Contact: Shaun Thomson.
ukmarketing@sandler.com
sandlerfranchising.co.uk

Build the UK's next big brand

Expert advice if you want to become a successful master franchisee

WORDS BY BRIAN DUCKETT



THE AUTHOR
Brian Duckett is chairman of The Franchising Centre

When you consider that the cost of acquiring and establishing the master franchise for a mobile services business is often less than the cost of setting up a single unit for a premises-based business, you can see why many more people are now asking themselves: “Why should I become a franchisee when I could be a master franchisee?”

The skills required of a master franchisee are very different to those required for simply running a franchised outlet. However, for someone who is looking to be part of a proven system with established support structures, master franchising can offer far greater potential.

Making your choice

Some 20 per cent of the franchised networks currently operating in the UK originally came from overseas and there are many franchised businesses around the world that could be successfully transferred and adapted to operate in the UK. So what should you look for when considering becoming a master franchisee?

The first criterion is to pick a business sector in which you can see yourself operating, then select a brand for which you'll be proud to be the ambassador. If you're not sure which businesses to go for, brokers such as The Franchising Centre will have contacts in other countries who represent proven systems with ambitions to trade in the UK.

Both parties should be looking for positive mutual commitment to building a sound business over many years, which will involve working together with a common-sense approach to financing, training and support.

Unless the franchisor can show evidence of a policy decision to embark on, and properly resource, an international development programme, supported by a detailed business plan with input from people who know the game, then neither they nor the potential master franchisee should go any further.

You should not consider a franchisor that appears to be starting international development on a whim any more than it should consider someone who approaches it out of the blue saying: “I love what you do, can I do it in my country?”

Scrutinise the market research

Something to look for is what basic market research has been done by the franchisor on its product or service in the target country. If none's been carried out, what makes it think a franchised network can succeed there?

Even if the franchisor has done some, you'll need to verify it with some of your own market research when preparing your business plan, as well as considering the potential differences in key ratios such as property costs, wage rates or petrol prices.

Check out the franchise

You also need to build in some franchise research. How does the market for potential franchisees differ in the UK compared to the franchisor's home country? Is the proposed fee structure and rate of franchisee roll-out realistic? What about the costs of franchisee recruitment or local laws and cultural differences that may affect the operation?

You will also want to know about the franchisor's track record. If it comes from a country that requires pre-contract disclosure

for domestic operations, then ask for a copy of the relevant disclosure document.

Ask for contact details of its other international master franchisees, so you can ask them about their experiences. If the franchisor doesn't have any others or won't let you speak to them, consider that carefully in your decision making process. Don't let it put you off entirely though, because there's always someone who has to be the first.

Getting together

Having decided which business or businesses might suit you, you should start by approaching a number of those that meet your criteria. But be aware that the franchisor will have its own criteria and will have a recruitment process through which you will have to progress at its pace.



This can start with simple online or telephone screening to decide whether there's a potential match. Different franchisors have different processes, but they all lead to the all-important discovery meeting at the franchisor's office in their home country.

By the time you get to this stage, you'll need to be pretty well sold on the opportunity because it's obviously a serious commitment to make such a trip. Similarly, the franchisor will need to be sold on you if it's going to devote the required amount of time and personal resource to the visit.

After the discovery session, both parties will give and receive feedback and agree what outstanding issues need to be resolved. Your franchise consultant will take you through the process of preparing a franchise development plan, agreeing a development schedule, negotiating

the franchise agreement and finally acquiring the franchise rights for your market.

Test and roll-out

Your role will then be to initially open one or two outlets yourself in order to test the concept in your market and devise and test any adaptations to the system that may be required for successful local operation. After that, you're ready to launch into full-scale franchising and start to build the UK's next big franchise.

Bear in mind that franchising is a completely different business to that of delivering the products or services that are the subject of the franchise. You will need to learn, or engage people who already have, the skills required to recruit, train, manage and motivate franchisees.

In my experience, international franchisors are notoriously poor at training their master franchisees

20%

The number of franchised networks currently operating in the UK that originally came from overseas

how to be franchisors. They train you how to 'run the store' but not 'how to run the business'.

It will certainly be advisable to join the British Franchise Association and complete the organisation's qualified franchise professional programme, as well as engaging franchise development and recruitment experts such as The Franchising Centre.



Essential reading for potential care franchisees

There are a number of home care providers that offer franchise opportunities, but Visiting Angels believes there are several ways in which its approach is different

Established in the US in 1998, Visiting Angels is a global care giant with community-based values.

Today, the company is one of the largest care franchises in America and proudly supports 600-plus franchisees across five countries.

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

CARER-CENTRIC

He 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 value their carers. At the same time, everyone in care says that finding carers is the biggest problem they face. I wanted to make sure that we focused on the caregivers first - we call that being carer-centric.”

It's an important factor in franchising that a franchisor helps franchisees to be successful. That help can be through training, mentoring and support, but also by way of the business model itself.

At a basic level, the franchisor has proven a successful way of working and the franchisee benefits by



AT A GLANCE VISITING ANGELS

Established: 2017

Number of franchised units: outlets: 5

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

following that way of working. It's here where Dan feels there's a problem with some franchise systems: “My question is always: what is a business trying to achieve, what is their mission? If the mission isn't addressing the current market, it's sensible to suggest that it may no longer be relevant.”

ADAPTING TO CHANGE

Markets change and the challenges of running a care business 20 years ago, 10 years ago or even five years ago are not the challenges of today.

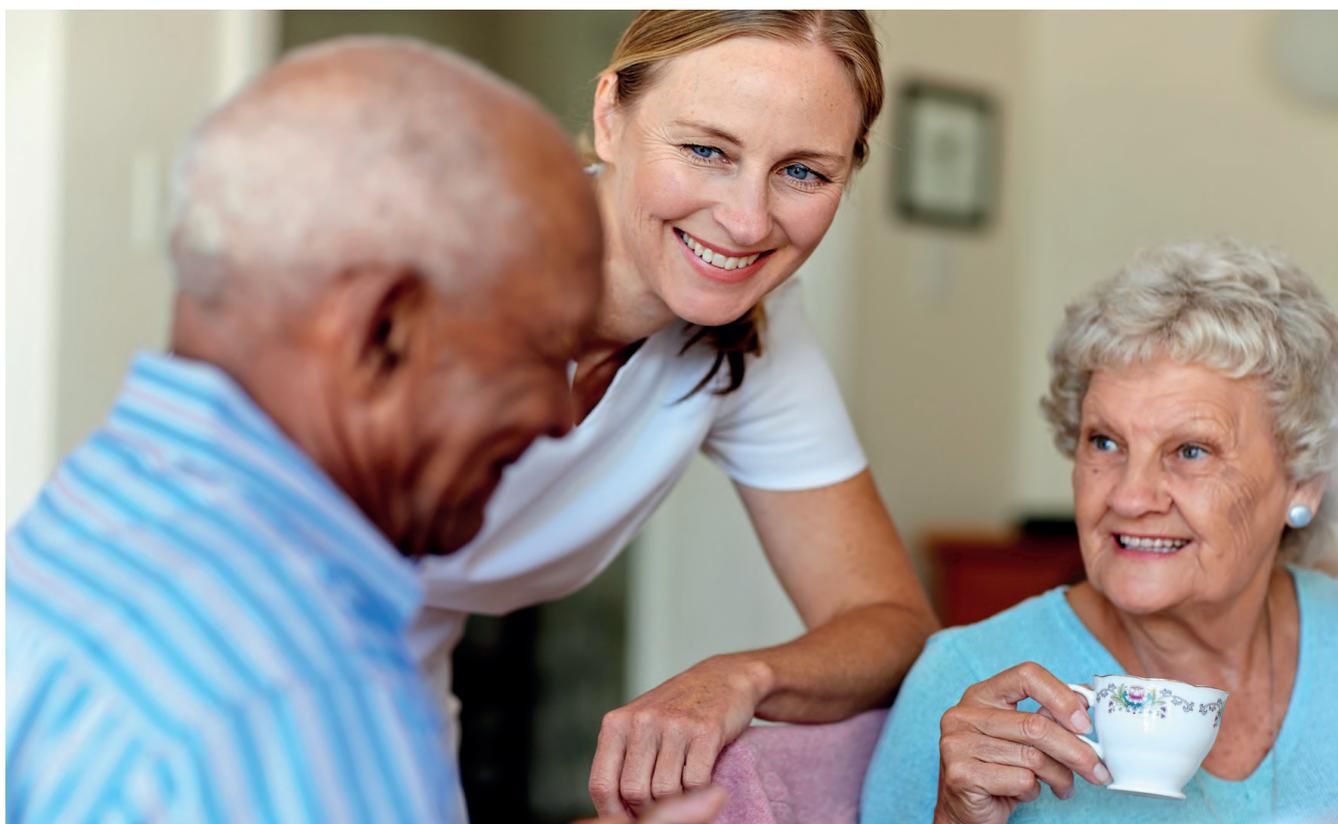
“15 years ago, it was common for almost all care to be delivered through local authority contracts,” Dan says. “We need to remember that 15 years ago there had not been cuts to council budgets and we had not had the financial collapse of 2008 with the austerity that followed. In more recent history, five years ago we hadn't voted for Brexit. Since then we have seen the number of carers coming from Europe reduce, adding to what was already a shortage of care workers.”

So how do you know whether the business you are considering can help with the challenges you will face today?

Dan says asking the right questions is key: “I'm very often asked by potential franchisees where the clients for the business will come from. My answer is always that's the wrong question. The question you should be asking is: where will my care workers come from?”

“If the franchisor you're speaking to says finding staff in this market is easy, I'm not sure I agree. If the franchisor suggests you can find staff by paying minimum wages and using a zero hour contract, you will be trying to recruit carers in the same





way as pretty much everyone else - what makes your business stand out and why would a carer choose to work for you?

“Staffing is the biggest challenge the care sector faces, so your franchisor should be able to answer the question about where staff will come from in a way that gives your business a competitive advantage.”

DEMAND FOR CARE

The demographics of the UK mean the demand for care is increasing exponentially. An ageing population with more people over 65 living longer with more complex medical needs means the number of people needing home care is set to keep rising. At the same time, the UK is experiencing record low levels of unemployment and since the vote for Brexit the number of European workers coming to the UK has reduced.

Dan says this perfect storm is one that requires care businesses to operate differently: “Our approach in every territory we operate in is for Visiting Angels to be the best employment option for anyone wanting to work in care.

“Our carer-centric approach means existing care workers leave

our competitors in order to come and work for us - because we look after them better. Our approach also means we are encouraging new carers to come into the sector. We have Visiting Angels caregivers who used to work in retail and other sectors - they wouldn't want to work for another care provider.”

“If the franchisor you're speaking to says finding staff in this market is easy, I'm not sure I agree”

On the other care franchise opportunities in the market, Dan is clear: “I'm not suggesting they're bad businesses, far from it. Many of them have been successful for five, 10 or 15 years.

“However, if the franchisor hasn't changed to meet the demands of the current market, a franchisee should ask themselves: ‘Am I sure that they are best placed to help me today?’ The simple facts of today's world in care is that with the right sales and

marketing plan, generating enquiries for people needing care isn't that difficult. The answer a franchisor needs to provide is where will I be able to recruit the staff I need.”

Dan adds: “When I brought Visiting Angels to the UK, I wanted to start by running an office just like all the franchisees who would follow me. Today, we have 86 clients receiving thousands of hours of care each month, but most importantly we have built a team of over 60 people providing that care.

“I cannot imagine having recruited the same number and quality of caregivers by being anything other than 100 per cent focused on their wants and needs - being carer-centric has been the key to our success.”

SEEKING FRANCHISEES

Visiting Angels is seeking 10 franchisees during 2020. 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.

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.

My greatest role to date

Matthew Wing has played many roles in his life, none more satisfying than his 11 years as a Stagecoach Performing Arts franchisee

For 47-year-old Matthew Wing, his most memorable acting part was performing on stage in Starlight Express, where he met his future wife, Danielle. However, it's his position as franchisee and principal of Stagecoach Performing Arts in Chingford that has brought him the most career satisfaction.

When the family returned to the UK in 2007, Matthew and Danielle decided that one professional actor in the family was enough.

Matthew explains: "Danielle started working for Stagecoach and the franchisee who owned the school made it known he would be selling the franchise. It just felt like a perfect fit for our family. Essentially, we were

both hungry for a chance to build a stable future."

Stagecoach is one of the UK's leading performing arts business opportunities. Franchisees build a team of passionate and enthusiastic teachers, qualified to bring out the best in their students. Schools provide a thriving, nurturing and supportive environment for creative learning, just one of the reasons that 50,000 children every week flock to classes nationwide.

SUPPORT FOR SUCCESS

"The Stagecoach franchise model appealed because neither of us had any experience of how to run a business - we knew the support team could fill those gaps," Matthew says.

"Stagecoach is one of the most well known performing arts schools in the world, with a network of experienced franchisees who are happy to share their knowledge and expertise with their fellow franchisees. As you can imagine, we were both pretty keen to join."

Franchisees undertake expert induction at Stagecoach's head office in Woking and receive ongoing training along with industry leading support in marketing, customer service, IT and business development. Its tried and tested structure enables franchisees to play to their strengths and provides the best possible environment in which to succeed.

"The standout thing for me about training was the support team's ability to hone the leadership and management skills I already had, but didn't necessarily know about," Matthew says.



AT A GLANCE STAGECOACH PERFORMING ARTS

Established:
1988

Number of franchised outlets:
450

Location of units: nationwide

Investment range: total investment of £27,000 for a new franchise. Resales between £30,000-£450,000

Minimum required capital: £9,000

Contact: franchiserecruitment@stagecoach.co.uk
+44 (0)1483 247400

stagecoachfranchise.com

"Initially, I had felt a little overwhelmed, but Stagecoach reassured me and made it clear they were only ever a phone call or email away if I needed guidance or advice. To this day, I find this support invaluable and extremely reassuring."

Since 2008, Matthew has increased student numbers from 130 to 440; he willingly shares his insight and experience with newer franchisees.

"I've enjoyed one or two standing ovations, but the thrill I get out of running my business lasts much longer"

REAPING THE REWARDS

"When I first took over the franchise, I assumed I would continue with the acting as my primary career," he says.

"However, before long I was finding running my franchise so rewarding that I decided to give the business the majority of my time. I grew into being a business owner and now I'm proud to refer to myself as a full-time franchisee. It's my greatest role to date.

"As an actor, I've enjoyed one or two standing ovations, but the thrill I get out of running my business lasts much longer."



Set to expand

Ableworld requires new franchisees to meet the needs of its ever growing customer base

Ableworld is the UK's largest mobility retailer and at the forefront of one of the fastest growing markets in retail. Its proven franchise model can help you dominate your local market and build a profitable, long-term business of your own.

There are currently 15.3 million people aged over 60 in the UK today and the government predicts that in just over 10 years' time nearly 25 per cent of the population will be over 65.

Valued at around £1.5 billion annually, the mobility sector is set to expand dramatically over the next few years, with products such as mobility scooters, stairlifts, adjustable beds, wheelchairs and home aids becoming essential purchases for many people.

In addition, since many people in this age group have generous pensions and significant property equity, they have the resources to purchase this much needed equipment. Ableworld's mission is to help these customers live more comfortable and active lives as they get older.

TWO INCOME STREAMS

An Ableworld franchise gives you two complementary income streams:

- The retail outlet. A mobility superstore that sells a comprehensive range of quality products to help the elderly and disabled in their homes and outdoors.
- The stairlift business which, using only high quality branded equipment, provides homeowners with a variety of life changing options.

The company has grown both organically and by acquisition. However, the main engine of growth over the next few years will be via its already proven franchise model. Ableworld is targeting a national coverage of 60-70 stores, with at least 60 per cent of the total being franchised-owned outlets.

RECRUITING FRANCHISEES

While other retailers struggle, Ableworld is not only thriving, but actively recruiting for new franchisees



AT A GLANCE ABLEWORLD

Established:
2001

Number of outlets: 35

Location of outlets: nationwide

Investment range: £75,000-£80,000

Minimum capital required: £30,000

Contact: franchise@ableworld.co.uk,
01270 613599

ableworld.co.uk

“Hard-working franchisees can build a £1 million-plus turnover business”

to join its network of 30-plus stores and meet the needs of its ever growing nationwide customer base.

Franchisees come from a wide variety of backgrounds, such as sales, retail, construction, the armed forces, teaching and health care. No previous experience of the mobility industry is needed, as the company has a comprehensive training programme.

Successful franchisees combine a desire to help others with their personal skills and the proven Ableworld franchise system to create a business that makes a difference in their community.

EARNINGS POTENTIAL

With a personal investment of £25,000, you could have a business of your own in a sector that's flourishing and growing year on year. Ableworld's proven franchise model means hard-working franchisees can build a £1 million-plus turnover business with full training and ongoing support from the market leader.

With some retail businesses, it's simply a case of how much you sell, not what you sell - but what Ableworld does really makes a difference. The company is proud to have been voted the winner of the Dealer of the Year UK at the 2019 Access & Mobility Professional Awards for its continued dedication to helping our ageing population and people living with disabilities.



Delivering positive results

Zerodrytime's proven business model is perfectly positioned to teach you the secrets of success

In the last four years, the UK franchise industry has grown by 10 per cent, meaning the sector now contributes over £17 billion to the UK economy.

Today, franchising goes beyond just selling physical products. Services such as cleaning are rapidly growing opportunities, with Zerodrytime testimony to the rising popularity of franchising in the cleaning sector.

The UK has in excess of 26 million households and many hundreds of thousands of businesses that require carpet, leather, upholstery and hard floor cleaning.

David Muirhead, founder of Zerodrytime, operated a commercial contract cleaning company before turning his hand to carpets and upholstery. Trying every possible method, he identified a new potential market - dry carpet cleaning, which means no wet, soggy carpets.

In 2006, Zerodrytime was launched. Utilising the latest technology and David's advanced industry knowledge, the franchise business continues to grow each year. There are currently 78-plus franchisees in the UK and

Northern Ireland, with more new franchises due to join the company in the coming months.

SUCCESSFUL TRACK RECORD

Successful franchises tend to be those with clear business processes that consistently deliver positive results to their customers. Over the years, Zerodrytime's franchisees have built a track record for success that demonstrates the impressive potential for a new franchisee.

Zerodrytime franchisees are proud of this achievement and the company actively encourages anyone considering investing in the franchise to speak to existing franchisees about these claims.

ESTABLISHED BRAND

Anyone who has built a business from scratch knows that developing a strong brand can be a slow, exhausting process. One of the biggest advantages of franchising is that you're buying into an already well established brand that has a perceived value in the eyes of consumers.

TRAINING AND SUPPORT

Sometimes people forget that it's in the company's interest to give its franchisees the greatest possible chance to succeed. Zerodrytime's proven business model is perfectly positioned to teach new and existing franchisees the secrets of success.

The team based at the company's head office and



AT A GLANCE ZERODRYTIME FRANCHISING

Established: 2008

Number of franchised outlets:
75-plus

Location of units: across the UK and Ireland

Investment range: £24,950 plus VAT
(includes all equipment, machines
and full training)

Minimum required capital: £24,950
(plus VAT)

Contact: David Muirhead

zerodrytime.com/franchise

“Zerodrytime is continuously launching new products and marketing strategies to further support franchisees”

training centre in the north east of England ensure new franchisees can look forward to a successful future with a series of mandatory training programmes, which must be completed before hitting the road. They need to understand and learn the franchise's values, business model and processes.

New franchisees don't need any carpet cleaning experience. The Zerodrytime team, headed up by David, train you in every part of the process. Most importantly, new franchisees are given real-life training in customer's homes and business premises, so they can see the Zerodrytime system first-hand, learning all the techniques, tips and terminology of the trade.

Beyond initial training, a good franchise continues to support its franchisees, helping them build better, more profitable relationships as they go.

Zerodrytime is continuously launching new products and marketing strategies to further support franchisees, increasing available sales collateral and allowing franchisees more time to focus on building their customer base and a business to be proud of.



First class care

Going the extra mile is paying off for Right at Home franchisee Andrew Davis and his clients

Right at Home franchisees are passionate about delivering quality homecare services that make a difference to their clients' lives. But what does quality care mean?

The answer was highlighted recently by a Care Quality Commission inspector, who carried out a routine visit to Right at Home in Bournemouth & Poole.

As well as talking to the management team, the inspector also contacted a random selection of clients, their relatives and staff to assess how safe, caring, responsive, effective and well-led the service is.

The outcome for Right at Home Bournemouth & Poole was an overall 'outstanding' rating, with good outcomes for 'safe' and 'effective' and the best possible results for 'caring', 'responsive' and 'well-led'.

FANTASTIC ACHIEVEMENT

For owner Andrew Davis, the report highlighting this fantastic achievement made emotional reading, as it underlined how his business is positively impacting his clients' lives.

“The CQC rating provides objective recognition of what Right at Home offers”

Examples highlighted by the inspector included Right at Home building a ramp so a housebound client could go outside for the first time in years and a CareGiver taking their Christmas dinner to eat with a client, so they were not alone all day.

Registered manager Helen Garland says: “Our wonderful staff do it because they want to, not because they have to.”

One client, living with a mental health condition, told the inspector that Right at Home's support and encouragement had given them the confidence to book a trip abroad.

Another client was upset as they could no longer visit a memorial plaque for close relatives at the local crematorium. Their CareGiver contacted the crematorium and arranged to collect the plaque, so the client could



AT A GLANCE RIGHT AT HOME UK

Established: 2010

Number of franchised outlets:
64

Location of units: England and Wales

Investment range: up to £130,000

Minimum required capital: £40,000

Contact: Kate Dilworth, kate.dilworth@rightathome.co.uk, 07825 047344
rightathomefranchising.co.uk

keep it at their home. The client was overjoyed by this kindness and told staff they felt their relatives were now close to them again.

Andrew says: “This kind of 'extra mile' care isn't something that can be delivered without a team who are as committed as ours is. They really do treat their clients like family.”

COMMITMENT TO FRANCHISEES

Right at Home's 60-plus franchise offices have an exemplary 100 per cent good or outstanding rating record with the CQC, something CEO Ken Deary says is testimony to his national support team.

He explains: “My commitment to our franchisees is to employ a franchise support team who understand the industry. All our compliance team are former CQC inspectors. So they have an intimate knowledge around what franchisees need, if they are to receive the prestigious outstanding rating.”

HUGELY BENEFICIAL

Andrew agrees that Right at Home's national office expertise has been hugely beneficial to his business.

“Without their support, I wouldn't have known how to grow a business that has won national and local awards,” he says.

“The CQC rating provides objective recognition of what Right at Home offers: homecare that exceeds expectations - for both clients and staff. People can lead more fulfilling lives as a result, with improved independence, social interaction and mental well-being.

“I'm honoured to be a part of this amazing brand. And I'm pleased to support people, locally, who need us most.”



Rockin' around the clock

As School of Rock comes hot off the heels of a record-breaking year, the musical franchise favourite sets its sights on further success



AT A GLANCE SCHOOL OF ROCK

Established:
1998

Number of franchised outlets:
260+

Location of units: North, Central & South America, Africa, and Asia Pacific

Investment range:
\$192,150 - \$422,100

Minimum required capital:
\$100,000 (liquid) / \$300,000 (net worth)

Contact:
franchisingopportunities@schoolofrock.com or +1 866-840-2179
franchising.schoolofrock.com



Last year was instrumental in the development of School of Rock. The worldwide music phenomenon, which specialises in teaching kids of all ages how to play like their favourite rock stars, has been on the up for over two decades now... and shows no signs of stopping.

“Both on the domestic and on the international scales, we feel like we’ve had a very successful year in development,” says Anthony Padulo, chief development officer for the franchise. “This has been, historically, our most successful 12

months since we began franchising around 13 years ago.”

That’s much more than just a bold claim; School of Rock signed 35 new franchise agreements in the U.S. in 2019, which is a huge milestone, as the brand would traditionally cap off at around 25.

This number is further bolstered by School of Rock’s overseas achievements, as it signed up four entirely new country license agreements – taking the toe-tapping concept to young rockers in Columbia, Paraguay, Spain, and Portugal.

“The thing that makes me happy

about those countries is that all four agreements were signed with existing master franchisees,” explains Padulo. “To work with an existing franchisee who already understands the business, opportunities, and challenges of the franchise – and are still willing to expand with us? For me, that’s the best validation you can get.”

Existing franchisees make up a big part of School of Rock’s steadily growing portfolio, as across the last two years, an estimated 25 to 30 per cent of new franchises have been awarded to entrepreneurs already a part of this melodic family.

HITTING THE RIGHT NOTE

So what’s the secret behind School of Rock’s consistent success?

“I think the reason we’re doing so well is that music has such a universal appeal,” says Padulo. “Unlike a food business where you may have to adapt the concept for local taste, we don’t have that issue. Whether you’re in the U.K. or South Africa or Brazil, there might be variations of local rock, but the basic premise of English-sung rock music is universally accepted.”

And while local flair is certainly included in the School of Rock curriculum, some legends transcend borders: The Beatles, David Bowie, and Bruce Springsteen are heard at every location, taught by veterans of the industry. Not just heard, mind you, but thunderously echoed through the hallways: “We’re definitely looking for somebody

who doesn't mind the noise," laughs Padulo. "That's always our first criteria, because while it's music, it is noisy!"

TWIST AND SHOUT

If tolerance of noise is one of the primary criteria for a School of Rock franchisee, what else is important when joining one of the most successful and exciting education franchises in the world?

"Because 85 per cent of our business is children, you want somebody that enjoys being around children," says Padulo. "Of course, you also look for people who are financially well qualified, and who can put together the required infrastructure for the model."

When looking for international master franchisees, as opposed to domestic franchise partners in the U.S., School of Rock favours individuals with prior experience. Not just with music, but with business development as a whole.

This is something ingrained in the franchise's culture, as Anthony

"This has been, historically, our most successful 12 months since we began franchising around 13 years ago"

Padulo has been in franchising for almost four decades; working in numerous industries and mastering the art of taking a concept overseas.

"You might say, 'Why do you want an existing master franchisee?'" says Padulo. "In my experience, having an existing master of another business is very helpful, because that person or group already understands franchising. It's all about creating trust, creating relationships, and understanding the differences and intricacies of working between a franchisee, master franchisee, and franchisor."



THE ONLY WAY IS UP

School of Rock may be flying high, but it's far from done. In 2020 alone, the brand predicts an even stronger year that will see 35 new domestic openings, and around 20 international locations.

These overseas schools are set to take the brand to entirely new shores, as School of Rock targets Ireland, the U.K., Italy, Germany, and South Africa. The latter has a single unit in the country, but the others are completely new ventures for the globetrotting franchise.

Looking beyond that, School of Rock plans to grow from between 35 and 50 new schools every year, domestically, and at a rate of two to three new countries. Ambitious? Sure. But it's got the track record to back it up.

"RESPONSIBLY AGGRESSIVE"

The franchise is far from foolhardy, however. "We're not the kind of franchisor that comes out, says we're going to do 150 locations a year, and then five years later they all start closing," says Padulo. "We're looking for sustainable, solid growth; growth at a rate which allows us to not jeopardise

or compromise on the level of quality and support that we've been providing over the last few years."

For Padulo, the message is clear: "We have plans to be responsibly aggressive. We're very bullish, but we plan on growing at a reasonable rate that we can sustain."



Your best business structure

Getting to grips with sole trader status, partnerships, limited companies and limited liability partnerships

WORDS BY JO NOCKELS



THE AUTHOR

Jo Nockels is financial controller and senior commercial manager at TaxAssist Accountants

Having made the decision to be your own boss, it's important to decide the best legal and taxation structure for your enterprise.

Business owners are often unsure about which entity to trade as, whether that's as a sole trader, partnership or limited company. But contrary to popular belief, a business is generally not obliged to operate using a particular entity, regardless of size, ownership structure or industry. But there are stark differences between them and it's the impact of these differences that must be evaluated in order to decide which entity to trade as.

"The most suitable structure for you will depend on your personal situation and future plans"

The most suitable structure for you will depend on your personal situation and future plans. The decision you make will have repercussions on the way you are taxed, your exposure to creditors and other matters.

The possible options you have are as follows:

Sole trader

This is the simplest way of trading. There are only a few formalities to trading this way, the most important of which is informing HM Revenue &

Customs. You are required to keep business records in order to calculate profits each year and they will form the basis of how you pay your tax and national insurance.

The business of a sole trader is not distinguished from the proprietor's personal affairs, so if there are any debts you are legally liable to pay those debts down to your last worldly possession.

You are taxed on the profits or losses of the business personally, regardless of what profits you physically withdraw from the business bank account. Consequently, when the business is going well and you can afford to leave some of the profits in the business, it may be time to form a limited company.

Conversely, it can be an advantage when the business is young and investing. As a sole trader, you may be able to access losses personally, which can allow you to recoup some of the tax you paid in employment before starting your own business.

Partnership

A partnership is an extension of being a sole trader. Here, a group of two or more people will come together, pool their talents, clients and business contacts so that collectively they can build a more successful business than they would individually. The partners will agree to share the joint profits in predetermined percentages, so it's advisable to draw up a

partnership agreement that sets the rules of how they will work together.

Partners are taxed in the same way as sole traders, but only on their own share of the profits. As with sole traders, the partners are legally liable to pay the debts of the business. Each partner is 'jointly and severally' liable for the partnership debts, so that if certain partners are unable to pay their share of the debts then they can fall on the other partners.

A partnership is likely to be a more expensive route in terms of tax and national insurance than a limited company. They are particularly popular in the professional services industry because partners have unlimited liability, which reassures clients. They may also be more suitable for businesses that want to vary their profit distribution regularly and don't want the burden of having to alter shareholdings.

Limited company

A limited company is a separate legal entity from its owners. It can trade, own assets and liabilities in its own right. Your ownership and personal liability is denoted by your shares in the company.

People often think a limited company offers your personal

assets complete protection, but that's rarely the case if the company is new. Directors will often be asked for personal guarantees of fledgling companies, which effectively nullify the limited liability.

If you work for the company and/or appoint yourself as a company director, you are both the owner (shareholder) and an employee of the company. When a company generates profits, they are the company's property.

Should you wish to extract money from the company, you must either pay a dividend to the shareholders or a salary as an employee. If you do pay yourself a salary, you may have to operate a payroll and have workplace pension obligations, depending on the circumstances.

There are lots of reasons for trading as a limited company, but aside from limited liability one of the biggest draws is the tax implications.

Firstly, you essentially only get taxed personally on whatever you withdraw, which is relevant when the business is growing and you can afford to leave profits in the business.

Furthermore, although companies pay corporation tax on their

profits, the overall tax position tends to be lower because you don't pay national insurance on any dividends you withdraw and dividend tax rates are lower than normal income tax rates. As you can see, effective tax planning requires profits, salary and dividends to be considered together.

There are additional administrative factors in running a limited company, such as statutory accounts preparation, company secretarial obligations and PAYE procedures. It's also a big mind shift for owner-shareholders to grasp that the company is a separate legal entity and they cannot use the company bank account or assets as they had done prior to incorporation. Mismanagement can lead to tax charges, additional national insurance and

reporting errors, which can trigger penalties.

Limited liability partnership

A limited liability partnership is legally similar to a limited company. It's administered like a limited company in all aspects except its taxation. In this, it's treated like a partnership. Therefore, you have the limited liability, administrative and statutory obligations of a limited company, but not the taxation and national insurance flexibility. They are particularly suitable for medium and large-sized partnerships.

Before making a decision about which entity to trade as, it's recommended you discuss your circumstances with a professional. They can talk you through the different responsibilities and reporting requirements for each entity. In addition, they will also be able to calculate a rough idea of your tax liabilities for each one.



IN NUMBERS

The UK private business sector is made up of:

3.5 million sole traders

2 million limited companies

405,000 partnerships

Source: Federation of Small Businesses

You'll wish you started sooner

Want a better work-life balance? Take a closer look at the Time For You cleaning franchise, founder Freddie Rayner says

 Our biggest achievement has to be the positive impact we have on our franchise owners' lives. We feel proud when we hear positive feedback and success stories from our franchise owners about how Time For You has offered the ideal opportunity to break free from the typical working life and embrace a flexible work-life balance.

We spend our time helping people create a new working dynamic for themselves, where they can spend less time working while making more money.

The best feedback we hear about our brand is how we change people's lives for the better. Feedback doesn't get much better than that. Something we hear over and over is: "I wish I'd started sooner!"

GROWING BUSINESS

David and Amanda Durham started Time For You Kilmarnock in January 2015.

David remembers: "We had very little knowledge of this kind of business, could barely turn on a computer and my wife could just about send a text. But after the training and support from lots of other franchisees, we are very pleased with how things have gone.

"We are now helping new franchisees who have become part of the Time For You family. We regularly have our own meet-ups in Scotland with tips, cake and

laughs shared. We're looking forward to another AGM meet-up with other franchisees, where we always come away upbeat and motivated ready for another great year.

"Time For You has changed our lives for the better. We have a better work-life balance than ever before. Our goals for the future are to continue to grow our business on a scale where we are able to bring our two daughters on board."

THE IDEAL FRANCHISEE

The key qualities we look for in an ideal candidate is a burning desire to change their lives for the better, both financially and from a work-life balance point of view - somebody who's not willing to settle for the daily grind any more.

A franchisee can become their own boss and manage their own schedule. Franchise owners are ordinary people, working from home, some of whom are earning more than £200,000 in profits.

FLEXIBLE OPPORTUNITY

The Time For You business is in itself a model for a better work-life balance, as franchisees have no commute each day and can work from home at times and days to suit themselves because the franchise is so flexible. You are in business for yourself, but not by yourself, so isolation is never an issue.

Emma Stawarz of Time For You Milton Keynes says: "As a



AT A GLANCE TIME FOR YOU

Established:
1997

Number of franchised outlets: 217

Location of units: nationwide

Investment range: £14,750 (plus VAT)

Minimum required capital: £20,000

Contact: call 0845 300 9074

time4youfranchise.com



"The best feedback we hear about our brand is how we change people's lives for the better"

mum of four young children, my options were limited, but I'm so pleased I invested in Time For You. I work from home and my children's needs are catered for. I feel I've accomplished something of real value in my business and recommend the franchise to anyone in my circumstances."



John
Master franchisee
of a restaurant
brand

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Live the dream

Your business ambitions can be achieved by taking a methodical approach to planning, Hitachi Capital Franchise Finance says



How can you turn your business ambitions and goals into reality? Hitachi Capital

Franchise Finance suggests your process should be methodical and thoroughly planned, while honestly reviewing your financial viability.

FAILING TO PLAN IS PLANNING TO FAIL

Some people set up and run businesses without a proper business plan. However, many of these fail within the first few years. Don't allow your failure to plan get in the way of your business ambitions.

So what should you do?

SET SMART OBJECTIVES

First of all, you need to set SMART business objectives that are:

- **Specific:** ensuring your objectives are focused on what you intend to achieve.
- **Measurable:** see how well you're doing and make decisions that will get you back on course if necessary.

- **Achievable and realistic:** by all means, show ambition. However, explore all angles and make sure it will actually be possible to achieve your goals.
- **Time-based:** so that you and your team have a time limit to work towards.

UNDERSTANDING YOUR MARKET AND COMPETITION

Next, you need to understand your market - both local and national - and competition.

Depending on your product or service, you may have identified a few key customers already, but you should know who your competitors are:

- Who else is offering the same or similar solutions to your prospective customers?
- How are they achieving this and what are your competitive advantages over those businesses?

While it's tempting to believe you have a unique solution to a problem, it's unlikely. A competitor matrix, highlighting your USPs and



AT A GLANCE HITACHI CAPITAL FRANCHISE FINANCE

For more information call 01844 355575 or email fundingteam@franchisefinance.co.uk
hitachicapital.co.uk/franchise-finance

how your proposition differentiates itself, is a great way to review your business model.

OPERATING STRATEGY AND MARKETING PLAN

Your operating strategy is how your business works; the logistics behind your product or service, ultimately determining where you position yourself in the desired market.

This is to be considered alongside your marketing plan. The best possible marketing strategies are those that test and learn as a target market responds and the proposition evolves. You should have a clear idea of your market and pricing strategies, but you need to constantly monitor and adapt them as you gain market feedback.

ASSESSING YOUR RESOURCES

You will need to assess the physical and human resources required. This may include any property, equipment, machinery and the team you will need to achieve your goals. Are your current team qualified to do the job, will they need extra training or will you need to hire additional team members?

FINANCIAL PROJECTIONS AND CASH FLOW FORECASTS

All the above needs to be costed into the financial part of your plan.

A monthly profit and loss projection will track your progress and ensure it's worth pursuing the dream, while the monthly cash flow forecast will help you identify whether you can actually afford to do it.

Your projected balance sheet will show you what the business is going to look like in monetary terms in the future, how strong it could be and the degree of solvency, which will hopefully give you a safety net if things take a little longer than expected.

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Facts for franchise first-timers

Top tips to ensure you don't get lost in the sales patter

WORDS BY EMILY PRICE



THE AUTHOR

Emily Price is chief operating officer at the British Franchise Association

Franchising is a word that's often bandied about and can come in many different forms: film franchises, rail franchises and even license opportunities that disguise themselves as franchises. So what are we talking about and why do we bother educating on the technicalities of business format franchising?

Firstly, it's important to note that business format franchising has grown year on year for the past 20 years and even through periods of economic challenge has continued to thrive. Unfortunately, some businesses disguise themselves as such to encourage investment. Below

are some top tips to ensure you don't get lost in the sales patter:

What's a business format franchise?

It's the opportunity to build and operate a business that's represented by a larger brand.

You will be asked to sign a franchise agreement, which will dictate a length of contract and detail obligations of both you and the franchisor. You'll be asked to pay a license fee on entry and be required to contribute an ongoing management service fee.

Importantly, you will be provided with the tools and know-how to effectively operate that business in your territory with the ongoing support of your franchisor.

How to spot a business format franchise

The proposition will be clearly detailed and the recruitment process should provide reasonable time for both the franchisor and you, as the investor, to consider the opportunity. At no point should you feel under pressure to sign an agreement or 'secure' a territory due to fear of missing out.

Any projections should be based on trading evidence and the franchisor should be able to explain clearly what they're based on, along with any associated working conditions to achieve them.

There will be a substantial training plan and ongoing support, should you need it. The length of the agreement you will be required to sign should allow you to see a

good return on your investment and usually there will be an automatic right to renew, should you be operating to standard.

Important due diligence questions include:

- Can I speak to a variety of existing franchisees in the network?
- What support and equipment are included in my initial franchise fee?
- How much working capital will I need?
- What marketing support do you provide?
- What does the support team comprise of and who will be my point of contact?

Before making any decisions, ask everything you need that will provide you with the comfort that if you follow the model and work hard your investment will be supported.

Additionally, any business can undergo difficult times and business format franchising is no different. When embarking on your franchise journey, ensure the people you are partnering with are people you are comfortable with.

How can the bfa help you?

Visit our website - thebfa.org - which houses a wealth of information about franchising. We can also be contacted directly.

You will find accredited franchises featured in our online directory, along with a free online franchisee certificate and seminar dates to help you determine if franchising is for you.

If you become a franchisee, you can also become a member of the bfa in your own right. This means we can connect you with franchisee peers and engage with you on your ongoing business development journey.

"At no point should you feel under pressure to sign an agreement or 'secure' a territory"





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*Less than 175 out of the 230 territories are available - all territories expected to be awarded by the end of 2020.



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