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Having won the **PAPA Industries Awards** in 2018 and 2020, Caprinos have also won the **Corporate Livewire Prestige Award of Pizza Takeaway of the Year** in 2020 and 2021.

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WHERE WILL YOU OPEN YOUR XCELERATE GYM?

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FROM THE EDITOR



To say that the last two years have changed the working landscape would be an understatement. Since March 2020 the whole working world for many of us has completely shifted and distorted, especially for those who were more familiar with an office-based, nine-to-five environment.

While things are undeniably different – which has brought with it its fair amount of challenges – so many workers in the UK and beyond will find it difficult to return to an office or fixed premises, when told to do so. Whether your employer is stringent when it comes to office-based work or not, a psychological shake-up has happened with most workers, and this has resulted in an uptick in budding entrepreneurs going down the business ownership route.

If you've been contemplating running your own business, and find the idea of operating it from your own home especially appealing, then I urge you to check out our in-depth working from home guide, which showcases franchise brands that can be run from the comfort of your own home.

Elsewhere, we offer up a networking masterclass (see p.34), speak with Caprice Bourret about entrepreneurship (go to p.56), explore the world of plumbing franchises (head to p.62), and much, much more in this varied and vibrant edition of What Franchise.



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NEXT ISSUE ON SALE:

24 MARCH

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PRINTED IN ENGLAND

NEWSTRADE SALES
Marketforce. Tel: 0203 1483300

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

abc ABC certified circulation: 13,347 January-December 2020

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QUOTE ME ON THAT

"I like to give back and help budding entrepreneurs"

Caprice Bourret speaks with Angela Sara-West about her ever-evolving brand, championing women and shares her top business tips on page 56

TRENDING ONLINE: COFFEE FRANCHISES

While articles and franchise profiles focused on food and beverage trends, news and brands are always the most popular destinations on our website, the What Franchise team has noticed a real uptick in investor interest in coffee brands over the last month.

Whether the colder temperatures have got more people interested in a hot drink or the public is noticing a rise in consumer interest in specialty coffee and teas and want to capitalise on the interest, we're not too sure, but there's a real buzz being generated in the hot drinks space.

Most of the enquiries we have received are about household name brands like Starbucks and Costa, but there's also been a lot of interest in mobile coffee concepts, like Coffee Bike.

Looking to run your own coffee or hot drinks business? Go to what-franchise.com and browse the exciting franchise opportunities, insight and advice at your disposal.

NEWS IN BRIEF



TAYLOR MADE FRANCHISING ACQUIRES PART SHARE OF BROADWAY WINE COMPANY

Franchise group Taylor Made Franchising has become part-owner of a small business to help it become a franchise operation.

Following on from acquisitions of Iconic Window Cleaning and Mister Tacho Ltd, the group has also recently become a part-owner of Broadway Wine Company and will begin the process to offer it to the public as a franchise opportunity as soon as possible.

Broadway Wine Company supplies wine to hotels, pubs, restaurants, independent retail stores, and 'symbol group' supermarkets. It was founded by James Kemp in 2009 and Doug Brown joined the business in 2014.

Darren Taylor, managing director of Taylor Made Franchising said: "My team and I are highly experienced at franchising. I started as a franchisee myself, so I know what it is like to be on both sides of the table. Together we will supply them with everything they need to franchise their business, show them what to do, and most importantly, what not to do."

In an idea developed by Taylor, a company that wishes to franchise, sells a part share to Taylor Made Franchising, in return for Taylor and his team turning their business into a fully operational franchise organisation. If after a contractually agreed length of time key criteria are not met, shares are returned to the owner and the partnership ends.

Taylor Made Franchising currently owns Stump Busters, PVC Vendo, Wilkins Chimney Sweep, Thomas Cleaning Franchise and Iconic Window Cleaning Franchise. Combined, it has over 100-plus van-based, owner-operator franchisees and an annual turnover in excess of £7m.

Doug, director of Broadway Wine Company, has worked for some of the largest wineries around the world including Rosemount Wines (Australia), Jackson Family Wines, (California) and Giesen Wines (New Zealand). "We know we have a great business model. We supply some great wines and we're excited to franchise with Darren and his team," said Doug. "Yes, the market is competitive, but it isn't saturated. The wine and spirits sector generates £49bn in economic activity in the UK, with 81 per cent of adults that drink alcohol, drinking wine."

Co-director James continued: "We don't need our franchisees to know about wine, we can and will teach them everything they need to know but we do need them to be robust and resilient salespeople who are great with customers.

"Our franchisees will also be able to supply direct to the public; something we found has been very successful for us, particularly over the last two years."

THE KIDS CORNER LAUNCHES FRANCHISE OFFERING



VIP soft play experience brand The Kids Corner has partnered with Franchise My Business to expand into Scotland, Ireland and Northern Ireland.

Founded by husband-and-wife team, Sunny and Remen Bains, the idea was born out of frustration in finding a high-quality soft play for their own children at parties and functions.

"For our kids' birthdays, we would reluctantly book bouncy castles for parties but were always a bit disappointed at how worn out they would look," says Remen. "We have also tried to book out soft play centres, even though our boys absolutely loved it there, the huge centres would give us anxiety; the kids getting lost, not being able to find them and the overall cleanliness."

After months and months of research, planning and testing different products, The Kids Corner was launched with the first booking in January 2019. "We combined giving what the kids really want, the ability to have fun and play freely in an exclusive play area, with peace of mind for mum and dad," says Sunny. "It was from that moment we knew we just had to create a dedicated soft play area that could be set up at venues and the homes of our mini VIPs."

The main points of difference that The Kids Corner provides are the high quality and cleanliness of the products. "Our clients love the fact we bring the experience of going to a soft play centre to their home or venue of choice, allowing our clients and their guests to have exclusive use of the play area," adds Sunny.

Although still a new business, the success of the concept has created a huge following with many celebrity clients including Rochelle and Marvin Humes, Abbey Clancy, Gemma Atkinson, Aston Merrygold, Mylene Class, Kimberley Walsh and Ashley Banjo.

Now, the couple is offering the chance for others to launch their very own The Kids Corner business, with the announcement that they have partnered with franchise and marketing specialist Franchise My Business.

"As our business grows, we had to think about growing our team," adds Remen. "It was vital for us that the overall quality was maintained, each set up was finished to the same standard, the service that we give to our clients was maintained and we were able to accommodate our client request so introducing a franchise model seemed to the best fit for our growing business. We are delighted to be working with Franchise My Business to develop a franchise package."

At present, The Kids Corner covers most of England and Wales, with plans for expansion into Scotland, Ireland, and Northern Ireland. The demand for the products has been so high that there is already interest from potential franchisees abroad.



SMALL BUSINESSES MUST TAKE STEPS TO DEAL WITH RECORD INFLATION

With inflation rising from 5.1 per cent in November to 5.4 per cent in December, small business owners regard it as their biggest concern in 2022.

Last year was a momentous one for small businesses in the UK as they consistently changed and adapted to the volatile business environment to continue to grow and flourish. As we enter 2022 however, with concern still existing around COVID-19 and the recent Omicron variant, small businesses are facing several factors which they must combat in order to make 2022 another fruitful year.

With inflation jumping to 5.4 per cent – reaching the highest level since 1992, combined with the threat of rising interest rates this year – small business owners have cited inflation as their biggest concern in 2022. A recent study by small business lender Iwoca showed that nearly three-quarters of small business owners (71 per cent) thought that inflation was the biggest concern facing their businesses throughout 2022.

Sharing this sentiment is the British Chambers of Commerce's (BCC) latest quarterly economic survey. It found that 58 per cent of small firms expect their prices to increase in the next three months and 66 per cent of businesses say inflation is a concern. In addition, 27 per cent of firms are worried about rising interest rates.

Suren Thiru, head of economics at the BCC, said: "The record rise in price pressures suggests that a substantial inflationary surge is likely in the coming months. Rising raw material costs, higher energy prices and the reversal of the VAT reduction for hospitality are likely to push inflation above 6 per cent by April.

"Rising inflation is likely to limit the UK's growth prospects this year by eroding consumers' spending power and squeezing firms' profit margins and their ability to invest."

After rising from 5.1 per cent in November to 5.4 per cent in December, the long-term UK inflation rate is projected to trend around 3.3 per cent in 2022. Whilst it may be a turbulent year if interest rates and inflation continue to rise, there are critical steps that small businesses can take in order to navigate through 2022's ever-changing business environment, as well as turning the year into another positive one.

Luke Davis, CEO of IW Capital, advises: "Whilst it is a valid concern, there are steps that small businesses can take to deal with it and set up their businesses with the best chance to thrive in 2022. First, businesses must invest in technology. By doing this it will allow their business to maximise their customer base as well as keep their overhead under control.

"The next step that businesses must consider is buying inventory, property and equipment early in the year.

"A final step which small business owners must consider is agreeing to long-term agreements with suppliers. By agreeing to longer-term agreements, it will help businesses understand their cash requirements by giving them more control over their significant fixed costs over the next few years, causing them to budget easier and manage their cash."

LONDON-BASED ENTREPRENEUR OPENS 100 STORES

Fireaway, which was launched in 2016 by entrepreneur Mario Aleppo, has since become the UK's fastest-growing pizza chain.

Opening its first stores in South London with a bank loan and only one employee, Fireaway has managed to expand even during the pandemic, now setting up its 100th store in Walsall that will open later this month.

Founder Mario Aleppo said: "Initially, I thought of opening a Subway franchise, but I changed my mind and decided to do my own thing. However, I was impressed by Subway's methods and incorporated some of them into Fireaway.

"It means that pizza lovers can choose from four different bases, four different kinds of cheese, four meats and 20 toppings. And the price doesn't alter, regardless of which combination is chosen."

Mario went back to his Italian roots ensuring that Fireaway could provide an authentic Italian pizza with only the freshest ingredients. Fireaway opening its 100th store is a remarkable feat, given that back in January last year it had 50 stores. This quick growth is due in large part to its initiative to open 25 new branches in 25 weeks in the latter half of the year.



Mario said: "Shortly after we opened our second store, we started attracting other franchisees through word of mouth. It started with a new franchise opening every six months. A year later it was every three months, then one a month and now it's roughly one a week."

Mario added that he believes the global potential of the brand is limitless. "We're taking this very seriously, so much so I have appointed my two younger brothers to spearhead our efforts, with Luca managing our German operation and Fabio overseeing The Netherlands," he said.

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Make 2022 the year of change

While starting your own business might feel risky, a franchise can offer unmatched support

WORDS BY SUZIE MCCAFFERTY



THE AUTHOR
Suzie McCafferty is CEO of franchise consultancy Platinum Wave

January is a big month for people realising they are no longer satisfied with being an employee marching to the beat of someone else's drum. Perhaps that's why you're reading this magazine? If it is, don't let February be the month you resign yourself to another year of disappointment. The tipping point of actually doing anything about it won't come until you truly believe you have what it takes to ditch the salary and take a risk.

According to a survey by *Micro Biz Mag* using information pulled in by Google Surveys, the publication asked: "Do you want to start your own business?" This is what they found:

- 65 per cent of adults in the UK want to start their own business
- 21 per cent do not want to start a business
- 14 per cent are not sure

That's not great news for employers if nearly two thirds of their staff are thinking about leaving to do their own thing! The same surveys revealed that 22,000 people Googled "how to start a business" each month on average, 24,800 search "business ideas" and 9,300 look up "start-up loans" – and that's just in the UK.

So, is it all hot air or does anybody actually take the plunge? Well, incredibly, there were 665,495 start-ups founded in 2019/2020; that's more than one a minute!

Without a crystal ball we can't know for certain how many are still going. However, we do know that 57.6 per cent of companies that started up in 2013 were gone five years later. That bursts the party balloon somewhat, doesn't it? But this is *What Franchise*, so let's reward you with some great news before you put your tie back on and head off dejectedly to the office.

Benefits of franchising

For franchised businesses, success rates are a very different story. Figures from the British Franchise Association show that 93 per cent of franchised units are profitable. How come? Firstly, the business has already been proven as a success. A great business idea has been developed, a brand has been established and marketed, and the business model has been proven to be profitable.

Secondly, the franchisor with the great business idea and proven business model will be offering you training and support to ensure you have the greatest possible chance of making the business work. They profit when you profit, so they are highly invested in your success. When the right franchisee finds the right franchisor, along with hard work and dedication, both parties can enjoy major success and develop a long and fruitful franchise relationship.

"Raising start-up funds for a franchise is often a good deal easier"

Go for it

If you're one of the 9,300 looking up start-up loans, then there's more good news. Raising start-up funds for a franchise is often a good deal easier. With a franchised business you'll be going to the bank with business plan based on a business model that has already been shown to work, so lenders see it as lower risk than a completely new business.

If ditching the salary is sounding less risky, then you just need to address the fact that, yes, buying a franchise will mean parting with some of your income each month – is it worth it? It all comes down to how much you value the things you'll get with a good franchise that you won't get by starting on your own: training, ongoing support, an existing brand, proven business model, national marketing, being part of a network of like-minded individuals all doing the same thing you are and sharing best practice, the speed with which you can get to market. Are all those things worth the franchise fee and the ongoing monthly royalty payments? Only you can decide, but if the above report has it right, it sounds like a high percentage of existing franchisees would say it was the right decision for them.

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Grab a slice of the action

Award-winning pizza chain Caprinos is seeking talented new franchise partners to join its expanding global family, says director Khalil Rehman



Founders/directors: left, Gul Nawaz, right, Khalil Rehman

WHAT MAKES A CAPRINOS PIZZA A GOOD INVESTMENT?

Caprinos Pizza is an excellent investment due to a quick return and high profit margins. Also, Caprinos is one of the fastest growing British pizza chains, which helps the business attract new trade and establish a customer base. Furthermore, franchisees get more opportunities to invest further and expand with the brand.

At a Glance
Caprinos Pizza

Established: 2014

Number of franchised outlets: over 65

Location of units: Almost all counties in England, Wales and Scotland with international expansion plans this year

Investment range: £90,000 – 120,000 (depending on the size of the unit and location)

Minimum required capital: £100,000

Contact: franchise@caprinospizza.co,uk

caprinospizza.co.uk

WHAT SETS CAPRINOS PIZZA APART FROM THE OTHER PIZZA PLAYERS IN THE MARKET?

Caprinos is an award-winning and proud British brand, with great quality products for a great price and is the first fully Halal pizza chain in the UK. Caprinos has its own unique dough recipe, and we work closely with our suppliers to develop our toppings and side orders. All our branches are supplied their ingredients through our centralised supply chain management system. Compared to other outlets in the same league, store set-up costs are low.

WHAT SORT OF SUPPORT – LAUNCH AND ONGOING – DO FRANCHISEES RECEIVE?

From the beginning, all our franchisees receive support from Caprinos, starting with help with securing a location and legal matters if required. From here, they are assigned a dedicated project manager, who supports the franchisee to get their branch set up completed.

Full training on products and systems is provided for the franchisee and their staff, and for launch an opening team aids the new staff in getting settled.

The franchisee gets ongoing support from the area coaches and the admin team and regular audits for standards and quality, which helps them with consistency.

> **"Caprinos is one of the fastest growing British pizza chains, which helps the business attract new trade and establish a customer base."**

WHAT KIND OF TURNOVER AND GROWTH POTENTIAL CAN A CAPRINOS PIZZA FRANCHISEE EXPECT?

In most cases a branch starts making profit in their first month of operations and a full ROI within 18 months. Expected turnover after two years is £500,000 per annum and the franchisee also has the choice of expanding.

HOW IS CAPRINOS LOOKING TO GROW ITS FOOTPRINT?

Our immediate goal is to open 60 more Caprinos branches this year, with a longer-term aim of reaching 500 stores in five years.

This year, we will also be expanding into a few more international territories, including the Republic of Ireland, Dubai, and Canada.



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Seven ways franchisees can weather future storms

You should take steps now to ensure that your business is prepared to cope with unexpected waves, no matter what the current climate, says Matt Ball

WORDS BY MATT BALL



THE AUTHOR
Matt Ball is founder of inflatable theme park franchise Inflata Nation, which has nine locations across the UK

Tough times can be just around the corner for any business, no matter how profitable or well established. A major new competitor, media controversy, disruption in the supply chain and even a global pandemic count among just a few of the varied and unpredictable threats to your bottom line, but thousands of UK businesses have not only faced – but weathered – these storms in recent times, showing innovation, resilience and even growth.

In good times and bad, the protection and expertise offered by franchisors can be the difference between a thriving balance sheet and looming disaster, so at times when it feels like the world is out to get you, it's important to know where to look for help.

The good news is franchisees are not entirely powerless to plan and prepare for the unknown, and just by taking a few simple precautionary steps can limit the damage caused by damaging curveballs.

1 Know your team

Most business owners will tell you the same thing: the strength of the people around you can make or break your organisation.

The right people can not only help your firm to thrive during the good times; they can also help you to make it through difficult patches. In the same vein, the wrong people in the wrong roles can become a deadweight that prevents growth or even accelerate failure.

Knowing exactly who you have on your side – and their strengths and weaknesses – can be your ace card when troubles come your way. You need to know who will rise to the challenge and who could get left behind.

2 Don't be afraid to take advice, but be careful

When faced with a situation you haven't encountered before, it's only natural that you might want to seek counsel from those you trust. It can be incredibly helpful to learn from other people's mistakes and to listen to their best practices.

But while most people mean well, it doesn't necessarily mean their advice will be the best thing for you to do. Be careful what advice you take and from whom, and make sure you are totally at peace with whatever route you decide to take.

Each situation is different, and only you know in your heart what the best options are for you and your business.

3 Make the most of your franchise family

Storms come in all shapes and sizes, and perhaps you'll encounter one where it doesn't just affect your business, but the wider circle of your franchise.

In this case, it can be a good idea to lean on the support of your fellow franchisees as well as your franchisor.

You could be going through a shared experience where the immediate path is not clear, and

this is where a helping hand could be a lifesaver.

Ultimately, you are all going through a similarly rough ride and you all have the same end goal. Maintaining an ongoing dialogue with your wider franchise family means you can identify problems – and solutions – more effectively and help you overcome the challenges you all face.

4 Be cautious when seeking financial support

There might come a time when you need to secure short-term, or even long-term, financial help to pay bills, fulfil your franchise fee or to make a much-needed investment. The key here is to be careful with the source of your helping hand, as choosing unwisely could end up making the situation worse.

Some banks may offer franchise finance, while your franchisor might be able to help with a deal, such as delaying your upcoming payment.

You might even be tempted to dip into your own pocket or to secure finance against your own assets, such as your home.

As with everything, it's vital to be aware of the potential pitfalls so you know exactly what could happen if things don't work out.

5 Keep an eye on developments

While it can be very difficult to predict what's coming over the hill (who would have foreseen the COVID pandemic 12 months before it struck?), you can give yourself the best possible chance of being ready for any changes.

"In good times and bad, the protection and expertise offered by franchisors can be the difference between a thriving balance sheet and looming disaster"

Monitoring the news, speaking to customers and chatting with fellow businesses will put you in the picture when it comes to emerging trends and challenges.

Maybe there is some emerging technology that could put your sector under threat. What about a new piece of legislation that will increase your costs or force you to secure licences?

But it's worth noting that change isn't always negative. Keeping on top of developments will also help you see business opportunities before many others and will put you in a great position to take advantage of them.

6 Know when to grow

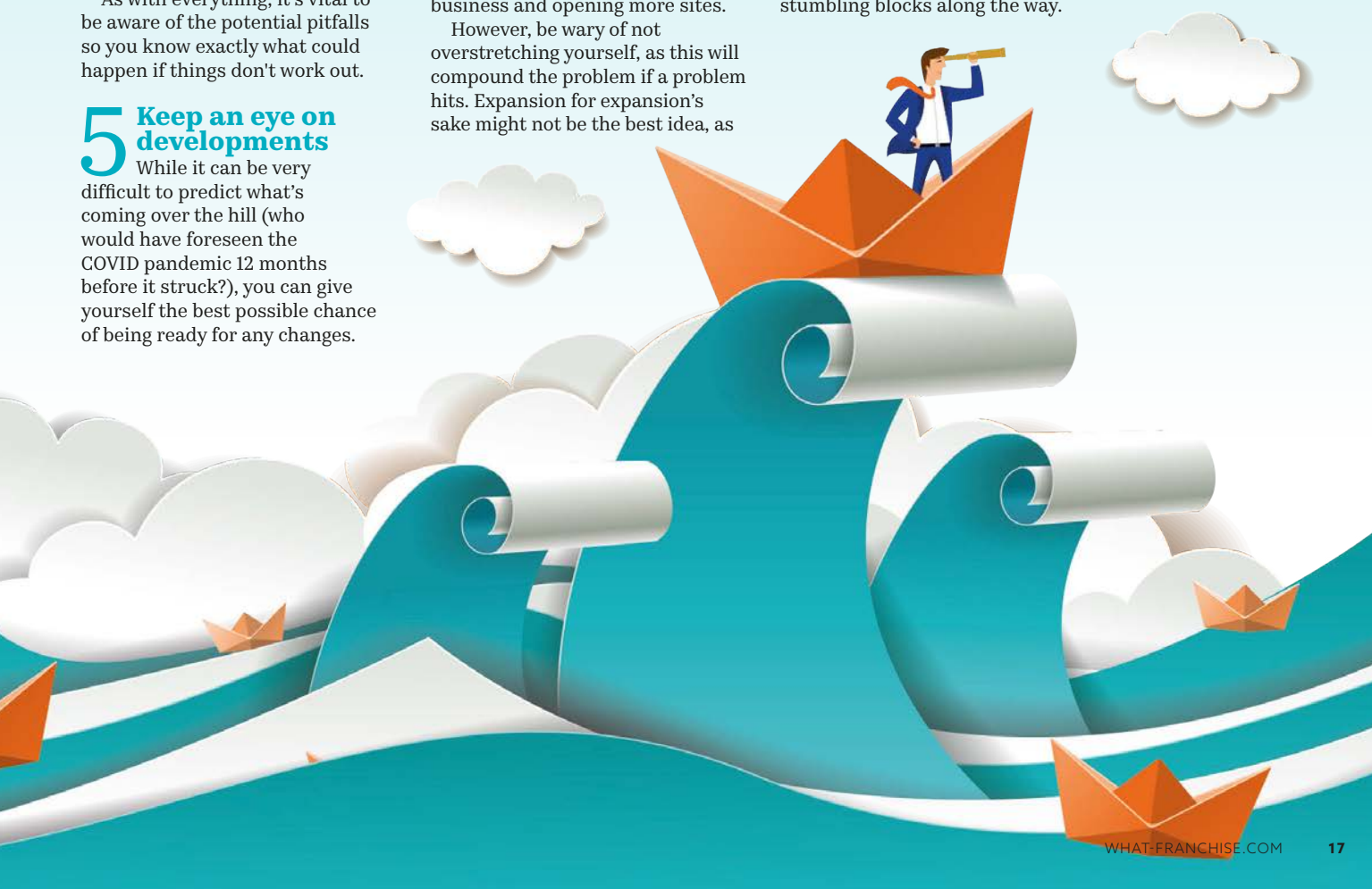
If things are going really well, it's natural that you might start thinking about expanding your business and opening more sites.

However, be wary of not overstretching yourself, as this will compound the problem if a problem hits. Expansion for expansion's sake might not be the best idea, as it can make it even more difficult to weather hard times.

You should always ensure that you have the right financial backing and good support from your franchisor in place before making a big commitment to expand.

7 Choose the right franchise

Above everything else, choose a franchise that's right for you. Passion can go a long way when times get tough. Often people will tell you to leave emotions at the door when starting a business, but following your head and your heart is always a good idea. By picking a business you're passionate about – and making sure that the numbers stack up – you can look forward to building a future that's both emotionally and financially rewarding, regardless of any stumbling blocks along the way.



How to fund a franchise with cryptocurrency

As online money continues its march into the mainstream, should you invest in a crypto-only business?

WORDS BY RUNE SOVNDAHL



THE AUTHOR
Rune Sovndahl is a Danish entrepreneur, co-founder and CEO of FantasticServices.com, a domestic and commercial service company in London, UK

Since it was established in 2009, cryptocurrency has taken the financial world by storm. Recognised as a reputable form of currency worldwide, there are no barriers when it comes to buying, investing and paying for goods in crypto.

Due to there being no centralised governance of the crypto market, it's usually available to trade 24/7, and there's no risk of it being frozen on legal grounds. The transaction fees are generally lower and, on top of this, crypto is secure, increasing protection from identity theft.

If you're new to crypto and want to learn the basics before you dive in feet first, keep on reading, and you'll soon be ready to begin your crypto journey.

Why should you invest in cryptocurrency?

Digital gold is a fitting way to describe cryptocurrency. Both gold and crypto are independent from governments. Despite volatile tendencies, they're proven to retain their monetary value, and unlike fiat money or 'legal tender' money, digital money and gold can't depreciate due to inflation. There's no risk of it being frozen or withdrawn on legal grounds, making crypto a great investment idea.

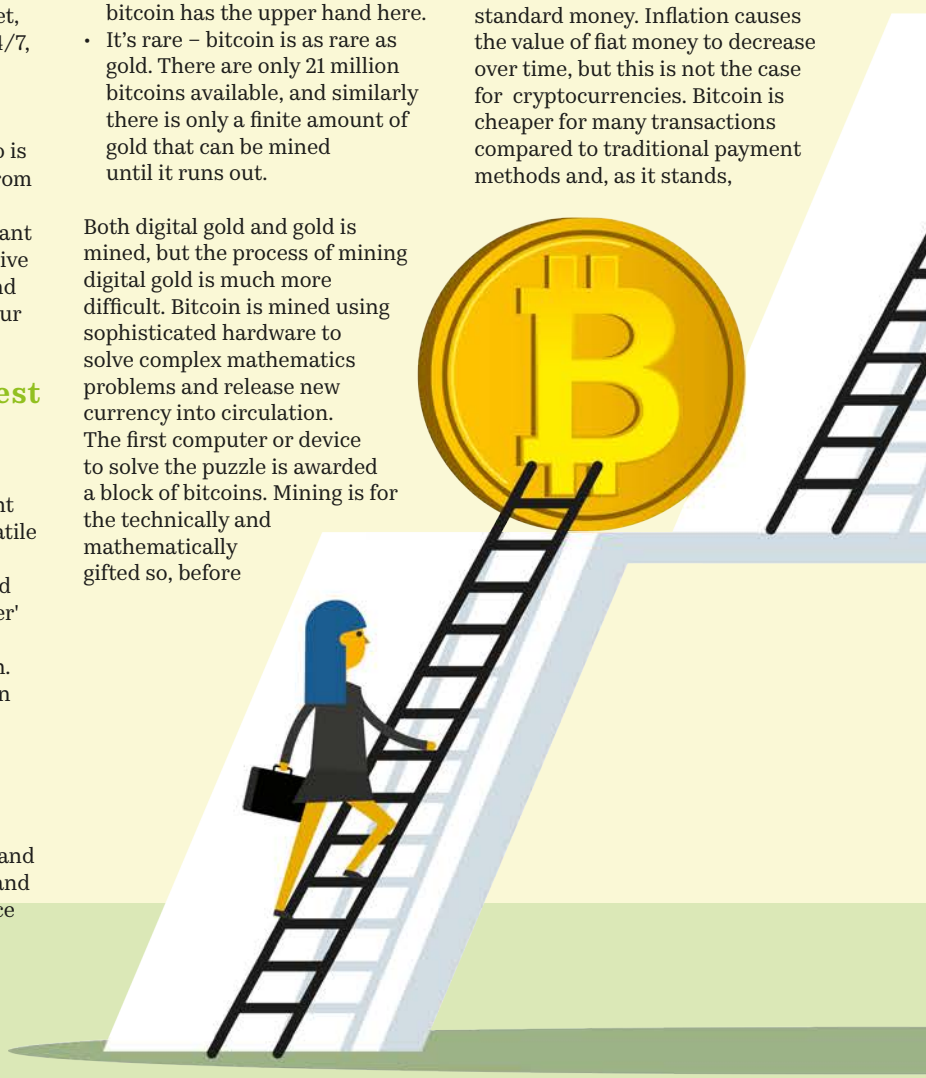
Bitcoin is arguably the most successful and well-known decentralised digital currency, and just like gold, bitcoin is scarce and can't easily be regenerated. Once it's gone, it's gone. There are other similarities, too, between bitcoin and gold:

- Both are hard to fake – in fact, gold can't be faked. Something may look like gold, but when it's checked by the experts, purity can be verified. Similarly, bitcoin can't be duplicated.
- They're both divisible. bitcoin can be divided up into satoshis, with 100,000,000 satoshis making up 1 BTC (bitcoin). Gold can be melted down into smaller chunks, but less precisely, so bitcoin has the upper hand here.
- It's rare – bitcoin is as rare as gold. There are only 21 million bitcoins available, and similarly there is only a finite amount of gold that can be mined until it runs out.

Both digital gold and gold is mined, but the process of mining digital gold is much more difficult. Bitcoin is mined using sophisticated hardware to solve complex mathematics problems and release new currency into circulation. The first computer or device to solve the puzzle is awarded a block of bitcoins. Mining is for the technically and mathematically gifted so, before you invest your time and money into buying the right software and devices for mining bitcoin, it's best to evaluate whether you're right for the job.

More benefits of crypto

Inflation plays a major role in how bitcoin is more beneficial than standard money. Inflation causes the value of fiat money to decrease over time, but this is not the case for cryptocurrencies. Bitcoin is cheaper for many transactions compared to traditional payment methods and, as it stands,





bitcoin's inflation rate is already or will shortly be well below the historic average inflation rate of the US dollar.

Bitcoin is also hugely secure through the process of cryptography, which means the cryptocurrency can only be accessed and used by owners of bitcoin.

Cryptography sends encrypted messages which are only received and known to the intended participants. Bitcoin doesn't directly use hidden messages, but the 'cryptic' part is utilised in the digital signatures and private keys formed when buying crypto. The recipient will obviously need to know the encryption methodology to decode their encrypted messages and access their crypto, making it a secure currency.

Cryptocurrency, as we know, is not controlled by banks or governments, and it's truly transnational. So, when it comes to paying for our goods online, who's accepting bitcoin as a payment method? Well, after some initial trepidation, many top companies have started to embrace the cryptocurrency trend. The likes of Etsy, Domino's, Subway, PayPal, Rakuten and BMW are now accepting bitcoin, and there are even online holiday companies that are accepting BTC for those sunny getaways.

Want to own a business with no cash?

'Cashless' businesses are growing in popularity and can open up a whole new demographic to your traditional customer base. It's is also a great PR story, gaining your business the spotlight it needs to cut through the noise and competition.

As we know, there are drawbacks to any method of purchasing online, but with crypto, you're guaranteed a more secure currency – something hugely important to online customers.

Businesses will, of course, need to assess the potential drawbacks of operating crypto-only, such as alienating cash customers and the maintenance that comes with it, before embarking on their venture.

How to get started

To buy cryptocurrency, you'll need a wallet – this comes in the form of an app that holds your currency for you. Once your account has been created, you then exchange cash for your crypto choice, such as bitcoin or ethereum.

If you're keen to start a crypto business, it's best to get familiar with the basics. Research is integral to success, so find similar businesses and examine their pitfalls and successes. Why not piggyback a business by buying a franchise? That way you can see a like-for-like model and, in most cases, be presented with a 'ready to go' business.

"With determination and a great entrepreneurial attitude, there's no reason why you won't succeed with crypto"

Invest in a sustainable franchise

If you're super keen on starting a crypto-only business but apprehensive about the potential drawbacks, the franchise route is an ideal solution. Franchises are proof that the business model works. Therefore, you can start to build your business knowing that there's a market that wants your services. You can then concentrate on nailing the crypto side.

Franchises are generally sold to individuals as a ready-to-go option, with a website and all the branding needed to launch. If you're buying a franchise from a crypto-only company, you'll already have the cryptocurrency licence needed to start training.

Crypto isn't something that can be learned overnight. With various new currencies popping up, there's a lot to get to grips with, but it's a trend that shows no sign of a weakening. With determination and a great entrepreneurial attitude, there's no reason why you won't succeed with crypto, whether that's buying it to trade, or setting up your own crypto-only business.

Finding the building blocks to success

How ActionCOACH helped Andrew Mann to evolve, improve and grow his construction company


Andrew Mann

Before his work with ActionCOACH, Andrew Mann's construction business, Clarity Homes, was experiencing hard times. Despite Andrew's hard work and expertise, he was struggling like many young businesses to find the way to succeed in an unpredictable and competitive market. After reading The Business Coach book, Andrew began to lay the foundations to construct a more profitable and fulfilling business for himself and his family.

"In 2019, I had an initial meeting with my local Action Coach," said Andrew. "I had reached a point where I was working seven days a week, but I didn't have any grasp on where the business was going. We had a turnover of £500,000 with next-to-no profit. I knew without some support I would lose everything I had worked so hard to build.

"What I loved about my Action Coach was how he understood me. He helped me see many of the problems the business had which I couldn't see myself. After the first few sessions, I realised ActionCOACH was exactly who I needed if I was going to transform my business into what I wanted it to be."

Despite Andrew's instant connection with his Action Coach, the pair still had a lot of work to do to rescue Andrew's company. In their initial meetings, ActionCOACH outlined the blueprint of how they could help within the business, identifying the biggest challenges the business faced, so it didn't take long to start laying the foundations for success.

UNCOVERING A MAJOR PROBLEM

"The first six weeks of working with ActionCOACH were pretty scary," says Andrew. "They made me look at my books in a detail which I had never done before. I suddenly realised how we were in a worse place than I had ever imagined. One major problem identified was cash flow. I realised we didn't have enough jobs in the pipeline to keep us in the green. My Action Coach suggested a new marketing strategy, which allowed me to grow my client leads, keeping the business viable."

After tackling the initial issues faced by the business, the pair began to put in strategic steps to help transform the day-to-day operations of the business.

"He helped me put KPIs in place so I could keep the business on the right track. At this time, we also put in a 90-day plan to make sure we had the short-term strategies and tactics in place required to turn the business around. We recognised early on my lack of understanding on where the business was going. Before ActionCOACH, I was running on not knowing; with their support, I started to understand the masses of information my business was producing."

A SHIFT IN STRATEGY

"By the time the first pandemic lockdown hit, we'd already balanced our books to the point where the company wasn't in immediate danger, as well as put the structure in place for a huge period of growth," explains Andrew. "In the tax year up to April 2021, we generated a turnover of £1 million, and we were starting to see a good level of profit. This was especially significant as during this period we invested a lot of money into marketing and new staff recruitment.

"A big part of this success came

"This shift in strategy has led to our best year yet – with us on track to make £2m this tax year, doubling our turnover from the previous year"

"I wouldn't have reached this position without the support from my Action Coach – he's helped me find value in my business and myself"

from realigning our core client base. Traditionally we'd worked with individual clients on smaller projects which were very time-consuming and required a high level of customer interaction throughout. We've since moved to work with more large-scale corporate projects, allowing us to generate more turnover with larger seven-figure projects. This shift in the strategy has led to our best year yet – with us on track to make £2m this tax year, doubling our turnover from the previous year."

BUILDING A BUSINESS EMPIRE

Despite the incredible success Andrew is now seeing an even bigger future for Clarity Homes, with the insight from ActionCOACH.

"I really want to carry on expanding and growing the business. Before lockdown, I had one staff member and now I have nine. My goal is to have a construction and development company which uses the same processes that ActionCOACH has introduced me to. I'm still busy, but it's a good busy caused by a developing business rather than a failing one. I now have the weekends to myself - I can use this freedom to spend time with my family.

"I wouldn't have reached this position without the support from my Action Coach – he's helped me find value in my business and myself. Investing in Action Coaching will make a big difference to your business. If you're an Olympian, think of the money you would invest in a world-class coach – becoming successful in business is no different."



Andrew and his team implementing new strategies into the business



Andrew Mann and Action Coach Derek Lancaster at a group coaching session

THE COACH PERSPECTIVE

Derek Lancaster is an employee business coach at ActionCOACH Eastbourne & Tunbridge Wells. "What I love about Andrew is that he really wants to learn," he says. "He takes my input and learning recommendations to heart and then implements them into his business. Someone who is so willing to learn and develop will always make it in the world of business when they choose an environment that's conducive to growth and success. I'm incredibly privileged to work with client like Andrew and help them transform their lives."

Derek is part of the team which ActionCOACH franchise partner Lucy Cameron has built since launching her business coaching franchise in 2012. In the last decade, Lucy has built a thriving firm supporting hundreds of business owners. Lucy said: "Recently, I was searching for the right words to explain the reason we do this thing called business coaching and this is what I came up with... At ActionCOACH, we're enabling business owners to love their business, enjoy the journey and live their dreams. It makes it a fantastically rewarding and fulfilling business to be in."

If you want to build a business with scalability and longevity, make a difference in your local community like Lucy and Derek 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 you see substantial rewards can be made...

then find out more by heading to **actioncoach.co.uk/franchise**

At a Glance ActionCOACH

Year established: 1993 in Australia, 2001 in the UK

Number of franchised outlets: 200-plus in the UK

Location of units: UK-wide

Investment range: £69,000

Minimum required capital: £20,000

actioncoach.co.uk/franchise

A CRM that works for you

Mark Scott from Azura explains how a well-designed CRM system benefits both franchisors and franchisees

WORDS BY MARK SCOTT



THE AUTHOR
Mark Scott is operations director at the Azura Group, **azuragroup.com**

Originally used to manage sales processes, Customer Relationship Management (CRM) systems were first used in the 1970s, becoming popular in the late 1990s. In more recent times, CRM systems have evolved to enable businesses to manage all their processes, which in a franchise environment includes prospects, franchisees, suppliers, clients and so on. CRM systems can also store key information, communications and documents such as franchise manuals and agreements.

What are the benefits?

A CRM system allows a business to compile data from a range of sources and produce reports on KPIs such as conversion rates, financials etc, saving on a myriad of spreadsheets and documents used to collect and store information. Furthermore, it provides a central place for that information to be stored and retrieved when needed.

Most importantly, a CRM system can automate business processes. Consider a franchise discovery day, where attendees are added to the system as part of a recruitment drive. The system will automatically send all attendees joining instructions and reminders ahead of the event and follow up emails after the event, saving hours of time.

Of course, the ultimate aim of any system is to convert and retain customers and boost sales growth. When a franchisee, or a member of staff, visits a client, a CRM system can automatically raise an invoice and send it to the client – or in the case of a national account, add to the jobs completed for a daily, weekly or monthly invoice.

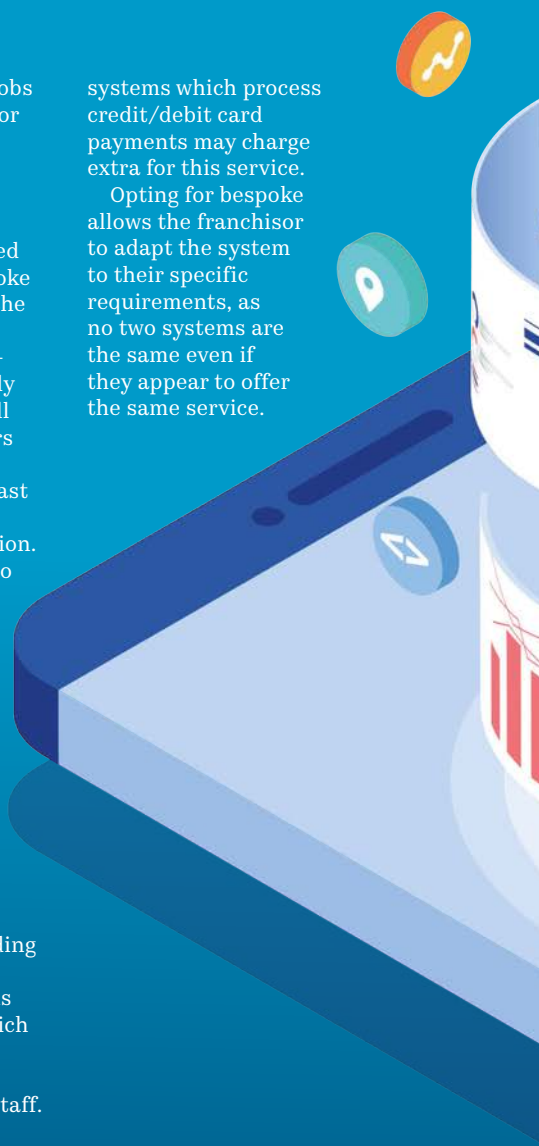
Which system to choose?

CRM systems can be purchased off the shelf, or made to bespoke requirements, depending on the degree of flexibility which the franchisor requires. Some off-the-shelf systems are perfectly acceptable for a range of small businesses, but for franchisors who constantly need to adapt their businesses to keep abreast of current trends, a bespoke system is often the best solution.

There are then two routes to choose from for a franchise business. One is to develop your own system, which can run into to millions of pounds; the other is to use one of the few franchise specialist CRM providers at a fraction of the cost.

Azura is an affordable franchise specialist CRM provider, with a set up cost of up to £5,000 and a monthly fee of up to £85 per franchisee per month, depending on the complexity of the business needs. Other systems may charge a fee per user, which include any staff with access to the system, including head office, franchisees and their staff. Furthermore, some systems which process credit/debit card payments may charge extra for this service.

Opting for bespoke allows the franchisor to adapt the system to their specific requirements, as no two systems are the same even if they appear to offer the same service.



"The ultimate aim of any system is to convert and retain customers and boost sales growth"

These adaptations should be included in the monthly cost. If you run a fairly simple franchise model, the costs will run at the lower end, but if you run a large network with national accounts, likely to need regular updates, then it will be towards the higher figure.

Accessible and user friendly

The system should be compatible with a range of technology, from desktops to mobile devices. It will typically be cloud-based and accessible at all times, whether there is wifi, a network signal or no signal at all. In the case of the latter, the system should update when wifi or a network becomes available. Any customer interaction should feed through to the system, whether they call, visit your website, send an email or engage with you on social media.



"Your CMS system should be compatible with a range of technology, from desktops to mobile"

How can the costs work for franchisees?

The set-up cost itself should be paid for by the franchisor, as it is of benefit to the entire network, including company operations. There are then three options for the monthly costs:

1. Franchisor pays the costs
2. A sharing of the costs, perhaps dependent on how many company-versus-franchisee operations there are. If the system costs are calculated per user, this is the fairest way to allocate the expense
3. Pass on the cost to the franchisee.

This information should be provided to new franchisees, so that they can account for the costs in their business plans, if appropriate.

Making a valuable difference

Former RAF pilots Tim Corry and Alex Duncan made a somewhat unlikely leap from flying to franchising, but the two ex-servicemen have no regrets in joining forces with Guardian Angels Carers



Tim Corry (business owner and registered manager of Guardian Angel Carers, Farnham) and Alex Duncan (business owner, Guardian Angel Carers Farnham) went from piloting RAF and commercial planes to owning and managing a successful franchise in the care sector in 2021. Here they explain how their military services skillsets were more transferable to the care industry than you might think, especially with the invaluable help and support of their franchisor.

WHAT MADE YOU DECIDE TO INVEST IN A GUARDIAN ANGEL CARERS FRANCHISE?

Alex: The Guardian Angel Carers approach aligns very well with our backgrounds as former RAF and commercial pilots. There's a real focus on training, coaching and performance improvement. While there are lot of systems and technology in place, you're still treated as an individual. We play to our strengths and are supported in areas where we need to improve our skills, knowledge and experience.

Specialist care training was part of the process for new franchisees – it gives us a unique insight into client needs and an understanding of who we need in our business to help us thrive.

HOW DID GAC HELP YOU TO SET UP YOUR BUSINESS?

Tim: We've been given a lot of time by founder, Christina Handasyde-Dick, and her team. They've supported us every step of the way – how to do our figures, navigate the regulatory requirements and with our care training. It's given us a clear picture of what's involved and what to expect. They were invaluable in helping us prepare for and pass our CQC registration.

AND HOW HAS THE BRAND SUPPORTED YOU SINCE?

Alex: The franchise support team has been outstanding. Whenever we have a question, or an issue, they're always there to give advice and assistance. The opt-in central recruitment service helps us recruit carers to cope with the extraordinary demand for our services.

WHAT ARE THE MOST REWARDING ASPECTS OF RUNNING YOUR OWN CARE FRANCHISE?

Tim: For me, the high point is bringing people out of hospital, knowing what a difference compassionate care can make to the quality of life for that person.

Alex: Seeing the difference that our CareAngels make to the lives of those they care for is the most rewarding aspect for me too. If our CareAngels are ever having a tough time, I remind them, "you do realise that every time you turn up and do a great job like you do, you save somebody's life".

WHAT ADVICE WOULD YOU HAVE FOR OTHERS ABOUT TO TAKE THE PLUNGE?

Tim: It's hard work, but so rewarding. I would caution people to be careful about their initial spending. Listen to the advice of the business performance team and fellow franchisees. Invest in finding the right people, it makes a big difference.

Alex: Whether you're overseeing one person or 30 people, it's all about dedicating yourself to the team. The GAC way means you have created the culture, ethos and operational systems so your team can look after the clients. Your role is to look after the team and to grow its individuals. The GAC vision is to positively evolve care at home, and with an ex-Olympian as our CEO, we're always looking for marginal gains!

At a Glance
Guardian Angel Carers Ltd

Year established: 2012

Number of franchised outlets: 8

Location of units: Spelthorne, Farnham, Wimbledon, Horsham Crawley, Lincoln, Hedge End, Banstead

Investment range: £28,500 (+ VAT), with a minimum capital investment of £50,000
Minimal required capital: £50,000

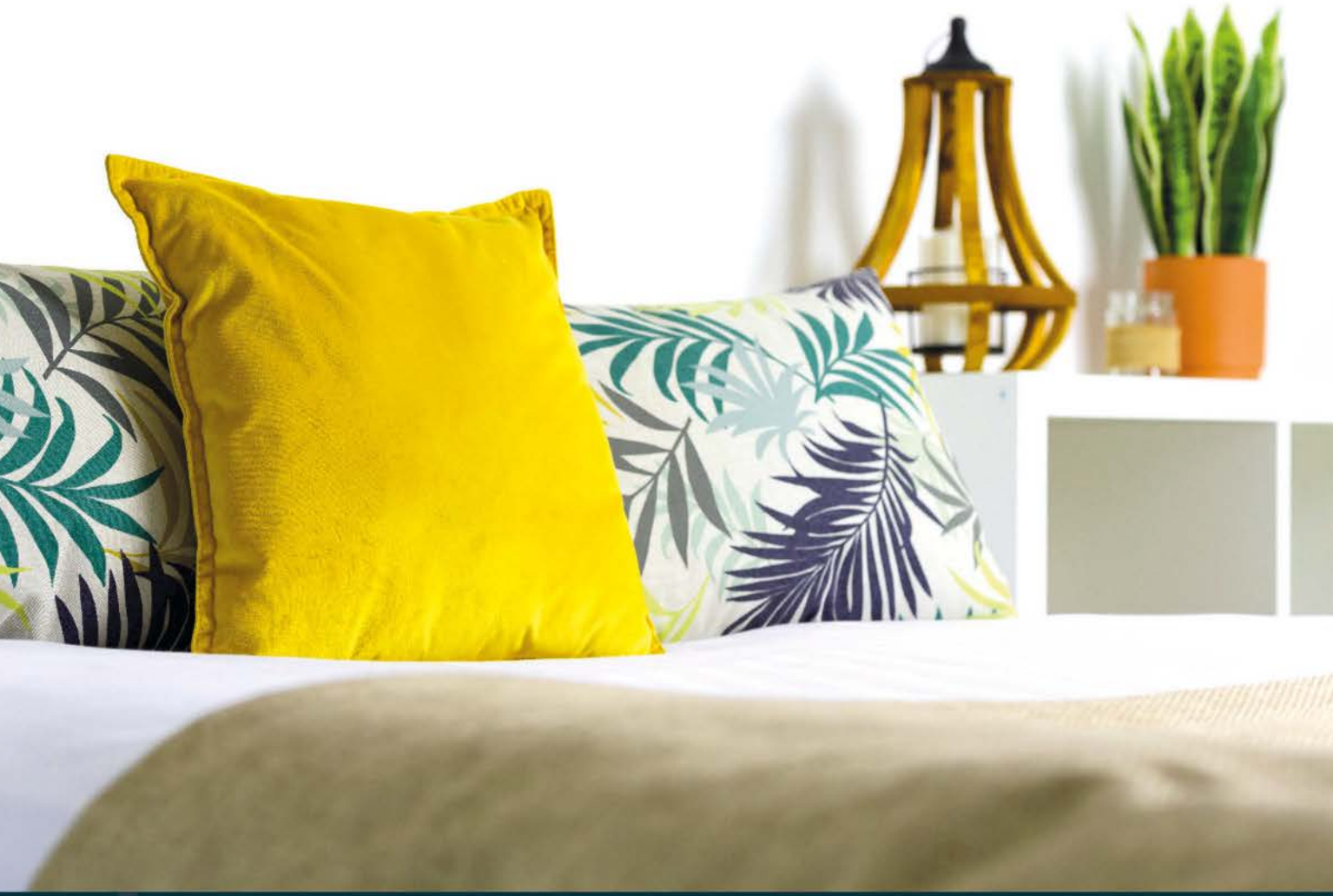
Contact: vicky.brown@gacarers.co.uk

gacarers.co.uk/franchise

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Home-help franchise network wins multiple awards

There's no denying that 2021 was a year of uncertainty for everyone. But for Extra Help, the home-help franchise network, it ended on a high note

Extra Help continued to operate throughout the pandemic, providing home-help services to many clients across the country. As a result, the brand gained more and more recognition at an industry level and won several awards, including being named one of Elite Franchise's Top 100.

It also won the Top Franchise Diamond Award at the Trustist Awards, as well as a Work Buzz Continuous Improvement Award at the British Franchise Association Annual Conference. This award was judged solely on franchisee feedback and is rock-solid proof that Extra Help's franchisees are happy and recognise its commitment to constant network improvement. Extra Help's franchisees also won various, regional awards throughout the year, further substantiating its claim to being an award-winning franchise network.

The icing on the cake was at the end of the year when Extra Help's managing director, Claire Robinson, won the Entrepreneur of the Year Award at the Devon & Plymouth Chamber of Commerce Business Awards. As a regional winner, Claire was then entered into the National Chamber Business Awards, resulting in a further win.

Extra Help was chosen to receive the Game Changer Entrepreneur of the Year Award, sponsored by the British Business Bank, in recognition of Claire's work in building the Extra Help franchise network.

The Entrepreneur of the Year Award recognises a business owner who has "transformed an idea into a successful, sustainable business by understanding their market's key challenges, customers and the competitive landscape". The judges were particularly impressed with Extra Help's ability to recruit new franchisees and triple its profits, despite the impact of COVID-19. They commented that Extra Help is a "stand-out example of how firms can continue to flourish by adapting to the changing business conditions caused by the pandemic".



Claire founded Extra Help in 2010. Since then, she has worked tirelessly to build a strong, family-like network of 35 franchisees, all of which offer home help and cleaning services to many different types of people, from the elderly to busy parents and time-poor workers. An astonishing 3.5 million homes now have access to Extra Help's home help and cleaning services.

Claire said: "I'm so proud of Extra Help and delighted that I was chosen to receive this prestigious, national award. My sincere thanks go to my franchisees for choosing Extra Help and making it the success it is today. It's thanks to their hard work, initiative and resilience that we're able to provide the services that make such a difference to people's lives.

"We're all looking forward to working together, over the coming year, to ensure Extra Help provides a helping hand to even more people across the UK."

At a Glance
Extra Help Ltd

Established: 2010
Number of franchised outlets: 35
Location of units: UK
Investment range: £8,500 (+VAT)
Contact: 01752 905790 or info@extra-help.co.uk
extra-help.co.uk

FITNESS IS GOING MOBILE

FITNESS RUSH FRANCHISE EST21

As seen on TV:

ITN news / Cambridge Evening news / Cambridge Independent / Huntingdon Post And Peterborough United



After years of experience in the fitness industry, the Fitness Rush team have teamed up with award winning fabricators to design the very best in what fitness and automotive innovation have to offer with a bespoke mobile training facility to suit any client's timetable or location.



A note from founder, Liam Rushmer

Since launching Fitness Rush I have seen my business grow rapidly and I believe that there is a great opportunity to replicate the success I have achieved across the UK through a franchise network. I am seeing demand for my services increasing on a daily basis, and I know this is the same throughout the UK. There is demand from private individuals and the corporate market, it is growing at an unprecedented rate.



For more information about this exciting franchise opportunity please contact **Richard Pakey** at Lime Licensing Group on **07904 697 591** or email him at **richard@limelicensinggroup.co.uk**

giggle entertainment network



The Most Valuable Comodity In The World Today Is People's Attention

So we built a business to harvest that

- Not a franchise (but with ALL the benefits)
- Proven repetitive income
- Home based
- High GP
- Low overhead

What Makes Giggle Work So Well

Our formula is simple - no matter where in the world you go, no one likes waiting, people love to laugh, and businesses need a receptive audience for their marketing. Giggle's value proposition is best summed up by our three founding beliefs:

- **There is too much bad news in the world**
- **Advertising is overpriced**
- **Technology should be easy**

To remedy this, we created an entertainment network, installing intuitive screens in areas of wait such as medical centres, gyms, food outlets and other locations.

The screens play a silent loop of G-rated humorous content, entertaining otherwise bored customers. Interspersed with this sticky content are commercial messages. By utilising waiting areas, we have been able to create an audience of all generations, including the hard to reach Millennials and Gen Z who are increasingly enabled to block marketing from their world as technology evolves.

Our fast-growing network spans across 1,500 locations with over 1.6 million people past our screens every week.

Get in touch for an informal chat on what a Giggle franchise looks like and see if we hit it off!

To find out more about the Giggle franchise opportunity, contact **Richard Pakey** at Lime Licensing Group today on **07904 697 591** or email at **richard@limelicensinggroup.co.uk**

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PERCURRA
Excellence through care

Run your own care business



PerCurra is an award-winning 'care at home' company offering an extensive range of services to all adults who require support to live their life their way.

We market these services direct to the users and, with many individual contracts rather than Local Authority ones, we have minimised the financial risk. Our services are for people with a range of needs due to learning or physical disabilities, mental health or other health issues.

We provide all the materials, systems, information, training and advice you need to set up your business and begin trading. What's more, PerCurra's use of technology has produced a state of the art paperless environment reducing overheads significantly allowing you to be in touch with your business from anywhere with minimal overheads.

Talk to Richard Pakey on 07904 697 591 or visit PerCurra.com



Since launching Prestige Oven Cleaning in 2013, I have seen my business grow rapidly and I believe that there is a great opportunity to replicate the success I have achieved across the UK through a franchise network.

I am seeing demand for my services increasing on a daily basis and I know this is the same throughout the country.

The domestic and oven cleaning market is growing at an unprecedented rate. The underlying factors behind this growth include dual income households with stress and time pressures, alongside an ageing population who need extra help in their home.

It is a golden rule in business to be part of a growing sector and with continued rapid growth being forecast, there has never been a better time to get involved in the oven cleaning market.

The UK domestic cleaning market is estimated to be worth
£3bn

Householders have
less time
to devote to oven cleaning

1 in 4
households with an income of less than £20k are hiring help

PRESTIGE OVEN CLEANING
The difference is clear to see

For more information about this exciting franchise opportunity please contact **Kevin Thomas** at **Lime Licensing Group** on **07527 508203** or email him at **kevin@limelicensinggroup.co.uk**

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Inspirational event for entrepreneurs

The International Franchise Show showcases the best selection of British and international franchise brands all under one roof

This event, taking place on the 8th and 9th April 2022, has thousands of entrepreneurs and business owners flocking to the ExCeL London each and every year for unmissable seminars, one-to-one advice sessions from big brands, over 250 exhibitors, expert guidance and more.

The International Franchise Show is the only event of its kind in the UK to connect you with the largest selection of franchise brands, equipping you with all the knowledge you need to embark on your journey to becoming your own boss.

The International Franchise Show showcases the best selection of British and international franchise brands all under one roof, building international connections, and giving visitors the opportunity to find the ideal franchising opportunity for them.

So whether you're a franchise first-timer or a hardened business owner looking to become part of a globally-recognised or up-and-coming brand, the International Franchise Show is dedicated to answering all your franchising questions and providing you with a whole host of incredible opportunities to take charge and become your own boss.

"This event equips you with all the knowledge you need to embark on your journey to becoming your own boss"

Get your FREE ticket today! Or find out more at thefranchiseshow.co.uk/ @FranchiseShowUK / InternationalFranchiseShow (#IFSUK)





THE INTERNATIONAL FRANCHISE SHOW: EVENT HIGHLIGHTS

- **New and improved seminar schedule:** With panel discussions from big names in franchising
- **Accentia Village:** Explore the latest franchise brands new to the market and seek to find a hidden gem amongst our dedicated Accentia Village
- **US Pavilion:** The best of American franchising is coming to the UK! Discover the next big thing at our dedicated US pavilion and keep an eye-out for more international pavilions soon to be announced
- **Over 250 brands:** There is no better place than the International Franchise Show to start your journey into franchising. Boasting the largest selection of British and international brands, we help connect potential franchisees with franchisors, selling single unit as well as master/multi-unit franchises, and offering support through well-known industry experts and suppliers

At a Glance
International Franchise Show

When: April 8-9
Where: ExCel, London
thefranchiseshow.co.uk

Taking the fitness industry by storm

With new ideas and a fresh approach to inspiring its members to fitness, XCELERATE GYMS is making big plans to fast track growth



With its first gym open in Edgware, three more in pre-sale and plans to open 10 more sites by the end of 2022, XCELERATE GYMS has its established rivals looking over their shoulders.

XCELERATE GYMS is made different, made better and made for everyone, a concept which is rapidly 'xcelerating' this new company's growth. It's a combination of the brand, products, services and support offered which is exciting customers and investors in equal measures.

AWARD-WINNING CONCEPT

XCELERATE GYMS is all about motivating, inspiring and engaging with members to achieve the full value of their X, whatever this may be, an approach vindicated by an award-winning end to 2021.

A family of XCELERATE GYM members from the Edgware branch won the Membership Achievement category at the 2021 National Fitness Awards, the biggest fitness awards in the UK.

The challenges faced by the Knight family were significant, but working together with their XCELERATE fitness coaches, their achievements are inspirational.

In 2020, dad, Dave was diagnosed with thyroid cancer and underwent major surgery, which resulted in loss of muscle strength and chronic fatigue. For mum, Christina, life has been tough as she battles numerous health conditions, including fibromyalgia and osteoarthritis.

Since joining XCELERATE, Dave has been able to return to work, thanks to bespoke programming and support from gym staff. Christina has also seen significant improvements in her overall fitness and wellbeing, following her own unique training programme and working closely with XCELERATE GYM coaches.

Together they had already achieved so much, but wanting to put their newfound fitness and confidence to the test, Dave and Christina successfully completed a 13-mile trek last summer, raising £3,000 for MacMillan Cancer Support.

With all four of their children regularly taking part in the gym's X-NATION fitness, combat sports and karate classes, the Edgware branch is a hub of positivity for all the family, where they know they all have the help and support they need.

MORE BRANCHES OPEN FOR PRE-SALE

Starting the year as it means to go on, XCELERATE GYMS' second, third and fourth sites, Solihull, Forest Hill and Bicester, have entered the pre-sale phase, with openings planned for spring 2022.

As word spreads locally, the new sites have seen unprecedented interest. XCELERATE is bringing an unrivalled gym experience to the areas, with best-in-class equipment, an inspiring class timetable, bespoke training rigs for each site, spin studios, boxing rings and functional training zones, as well as access to local and national X-PERTS to provide unrivalled support.

> **"XCELERATE GYMS is all about motivating, inspiring and engaging with members to achieve the full value of their X, whatever this may be"**

WHERE WILL YOU OPEN YOUR XCELERATE GYM?

To find out more about the XCELERATE GYMS franchise opportunity, and where you might place your gym, visit xcelerategyms.com or email sam.yates@xcelerategyms.com.

At a Glance XCELERATE GYMS

Year established: 2020

Number of franchised outlets: 4

Location of units: Edgware, Solihull, Forest Hill and Bicester

Investment range: £495,000 - £745,000 depending on location

Minimum required capital: £150,000

Contact:

Sam Yates, franchise development manager at sam.yates@xcelerategyms.com

xcelerategyms.com

DUCK DONUTS®

WARM, DELICIOUS & MADE TO ORDER







WARM, DELICIOUS & EXPANDING
OUR GLOBAL FRANCHISE FAMILY

WHO WE ARE

Duck Donuts serves Warm, Delicious and Made to Order® donuts as well as a variety of coffees, donut breakfast sandwiches, donut sundaes and milkshakes. Donuts are served warm and coated, topped and drizzled to perfection. Whether experiencing the ambiance in store or conveniently ordering online or through the app, customers are able to customize each donut just the way they like it. Catering allows for expanded revenue streams and an additional opportunity to sprinkle happiness to adoring fans in your community.

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We are seeking franchisees who share our vision and commitment of offering a welcoming, family-friendly and delicious experience. Duck Donuts is a simple, fast-growing and easy-to-run concept with a small footprint. As a franchisee, you'll have a corporate support team dedicated to helping you succeed. From site selection and build out, to marketing and business consulting, the team will assist you with every aspect of running and growing a profitable business.

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- **#22 in Restaurant Business Future 50**
- **#122 on the Entrepreneur Franchise 500 -2020 Top Growth Franchises**
- **Multiple "Best of" distinctions in markets across the US**
- **Multiple footprint options available**



For More Info Contact:

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"Our services will always be in demand"

Rachel Evans, franchise and marketing manager at Jackson Fire & Security, on what the brand looks for in a franchisee, how the market is growing, and more



At a Glance
Jackson Fire & Security UK Ltd

Established: 1991

Number of franchised outlets: 11

Location of units: North Wales, North West England, Yorkshire, Teesside, Cambridge, Kingston upon Thames & Guildford

Investment range: £39,500

Minimum required capital: £40,000

Contact: rachel.evans@jacksonfire.co.uk

jacksonfire.co.uk/franchise

WHAT MAKES A JACKSON FIRE & SECURITY FRANCHISE A GOOD INVESTMENT?

The resilient industry that we belong to has become even more evident in the last two years with a global pandemic to contend with. All commercial premises need regular fire safety equipment servicing by law and that means our services will always be in demand. Property managers are also becoming increasingly concerned by protecting their site with security equipment, so this a growing market for us.

DOES A FRANCHISEE REQUIRE FIRE SAFETY OR SECURITY EXPERIENCE TO BECOME A BUSINESS OWNER?

No previous fire safety or security experience is required to become a franchise owner with Jackson Fire & Security. We train our franchisees in all elements of running the Jackson franchise including industry-accredited training, sales support, project management, operations, our software systems, marketing and tendering for large contracts. We do expect a franchisee to have some managerial experience but the attitude of the franchisee is much more important to us – they need to demonstrate high levels of enthusiasm, motivation and a general can-do approach.

WHAT DOES A TYPICAL DAY IN THE LIFE OF A JACKSON FRANCHISEE INVOLVE?

Every day is vastly different and I think that's the most enjoyable element of being a Jackson franchisee. We work in a wide range of different sectors including education, retail, social housing, manufacturing, hospitality – and that's just to name a few! Our franchisees enjoy meeting and working with customers from all walks of life. We also offer a wide range of solutions within fire and security so there is always something new for our franchisees to get stuck into and we never stop learning.

WHAT SUPPORT DOES JACKSON PROVIDE FRANCHISEES WITH WHEN THEY FIRST JOIN?

We start by providing our franchisees with a comprehensive training course including industry-accredited courses to become a qualified fire and security manager within the industry. This complements a package of industry accreditations that our franchisees can operate under from day one. This means as a local franchisee they can bid for larger projects and tenders that would have otherwise been unattainable and demonstrate the highest levels of competency within a compliance driven industry.

We also provide a bespoke marketing launch campaign including a range of proven and tested online and offline marketing campaigns to generate new leads from day one. On-going support is provided with a call-answering service, technical support helpline, credit control provided by our head office accounts team and much more!

> "Our franchisees enjoy meeting and working with customers from all walks of life"

WHAT KIND OF FINANCIAL RETURN CAN FRANCHISEES EXPECT?

If the franchisee is willing to work hard and has the drive to succeed, the potential revenues of a Jackson Fire & Security franchise can be very lucrative and profitable. Our model is driven on the number of engineers a franchisee has operating in their territory with a sales support team. Having this team in place, franchisees can achieve sales of over £300,000 by year two.



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BARK BUSTERS®
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NETWORKING 101

What Franchise's comprehensive guide to networking, from crafting your elevator pitch to how franchises can build you into a socialising sensation

WORDS BY LINDA WHITNEY



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

Networking can be a great way to grow any business and many franchises expect their franchisees to do it. Some people take to it immediately – but many are daunted by the prospect.

That doesn't mean you need to avoid these franchises.

Most franchises that use networking provide training to make you feel confident about it – and even if you feel awkward at first, it gets easier with experience.

Why use networking?

Alex Brook, franchise development manager at It'seeze Web Design, whose franchisees provide web design, maintenance and development services to SMEs, says: "Business to business networking is an essential activity for our franchisees. It's an easy way to meet other local businesses to build relationships and introduce their services."

He explains: "Networking is all about

> *"A networking group of 20 attendees could connect you to thousands of people"*



generating recommendations from the people in the room.

Recommendations give credibility to your business and show you are trusted. It's much stronger than any other factor in developing your business – more so than the price of your service or its perceived benefits. Someone recommending you as the 'go to' person for your particular service is the best form of advertising."

Daniel Wade, new practice development manager at The WPA Healthcare Practice, whose franchisee partners provide WPA health insurance mainly to SMEs, says: "Networking is one of the priorities for our new franchisees so we bring in independent networking experts who spend hours training them in online and face-to-face networking techniques. Networking develops your business and yourself. You find out about how other businesses work, get your name known in your area and develop your own self-confidence and presentation skills."

Broadening your reach

Networking connects you to the people in the – virtual or actual – room, but also to the people they know outside the room.

Alex says: "Everyone you meet in business has many contacts: clients, suppliers, colleagues, ex-colleagues, hobbies, interest groups, family, and friends. Potentially, a networking group of 20 attendees could connect you to thousands of people."

Nervous about networking?

"Networking frightens lots of people because they associate it with smart suits, elevator pitches and captains of industry – but really it's just talking to people," says Corinne Mills, career coach and joint managing director of Personal Career Management, who offers advice at franchise shows to prospective franchisees.

Remember, you are not there to sell. "It's about relationship building," she says.

Many franchisees are expected to join formal networking groups such as BNI, where all participants start by making a short presentation about their business to the whole group. Given the tight time limit (maybe as little as 20 seconds) and the general fear of public speaking, this can be hair-raising.

This is where you need an elevator pitch.

"All our trainee franchisees are apprehensive about networking if they are not from a sales background," says Dan Wade. "That's why our training includes presentation skills, the creation of elevator pitches, and practice role plays, for face-to-face and online networking."

Choose your networks

Networking meetings range from the very formal, scheduled type to the more informal. Not all will suit

> *"Networking develops your business and yourself"*

NETWORKING NO NOS

"Poor networking can damage your business reputation," says Dan Wade.

"If you are too salesy and pushy, don't give other people enough time to speak, and fail to show genuine interest in their business, they will disengage. Why should they be interested in you if you are not interested in them?"

Networking is a two-way process so only attend networking events if you genuinely wish to help others, says James Vincent. "Attending only with the intention to sell means you will appear self-serving and fail to connect with other attendees, wasting your time and theirs."

you. Research what is available in your area, and the costs. Try several at first, then review the effectiveness of each one after a few months, not forgetting that it takes several meetings for people to get to know and trust you. If there are any that don't work for you, you can drop them.

What do I say?

Networking is not just gladhanding, smiling and handing round your card. It's about conversation. Alex Brook says: "We advise our franchisees to start with a general conversation, and a business discussion will naturally follow."

James Vincent, the performance director at ActionCOACH UK, says: "Ask open-ended questions which invite others to open up, rather than closed questions which can be answered with just 'yes' or 'no'. 'How is the pandemic treating you and your business?' is a great question to ask once rapport is established."

Give the other person time to talk. "People who feel listened to are more likely to open up," says Corinne.

Once you hear a bit about their business, listen for issues you may be able to help with. Have a few up-to-date anecdotes on hand about how your business helped solve similar problems.

James suggests that you might say: "I hear what you are saying about this issue. A client of mine faced the same thing – but we were able to turn that around. Now he's doing really well. I might be able to help you too. I wouldn't mind popping in and checking out your business. Can I have your business card?"



He points out: "Notice the language is conversational and non-threatening. I have been to too many networking groups where people are very stiff and intense. Don't be so serious. If you can get a complete stranger to laugh at a stiff business networking event, you'll get the card, no worries."

Help! I'm trapped!

It's easy to end up talking to one person or group, neglecting all the others in the room – which means lost opportunities. But how do you get away?

Don't feel you have to close a deal then and there. If you identify an opportunity, suggest an appointment for a one-to-one meeting at another time to discuss the issue, swap business cards, then move on.

Otherwise, you can suggest that as you are both there to meet several people, it might be good for both of you to circulate a bit – or simply say you are off for another coffee!

Follow up

This is essential. If you have identified any potential synergies, James says: "Shoot the person an email. Look for them on Facebook and LinkedIn – but don't just call them and ask, 'So, are you ready to do some business together?' Building trust and credibility takes time."

HOW TO CRAFT YOUR ELEVATOR PITCH

Going up in a lift at a business conference, someone asks: "What does your business do?"

What you need is an elevator pitch – a persuasive 30-second speech that presents your business in a way that prompts the question: "Tell me more".

An elevator pitch makes networking easier. "It should be positive," says Corinne Mills. "That can be hard because it's often seen as boasting, but it's not."

Sound enthusiastic. If you are not enthusiastic about your business, why should anyone else be?

Be specific. Highlight what your business does and how it will benefit the person you are addressing.

James Vincent says: "Understand what makes your business unique. In the case of ActionCOACH, "I help business owners make more profit when they are out of the business, than in it..." is a great introduction. Most business owners will say, "How do you do that?"

Once you have devised your pitch, practice delivering it until it comes naturally.

Avoid inauthenticity: People can detect fake enthusiasm and it decreases your credibility. "Find something positive and energising about your business that you can authentically highlight to others," says Corinne.

"Ask open-ended questions which invite others to open up, rather than closed questions which can be answered with just 'yes' or 'no'"



"The right message multiplies my leads"



Richard Hubble had no experience of business networking before he became a franchisee with It'seeze Web Design.

Now he says: "Over 60 per cent of my new clients come from networking. When I started the business five years ago, I tried various methods of securing clients including paid leads and advertisements but networking was the best source by a million miles."

He belongs to four different networking groups and networking takes up around 30 per cent of his week.

"To make the most of it, let other participants know exactly what questions to ask to get you leads. For me, that means asking their business contacts if they have a website. If they have, is it generating results? Whatever the reply, it can open a discussion that means they can go on to recommend me. This way, other group members are looking for leads on your behalf – and you do the same for them."

Richard, who is based in Gloucester, adds: "Refine your message so other group members can easily learn it. Be specific about who you'd like to be introduced to. I say that I provide creative, flexible, affordable websites for startups and small businesses in Gloucestershire, then repeat my name, and add: 'brilliant designs mean better results.'"



"How networking boosted my business"

Former vet Rupert Hine changed his career to become a business coach with an ActionCOACH franchise. He credits networking for a large part his success.

"I originally got into veterinary medicine as I thought I would enjoy working with animals more than people. However, the more I worked as a vet, the more I realised that I loved the human relationship element of the job. As I started managing more people I realised management was the path I wanted to follow. To this day, helping people develop and make a difference to their lives gives me pleasure."

He launched his ActionCOACH business in Kinross, Perth, in 2018. He was in franchise training with two other franchise partners who were also launching in Scotland. "We have continued to collaborate to this day, running group coaching sessions together as well as covering a large area of networking opportunities between us," says Rupert.

"I started working with the business networking group BNI. I had a lot of experience talking in front of groups as a vet, but initially BNI felt out of my comfort zone. That soon changed and it remains at the core of my marketing activity today. Building relationships and finding clients through networking suits me as I have always preferred connecting with people on a human level before working with them."

Rupert's strategy of organically growing his business through referrals and networking was a success.

"I continued to coach and attend virtual networking events during pandemic lockdowns, offering free sessions to business owners," he says.

"It was rewarding to make a difference to the local community, and since the pandemic my client base has grown to three times the size."



"It's not just socialising"



"I'd not done any business networking before, but my previous career as cabin crew in upper class meant that I was confident talking to anyone," says Ross Le-Jeune. Ross is now the WPA Healthcare Practice Partner for Horsham and Worthing, helping customers, mainly SMEs and the self-employed, buy WPA medical insurance.

In the two years after launching his business, about 80 per cent of his leads came from networking. Now it's about 40-50 per cent, with the rest coming from recommendations and referrals.

"WPA's training, plus my experience in several networking groups, has developed my business, and honed my presentation skills," says Ross.

"First you need to see networking as work, not just socialising. If you see it merely as socialising you can waste a lot of time.

"You need to work the whole room. Don't stay with one group of people for the whole session – that way you miss out on lots of opportunities."

Avoid getting trapped. "If after a few minutes chatting I think I have found some synergy with one person, I make an appointment to meet them later for coffee and give them my card," says Ross.

Commit to networking regularly, he says: "People usually like to get to know you for a while before they recommend you, so keep showing up at the same groups regularly."

Finally, he says: "The future is in the follow up. Never forget to follow up after a session – otherwise you have wasted your time networking."

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Imagine changing lives – that's what a Bark Busters franchisee does for people and their pets every single day

Bark Busters is an international franchise network that helps dog owners with training and overcoming their pets' behavioural problems. From puppy training to aggression, no dog is considered beyond its help.

The company is proud to have reached its milestone of training over 1,000,000 dogs as it celebrates its 32nd birthday this year, a testament to the hard work, dedication and compassion of Bark Busters dog behaviour therapists and trainers worldwide, and making Bark Busters the world's largest home dog training business.

WHY INVEST?

Bark Busters franchise owners come from a variety of backgrounds, but what they all have in common is a passion to help dogs and a desire to help owners who love their dogs. Not many people can say that they truly love the work they do, but Bark Busters franchisees are an exception. These canine-loving business owners are passionate about the service they provide.

There has never been a better time to invest in a Bark Busters franchise as the UK's dog population continues to grow year on year, with over 12 million canines and pet owners spending a staggering £8 billion each year on their pets.

At a Glance
Bark Busters Home Dog Training

Established: 1989
Number of franchisees: 250+ worldwide
Location: UK
Franchise purchase price: £15,000 (+ VAT)
Minimum required capital: £3,000
Contact: franchise@barkbusters.co.uk
0808 100 4071
barkbusters.co.uk

If you are enthusiastic about dogs, a good communicator with people, and looking to run your own full-time business, the Bark Busters franchise could be the ideal solution for that vital work-life balance and provide you with an opportunity to build on the company's exceptional five-star reputation.

GREAT TRAINING FOR FRANCHISEES TOO

Bark Busters' unique method and approach to training gives its franchisees a distinct advantage. The intensive, one-to-one and face-to-face residential training programme provides the best possible start for a franchisee's career, as success and reputation depend on the quality of the training that Bark Busters franchisees provide. This is why the average franchise retention rate is 10 years plus and the longest-serving UK franchise owner is now in their 22nd year of running their Bark Busters franchise.

JOB SATISFACTION GUARANTEED

When Bark Busters was founded over 32 years ago, its focus was to help save dogs from being euthanised or rehomed. Far too many dogs still end up in rescue or are put to sleep due to behavioural issues, and with the dog population expanding rapidly around the world, a growing number dog owners who want to do the very best for their pets are looking for easy and effective training methods and expert support.

The Bark Busters approach to dog training and behaviour is its unique selling point. Its tried-and-trusted methods are easy to follow, and its service comes with a Worldwide Life of the Dog Support Guarantee, to ensure that no dog is left without the help it needs.

KEY TERRITORIES AVAILABLE

Bark Busters currently has several territories under offer, but there are still extensive territories available throughout the UK and Ireland. London and the home



counties currently have key positions available, providing ideal opportunities for the right candidates. Scotland and Northern Ireland are of particular interest for Bark Busters too, and the company is looking for new franchisees in these key areas.

The Bark Busters Home Dog Training franchise is ideal for the dog-loving entrepreneur who is looking for a work-life balance. This fast-growing and recession-proof trade could be just the change you've been waiting for and a Bark Busters franchise provides a low-overhead, low-cost way in.

In return, you will receive four weeks of face-to-face intensive training, your own exclusive territory, ongoing support, start-up marketing fund, uniform, access to the bespoke customer relationship management software and international forums with access to over 250 franchisees' knowledge from around the world, including the founders.

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POWERBRANDS

HOME-BASED BUSINESSES GUIDE

YOUR GUIDE ON HOW A FRANCHISE CAN TURN YOUR GREAT RESIGNATION INTO AN EXCITING NEW CAREER



HOW TO RUN A BUSINESS FROM HOME

How to make working from home a permanent feature of your professional life with house-based franchises

WORDS BY LINDA WHITNEY

For many people, the pandemic transformed homeworking from a dream to a reality. Some people can't wait to get back to the office, but for others, a taste of working from home (WFH) has been enough to convince them that they never want to go back into the office again.

However, many employers won't let you work from home all the time. The solution? Start a home-based business – but if you are on your own, that can be tough and lonely. The good news is that a franchise can solve the problem – and nearly 40 per cent of franchises can be run from home.

WFH: PROS AND CONS

Normally I ask experts to comment on issues like this but having worked from home for 20-plus years, I think I am an expert myself! Think carefully before you decide that running a business from home is for you.

PROS:

- No commute: saves time and money.
- Family-friendly: you can do the school runs and may not need to pay for after-school childcare.
- Flexibility: You can often set your own working hours and build in time to attend school/social events or just 'me-time'.
- No employer hassling you at all hours.
- Running a business from home can attract tax breaks that could reduce your household bills.

CONS:

- Increased utility bills, especially in winter. You may need to leave the central heating on all day, and your employer will no longer pay for all your phone bills and your coffee habit.
- Isolation. It can get lonely working on your own. Franchises help here as they usually have Facebook groups and Zoom sessions where you can interact with other franchisees and head office.
- Those with children may still need childcare during working hours. Working

"Nearly 40% of franchises can be run from home"

THE HOMEWORKING BOOM

- The proportion of working adults who did any work from home in 2020 increased to 37 per cent on average from 27 per cent in 2019.
- Working adults stated work-life balance was the greatest positive, while challenges of collaboration were the greatest negative. Another positive was "a reduction in the time taken to complete work".
- Of businesses not permanently stopped trading, 24 per cent stated that they intended to use increased homeworking going forward.
- Of working adults currently homeworking, 85 per cent wanted to use a "hybrid" approach of both home and office working in future.

Source: Business and individual attitudes towards the future of homeworking, UK: April to May 2021, ONS



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



"Timetabling: my WFH secret"

"I've found that strict timetabling, so that I get my work done, have time for myself and for my family, has been the secret to working from home," says Hayley Gerrish, The Creation Station franchisee in Witney and Kidlington, Oxfordshire.

Hayley, who has three school-age boys, started her Creation Station franchise in 2019. She works four days a week, running classes Tuesdays to Thursdays and doing office/admin on a Friday. "I run a total of six Little Explorer and Baby Discover sessions each week at local venues and an after-school Create Club in a local school." She also runs birthday parties at weekends and offers monthly Tiny Treasures sessions for babies.



"I block out time in my week for running the business, but also for the family and for myself. "It's also important to know what you want from your business so that you can calculate how much work you need to do and build that into your weekly plan."

But she adds: "Scheduling in downtime for yourself is also important. It allows your brain to rest and refresh itself which makes you more creative and efficient," says Hayley.

"My timetable is quite specific. As well as the practical sessions, I might schedule admin for 9-10am, marketing activities for 10-11am and then time for myself from 11-12noon. Build in time for the family too.

"Timetabling makes things easier and means you are less likely to feel guilty about not giving enough time to the business, or alternatively, to the family."

Hayley also devoted one room to her business and the necessary stock of crafting materials. "Being able to shut the door on it makes it easier to stay focussed," says Hayley.





"Be prepared for surprise"

Yasmin McGlashan worked in publishing, but after 16 years, wanted to leave the corporate world for self-employment. Now she's a franchisee with the virtual personal assistant franchise Pink Spaghetti, working from home in Weston-Super-Mare.

"As an employee I worked from home once a week so I knew the pleasure of ditching my usual 30-minute commute, and I wanted to be able to do the school run and see more of my two children every day, so I liked Pink Spaghetti's working from home franchise model," says Yasmin.

But there were some surprises once she started working from home full time. "Perhaps naively, I assumed that I'd have more time, maybe to go to the gym or shopping – but I didn't have as much free time as I expected. Then again, I love the peace of mind that comes from being closer to the children's school, so if they are taken ill, it's only a 10-minute journey to pick them up."

Yasmin advises: "Set boundaries for your working hours or you could find yourself working all the time, and have a space dedicated to work, because it puts you into work mode. It helps to dress for work too, rather than working in your night clothes."

She adds: "Consider the pros and cons before opting to work from home, so you go into it with your eyes open."

She finds that the franchise model helps combat the potential loneliness of home working. "Pink Spaghetti has a Facebook network for us franchisees and we have network-wide Zoom calls, so that helps to keep up morale and maintain mental health," she says.

> *"Experience of working from home helps but running a business from home is not the same as homeworking as an employee"*

alongside younger children in particular can be difficult.

- Friends, neighbours and family think because you are at home, you're free to chat.
- It can be tempting to work all hours, neglecting your family and yourself.
- You may need dedicated space for the business – a quiet working area and a store for stock or stationery.

INCREASED DEMAND

Sarah Cressall, founder and chief executive of The Creation Station, the creative activity franchise run from franchisees' homes, says: "We normally get about 70 enquiries from prospective franchisees a week, but after Christmas 2021 it soared to 135."

Vicky Matthews, co-founder at virtual PA services franchise Pink Spaghetti, whose 60 franchisees all WFH, says: "We have seen an increase in applications from prospective franchisees since the lockdowns, because people have seen what an attractive option homeworking can be."

EXPERIENCED FRANCHISORS DISPEL THE MYTHS AROUND WFH

Sarah Cressall has a network of 70 Creation Station franchisees, mostly women who work from home around a family.

Sarah says: "Working from home can look like nirvana, but it's not as easy as it looks. That's why we provide such an extensive range of support, and tailored training to suit different personal circumstances. Our franchisees need at least 20 hours a week in which to deliver creativity sessions and four to do admin and business development. You can take your children with you to the creative sessions, but often franchisees have childcare for the admin and marketing day."

Vicky says: "There are misconceptions about working from home, but more often on the part of the prospective franchisee's family. The prospective franchisees are more realistic, especially now. Before COVID people thought working from home was an easy option and downgraded it, but now they understand that it's not just doing a bit of work here and there between stacking the dishwasher."

HOW TO MAKE IT WORK FOR YOU

Experience of working from home helps but running a business from home is not the same as homeworking as an employee. Freddie St George, managing



"A better lifestyle"

Gemma Campbell worked in publishing in London. Now she works from home as editor of the Guildford & Surrey Heath Raring2go magazine and website for parents.

"I was leaving home at 6.30am and getting back at 8pm, so when I got pregnant I decided that would not work with children, so I launched my Raring2go franchise," says Gemma. "I started when my baby Izzy was six weeks old, and soon learnt that the idea that I could work while she was asleep was wrong! I used to hand her over to my husband when he got in from work and start work on my business in the evenings."

Later Gemma's mum looked after Izzy one day a week, and now Izzy is three and at nursery, things are easier.

"Even if you work at home, you still need childcare," says Gemma.

She advises others considering homeworking: "Even with the backing of a franchisor there's so many things to do, and at first I tried to do everything myself, including producing the magazine, contacting advertisers, social media posts and maintaining my website. Now I prioritise tasks based on my strongest skills and best revenue earners, so I pay someone else to design the magazine."

Gemma adds: "I make about half what I earned as an employee but I'm happy with this, and even when Izzy is at school I don't want to go back. I'm looking forward to going to her Christmas plays and Harvest Festivals, and with this lifestyle I can."



"Working at home alone can be lonely – but this is where starting a business with a franchise beats setting up on your own"

director of Raring2go! magazines and websites franchise, says: "It's different because even with a franchise, you have to cover many tasks – selling advertising, liaising with designers, invoicing and admin as well as producing the local Raring2go! magazine.



"All our franchisees work from home, and most have never done it before, so we make it clear that it involves a combination of self-discipline and firm parameters," he says.

"When it's your own business you tend to work harder for longer than even the best employees," says Vicky. "It's harder to switch off because there's no big divide between home and business, which is why we train our franchisees in careful time management."

At The Creation Station franchisees are advised to schedule work around childcare, to make lists and plan their week – and not just when to work. "For instance, we recommend that when the children come home from school, franchisees allocate that to family time, and stop everything else. If you don't, you risk losing family support, which is essential for business success," says Sarah.

Vicky estimates that about 90 per cent of her franchisees have children. "I suggest childcare, because they need at least two or three clear days a week to run the business."

YOUR OWN WORKSPACE

It helps to have your own workspace. Vicky says: "Find a place at home – maybe a spare room - that is devoted solely to your business, if possible. It helps you focus on business."

You may also need storage space. Franchisees with The Creation Station need space for the supplies they use for practical crafting sessions and parties, for instance.

You may even need specific technology. Franchisees with First Vehicle Finance work from home supplying finance deals for vehicles. "They must have a dedicated private workspace because they are discussing customers' finances," says Pam Gordon, the franchise consultant who is recruiting the franchisees.

COMBATTING ISOLATION

Working at home alone can be lonely – but this is where starting a business with a franchise beats setting up on your own. As a franchisee you are part of a network of others, and franchisors usually encourage franchisees to talk to each other. Freddie says: "The franchisees work collaboratively, and we have a WhatsApp group and local Facebook groups, plus there's a lot of peer-to-peer support, as well as interaction with head office."

"People have seen what an attractive option homeworking can be"

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Growth market

What's On In is the website for people wishing to find out what's on in their town, city and holiday location



Of the What's On In franchise, managing director Dani Smith says: "It was simple, we know the UK online advertising market is worth £189 million and we saw the market was wide open.

"We also wanted to make our franchise available to anyone and that's why we priced it at £798. The return on investment is amazing. We also offer an interest-free finance package and payment over three-six months."

USER FRIENDLY

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

THREE FRANCHISE PACKAGES

What's On In offers three types of franchise:

- Single franchise postcode.
- Master franchise, UK or globally.
- Corporate franchise, Europe and globally.

FLEXIBLE OPPORTUNITY

A typical What's On In website not only offers a franchisee an excellent income from advertisers, but also allows them to place affiliates on their website, which pay franchisees up to 70 per cent commission. There are three income streams:

- Income for main businesses.
- Income from tradesmen.
- Income from affiliates.

A franchisee needs no technical knowledge, as all loading of adverts is carried out by the What's On In support team. Bookings are made online via the website and payment is made within three minutes direct to the franchisee's PayPal account, which means excellent cash flow.

OPTIONAL 50-50 SYSTEM

What's On In has an optional 50-50 system, whereby you have a commission only sales person building your postcode area for you, offering complete freedom, and is perfect for someone with an existing business or job who wants a 'hands off franchise'.

This option obviously requires less commitment from the franchisee.

Potential monthly incomes are £5,000-£20,000, depending on commitment. Franchisees receive a fully exclusive postcode area. The exclusive online franchise members' area provides in-depth and comprehensive franchisee support and access to tips, advice and training tools.

LOW COST ENTRY

Dani believes What's On In offers the perfect low cost entry into the profitable franchise arena.

New franchise opportunities are continually added throughout the UK. With its self service platform, high visibility, full tracking and low advertising cost, the What's On In franchise offers the ultimate in online advertising.

At a Glance
What's On In

Minimum required capital:
franchise costs £798. Interest-free loan available

Contact: Dani Smith
enquiries@woifranchise.com
07860 833822

woifranchise.com



"We wanted to be our own bosses"

Kelly and Simon Merry craved business ownership and found the answer to their entrepreneurial dreams when they discovered Platinum Property Partners

Kelly and Simon Merry were caught in the trap that so many working families are forced to endure. "We were working too hard," says Kelly. "You just go in, don't you, every morning at seven? Come home, feed the kids, put them to bed and then later, go to bed yourself. It's like Groundhog Day and you're exhausted all the time."

Previously, she and Simon worked in a school: she as a teacher, he as a systems manager.



But they knew something had to change. "We had some savings, a bit of equity in our home," she adds. "We'd also become accidental landlords with some single lets. We weren't happy in our jobs and wanted to be our own bosses. In the end, we said: 'We don't mind working hard, but we need to know that there's going to be a change'."

The Merrys set off to a franchise show, not really knowing what to expect, but with the bit firmly between their teeth. It was there they discovered Platinum Property Partners. Platinum's franchise model sees franchise partners invest in professional let shared living homes – known as Houses in Multiple Occupation (HMOs) – with expert support at every stage of growing their property portfolios.

After four years with the franchise, and two shared living properties in their portfolio, Kelly and Simon now have a business that works for them and the flexibility their family was craving. "Simon now works solely for our business. And being with Platinum has allowed me financially to go back to my love of teaching very part time: just six hours a week. It's also given me the time to pursue a new hobby: piano playing!"

"The older the children get the more they need you," adds Kelly. "We definitely now have the flexibility to respond the children's needs." In addition to managing their own portfolio, the Merrys are building and managing HMOs for a silent franchise partner and are also regional coaches. "The longer we've been with Platinum, the more we appreciate being with them. The people are amazing. They're so ambitious, positive, highly motivated – you just want to be a part of that."

As well as the income their property business drives, the pair are also creating a legacy for their children, with Platinum's franchise partners keeping their assets even after their term expires. "The assets are part of your estate and that's quite unusual in a franchising sense," says Platinum managing director Emma Hayes. "At the end of the term, you keep your business, so the income keeps coming in, too. You can stay on as part of our Alumni programme if you wish, and many do because they want to stay connected to our network.

"We've helped more than 400 people over 14 years, we've been through a global financial crisis and recession and the COVID-19 pandemic – and we've come out of it stronger," she adds. "It's a very robust and proven model."

At a Glance
Platinum Property Partners

Established: 2007

Number of franchised outlets: 400-plus franchise partners

Location of units: 1,200-plus properties across England

Investment range: £350,000 - £700,000

Minimum required capital: £350,000

Contact: Natalie Windsor (n.windsor@platinumpropertypartners.net)

platinumpropertypartners.co.uk

A game-changing care franchise, with you in mind

Bridgewater Home Care is a multi-award-winning, high quality provider of care services to those living in their own home

As a 'UK Top 20 Home Care Provider' with services ranging from simple companionship and home help to personal care and live-in care, Bridgewater Home Care enables people to live independently in their own home for as long as possible.

THE BRIDGEWATER WAY

Speaking about the history of Bridgewater Home Care, founder and managing director, Phil Eckersley, states: "After experiencing the challenges of sourcing credible, trustworthy care for our own family, I discovered that the UK was lacking a service that provided a tailor made, relationship focussed approach to care.

"As a family, we found it almost impossible to find a local provider of care that gave the comfort and reassurance that we needed. With this, I decided to resign from my job and develop a care service with a focus on customer care and service quality."

After over 11 years of successful trading, Bridgewater Home Care has franchised its business model to enable others across the country to fulfil their passion and deliver the same, high-quality service to more older people and vulnerable adults. "We are extremely proud of the brand we have built and look forward to sharing it with more like-minded, would-be business owners who share our passion and culture."

A FRANCHISE THAT CARES

Bridgewater Home Care does things differently. The company is first and foremost a provider of care. Its processes and operations have gone through years of development in the



UK market to present a replicable and successful business model to potential franchise partners.

The decision to franchise the business model was one that took careful consideration with the focus on ensuring that franchise partners receive the best value from their investment, while being competitive and successful at a local level, which so often can be a challenge for some franchised businesses.

The opportunity is designed specifically with the franchisee in mind. You may want to have more financial freedom, autonomy to make your own decisions, a better work-life balance, or a nest-egg for the future. It is for those with the passion to change the lives of others for the better and enjoy a rewarding career.

A FAMILY BUSINESS FOR YOUR FUTURE

In light of the events of the past two years, it is important to recognise what really matters when searching for a sustainable business venture.

Bridgewater Home Care has created a fantastic support network of like-minded people, known famously as the 'Bridgewater Family'. There is a strong sense of community linking all stakeholders of the business together, whether that be franchise owners, clients and family members, employees and those in the wider local community.

The franchise has also placed huge importance on technology. As a young, ambitious and dynamic franchise, they are constantly searching for ways in which technology can help to improve efficiencies.

Bridgewater Home Care has ambitions to grow the business model across the UK, with 200 territories available. An important element of the franchise opportunity is the quality of franchise partners that they choose.

Join a franchise brand with a focus on the future, the wellbeing and success of franchise partners and a desire to make a positive impact across the country. Join the Bridgewater family!

At a Glance
Bridgewater Home Care

Established: 2021

Number of franchised outlets: Three successful pilot offices currently in operation

Location of units: UK wide

Investment range: £80,000 - £120,000

Minimum required capital: £50,000

Contact: franchise@bridgewaterhomecare.co.uk
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A fresh approach to franchising

Lime Licensing Group specialises in assisting entrepreneurs and business owners to create franchise opportunities



Andy Cheetham: CEO of Lime Licensing Group

A large number of businesses have created franchise opportunities - at any one time there's something like over a thousand opportunities out there. Franchises are sold by governments, large PLCs, small and medium-sized enterprises and even non-VAT registered micro businesses.

There are very few business formats that can't be franchised, but as Andy Cheetham, CEO of Lime Licensing Group, says: "Not all good businesses make good franchises and some good franchises are ruined by bad advice at the outset."

PREMIUM SERVICE

12 years ago he formed Lime Licensing Group to specialise in assisting entrepreneurs and business owners to create franchise opportunities. Through the 1990s and early-2000s Andy owned five different franchise brands, which collectively had over 300 franchisees trading.

In between each one he would often advise and work with other franchising entrepreneurs to help them excel as franchisors. Several of Andy's clients grew to market leading positions and multi-million pound valuations.

"Lime Licensing Group was formed in preference to just trading as 'Andy the franchise consultant'," he says. "I wanted to create a brand that made franchising simple and one that offered a premium service based on the successful strategies that had worked for me and various others over the years."

The time came when demand outstripped Lime's capacity to take on additional clients and the company now works through a network of offices around the UK and as far away as Canada.

As you might expect, each office is run under a franchise arrangement. Each Lime regional director is a graduate of its unique elite training programme, which is the most comprehensive franchise training system available in any developed franchise economy.

As a result, Lime's executive team can advise any franchise brand on best practice and draw upon decades of hard-earned experience. It's that direct experience of franchising in dozens of different markets and at every price point that Lime builds into each new franchise launch.

Knowing what works and what doesn't from practical experience gives the company's clients the ability to avoid all the common pitfalls and mistakes.

To date, Lime has sold over 2,500 franchises worth over £100 million in revenue, a figure that is increasing as every week goes by.

PRACTICAL EXPERIENCE

Designing franchise systems and recruiting franchise partners at scale requires a high degree of ractical experience.

Richard Pakey joined Lime four years ago to head up the company's Cambridgeshire office and has now turned from franchisee to franchisor as he now fronts the company as Managing Director, so he has gained first hand



Richard Pakey, Managing Director of Lime Licensing Group

Over 2,000 Franchise Sales

With well over 2,000 franchise sales behind us our methods are highly successful

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Brand Licensing Program

Create a compelling Brand Licensing Program with our unique blueprint

Free Advice

Free Advice for potential franchise owners to help avoid traps and mistakes!

"To date, Lime has sold over 2,500 franchises worth over £100 million in revenue"

experience on both sides of the fence!. He believes that one of the key issues that gives rise to underperforming franchisors and franchisees is the fact that the process of franchising a business can often be more profitable than the business itself. This encourages companies into the franchise market, chasing franchise money when they still have work to do on their core model.

Richard says: "The mistakes they make are long lasting, expensive and can be catastrophic for the franchisees who fail. A by-product of engaging with one of Lime's advisers is that these types of mistakes are dealt with prior to the franchise even being launched."

A key member of Lime's team is Kevin Thomas, who is the regional director for South Wales. Kevin has worked within a licensed environment for many years and was also a very successful food and beverage franchise owner. As a result, his direct experience as a franchise owner brings a unique affinity with prospective franchisees.

Kevin says: "By fully understanding the issues that genuinely impact the well-being of a franchisee means that Lime's team are better able to create franchise opportunities that work for all parties."

Direct franchising experience runs through all of Lime's team, including new recruit Ed Brewer, who is Lime's regional director covering the south east.

Prior to joining Lime, Ed had many years as a board member and managing director of several very well known franchisors in executive consultancy and property improvement.

COME AND SEE US AT THE INTERNATIONAL FRANCHISE SHOW

With several hundred franchise sales already under his belt and many years at the sharp end of franchising, Ed is typical of the expertise that all of Lime's clients benefit from.

UNIQUE SET-UP PROCESS

Lime's franchise consultants follow a unique eight-week set-up process that often begins with intellectual property work and ends with a carefully designed franchise launch.

Each Lime consultant will typically consider around 40 separate modules that go into that eight-week process, covering every aspect involved to create a robust franchise proposition that doesn't need to be chopped and changed down the line.

By taking the time to get things right first time, Lime's clients usually outperform the industry norms. The company's team often then take an active role in helping to recruit the franchise partners.

There's no shortage of poor franchise advice out there, the recipients of which usually withdraw from the franchise industry as quickly as they arrived.

Mike Smith, regional director for Manchester, says: "There's simply no way a franchise proposition can be rolled out on a budget of a couple of thousand pounds. I know this because I paid a cheap consultant to help me franchise my own business a few years ago.

"I then came across Lime, who totally transformed the way I was going about it. I was so impressed I ended up speaking with Andy about representing Lime in the north west and now manage a number of very successful franchisors, all of whom are replicating Lime's elite franchise blueprint with my help."

SECURING FINANCE

Financing any franchise is a hurdle all franchisees need to get over to a greater or lesser extent. With the average cost of a new franchise running into tens of thousands of pounds, raising sufficient capital can often make or break a franchise sale.

Lime's regional director for London is Patrick Burge, who for many years has been instrumental in securing finance for many entrepreneurs. In addition to conventional routes, he helps investors to secure their capital via the government start-up loans scheme. This, alongside his role within Lime's advisory team, provides a complete solution to most of the issues franchisors are likely to face.

NORTH AMERICA

In addition to Lime's UK-based team, the company has recently welcomed Steve Collette in Canada, who as an experienced franchisor himself is now helping Lime's clients access the world's largest franchise markets in North America.

By providing practical guidance to its clients, Lime is often seen as carrying out a franchisor's role to its franchisor clients, guiding them and educating their own team in the process.

Franchising is often a new department within an existing business and as Andy says: "No one knows what they don't know." That's where Lime comes in.

At a Glance
Lime Licensing Group

Contact: 01274 662001
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"Molly Maid achieves record growth in 2021"

A culture of providing support to help its franchisees succeed in a booming housecleaning industry means the future looks even brighter for investors in Molly Maid



The UK's most recognised brand in the booming housecleaning industry posted one of its strongest years of sales growth in 2021, with a phenomenal 32 per cent increase. Despite predicting strong interest in professional housecleaning services coming out of the pandemic, Aaron Watson, director of franchise development, said that the level of demand from new customers exceeded even the most optimistic of expectations.

"As well as record sales growth, we received our highest ever number of customer service enquiries, doubling that of the previous year. Franchise owners managed a staggering 84,000 during 2021, with that trend continuing in the first few weeks of 2022."

TRIED AND TRUSTED

Watson points to the company's trademarked HomeSafe cleaning system, which received accolades from government in 2020, and improvements in the website as two important factors, but also says that the company is in the right place at the right time. "In a pandemic, cleanliness is really important, and housecleaning has effectively become an essential service. Combined with thousands of cleaners leaving the industry because of the pandemic and Brexit, we have the recipe for a perfect storm of growth for Molly Maid." And it's a storm that the company doesn't see clearing anytime soon.

Franchisees Gill and Rob Dawson, from Burton-on-Trent, echo similar comments about the growth of the industry and also the culture of support within Molly Maid. Having joined in April 2017, they quickly developed an impressive business, and just prior to the first lockdown were on track for annual sales of £300,000. When restrictions eased in March 2021 the couple were overwhelmed with customer enquiries and quickly scaled up their business to take advantage of the surging demand. Fast forward to the end of 2021 and they had almost doubled their weekly sales.

As finalists of the BFA-HSBC Franchisee of the Year Award in 2019, Gill and Rob definitely know a thing or two about running a successful business. "We anticipated an increase in demand following the easing of restrictions, but doubling our business in nine months exceeded our wildest expectations," they admit. "Over the past two years, everyone at Molly Maid has pulled together to help each other deal with all the challenges from the pandemic. Without this support, and definitely without our HomeSafe cleaning system, we genuinely don't think we could be achieving anywhere near these results."

SUPPORT FOR FRANCHISEES

"Caring and helping our franchise owners is by far the most important thing that we do", adds Watson. "It's in our DNA." It's also why the future looks so bright for the 35-year company.

In January Molly Maid launched Workplace by Meta (Facebook), a support tool to help franchise owners connect with each other and share best practices in order to take advantage of the huge growth they're all experiencing. It's consistent with the company's ethos of providing the right systems, processes and support for franchisees to succeed and then focusing all its energy on helping them to do so. It's an ethos that saw the company achieve its third 5 Star Franchisee Satisfaction Award in 2021 and another top 15 position in the Elite Franchise 100 ranking in 2022.

Molly Maid aims to add just eight franchisees to its roster in 2022. If you would like to be one of these eight, contact Aaron Watson, director of franchise development.

At a Glance
Molly Maid

Year established: 1984

Number of franchised outlets: 69

Location of units: across the UK, from Scotland to the south coast

Investment range: £18,975 (+ VAT) and £7,000 working capital (£10,000 of the £18,975 is allocated to marketing for the first 12-18 months)

Minimum required capital: at least 30 per cent of the total investment (£7,975). The remainder can be funded through a business loan

Contact: Aaron Watson, director of business development. 01628 583765. awatson@mollymaid.co.uk

mollymaid.co.uk/franchise



A top business model

Caprice Bourret may have graced more than 350 magazine covers, but it's her business nous that has led to her longevity in the public sphere. Angela Sara West talks to the model, actor and entrepreneur about her ever-evolving brand

WORDS BY ANGELA SARA WEST

Multi-award-winning entrepreneur, model and actress Caprice Bourret first shot to fame in the 1990s, when she became one of the world's most photographed women, bagging the cover of Vogue and appearing in more than 300 TV shows and films.

Now she is just as lauded for her business acumen, having founded By Caprice, a successful and affordable lingerie brand, two decades ago. By Caprice Home followed suit – a stylish line of media and celebrity-endorsed homeware products, including cushions, curtains, duvet covers and throws.

"Transitioning from model to businesswomen to further my career was a turning point," says Caprice. "From the age of 18, I have gone out into the world and made my own money. It is all down to hard work. I am very business minded, and go after what I want."

As the founder, designer and CEO, Caprice now travels the world to support the growth of her business. A regular host/keynote speaker at high-profile corporate shows and events, she enjoys reaching out to a range of audiences, from university students, to entrepreneurs and start-ups.

"I've been grateful to receive lots of awards in my career, and most recently, in business," she tells What Franchise. "I'm honoured and humbled to be recognised by my peers." As such, this model is much in demand for hosting award shows such as the British Youth Travel Awards, alongside speaking at a past ICU Business Show and International Performance Marketing Awards. She also gives masterclasses on how to develop a brand.

"At this stage in my career, I like

to give back and help budding entrepreneurs," she adds. "I have been there, and I know the struggle."

The most rewarding aspect of being an entrepreneur? "The best bit is the freedom you have – managing your own time, building your own business on your terms, and the financial freedom you get from it. It's also something you can pass onto children, if you choose to."

BIG BREAK

The start of Caprice's career happened more by accident than design. "I entered a beauty pageant as a teenager, and it all took off from there... I wasn't really looking to take it any further than entering the competition, but I was introduced to a modelling agent in NYC and she signed me. I was a little surprised I did so well in the pageant and, to be honest, I did it for a bit of fun and to make my mom happy.

"During my early modelling days, I started off doing major USA retail catalogue campaigns, and my first editorial was for Vogue. With my family's blessing, I moved to the UK to further to my modelling career, which would then see me travel the world."

Once established in the industry, Caprice applied the same business mindset to modelling as she now does towards her company.

"I have always seen my career as a business," she explains. "Even in my modelling days I would negotiate deals with photographers to make sure I was being paid fairly and to ensure I received the maximum amount."

"In the early days of By Caprice, however, I had to fight the stereotypes. Back then, 'celebrity-branded' ranges and 'celebrity licensing deals' were not what they are today. Retailers thought I'd be gone after 12 months, so I had to prove my numbers. And today, I have those numbers to back me up."

Her big business break materialised on signing her first licensing deal with Debenhams. "They essentially took all of the risk," she continues. "This is when I immersed myself in the industry, educated myself and I learnt about the integral parts of the business. After seeing how well the line was selling, I eventually bought back the licence."

A STYLISH BUSINESS ETHOS

Caprice's luxurious homeware range is glamorous but affordable, with clean, sleek designs that add luxury to a room. "Our customers love glamour, glitz and sparkle," Caprice explains. "We see what is working and we have a number of bestsellers that we update every season, while also adding a number of new designs that we know our customers will love."

By Caprice Home is all about individuality, style and design. "We use the highest-quality materials and we don't follow trends, as such. We see what's working with customers and we design with our customer in mind; that's what makes Caprice Home unique and sets us apart from our competition."

What drives and inspires this hardworking CEO outside the boardroom? "My children. It's all for them." As for her business icons: "I'm a big fan of Kathy Ireland, an entrepreneur in the US. I respect her and what she does, and take a lot of inspiration from her."

But Caprice confides that it's her own mother who is the secret behind her success. "She's a successful interior designer in LA. She was a single mom, raising two of us by herself. I admire her work ethic, and she always taught us that the harder you work, the luckier you get. I've always kept that in mind."

> **"I believe in brand integrity, and I care about what consumers think. This is one of the contributing factors as to why we are going strong since launching in 2000"**

Another key factor at the heart of her business success is in acknowledging customer feedback. "I do love and appreciate input. I believe in brand integrity, and I care about what consumers think. This is one of the contributing factors as to why we are going strong since launching in 2000... luxurious designs, good quality, brand integrity, understanding our target market, and giving customers the best competitive price."





> **"The harder you work, the luckier you get. I am blessed with the career I continue to have"**

DRIVEN BY SUCCESS

So, what sort of person does it take to drive success at the helm of a business? "Being your own boss is not for the fainthearted," Caprice warns. "It takes a lot of hard work and determination. You get told no, a lot! And knock backs – you must keep picking yourself up and trying again, no matter how many times it takes. It takes strong character, and you have to have lots of passion and integrity. You will live with your business, and it becomes your heart and soul."

For budding entrepreneurs and franchisees, Caprice reckons 2022 is the perfect year to start your own business. "Now is a great time, with lots of change afoot. In terms of general business, Brexit has led to huge transitions in law, not just in the paperwork, but physically in getting products into the country. All businesses have had to learn to work around these changes and adapt in selling outside of the UK into the EU and following new protocol.

"People are working from home and evaluating the way they live and their work-life balance, being inspired to work differently to how they would have done pre-pandemic. Priorities have changed and people are choosing to work on what they are passionate about."

MENTOR ADVICE

Caprice has stacks of advice for aspiring business owners. "I advise young people to get proper experience. Work placements and shadowing are so important. Find out what industry or job you fit into best and use the time to gain those insights. Then you won't get stuck in an industry or job you don't like. Also, talk to other people doing the job you see yourself doing as their knowledge and advice is invaluable."

This hugely-successful CEO is all about empowering women in business. Caprice's message to fellow entrepreneurial women, especially those who are no longer in their twenties or thirties, and want to start their own venture: "Don't let anyone tell you that you are too old, for starters! Life is just beginning, and you have all of that wisdom and life experience behind you.

"Middle age is a great time to start a new business. I am launching a new brand soon and looking for gaps in the market. It's all about confidence, and if you get knocked down, pick yourself back up – you can do it!"

LEARNING FROM MISTAKES

Caprice's most valuable business lesson came when the recession hit. "I lost over £1m literally overnight with the exchange rate. I lay in bed for days, and I remember my mom calling me and saying: 'Cap, get it together, this is not you'. It was a conversation that made me get up, wipe the tears from my eyes, and get back to my desk. I am not going to lie, it was a hard lesson to swallow, but I tell you what, I never made that mistake again."

Back on her feet, the American business guru educated herself on hedging currency exchange so that in the event of future changes in the stock market, she wouldn't get stung again. "In business, bad things can happen. It's all in how you deal with the situation, learn and grow from your mistakes. Rising to a challenge is what makes a successful entrepreneur and the key to longevity in business. Picking yourself back up is what you need to keep doing because you will get knocked down time and time again throughout your career."

Up next for Caprice Bourret? "Lots more mentoring and building the brand internationally," she reveals. "2020-2021 were strong years for sales, as people spent more time at home and wanted to redecorate and add freshness to their homes. Autumn and winter proved to be a busy time – we sold out on many lines and had to re-order."

Caprice has a plethora of projects in the pipeline for 2022. "I'm launching another brand that I am very excited about, and predict an even bigger year ahead! We're expanding into more markets, and growing the core range to meet customer demand, so will be launching other products soon. I want to make By Caprice Home one of the biggest home brands in the world... and I'm really proud of how it's evolving!"

CAREER REFLECTIONS

Motto: "The harder you work, the luckier you get. I am blessed with the career I continue to have."

Highlights: "Being able to travel all around the world. I have been to some incredible places I will never forget. Also, landing my first licensing deal in 2006, which kickstarted my business empire. Then buying the licence back – the brand has grown from strength-to-strength ever since."

Any regrets? "I turned down the lead in 'Baywatch' after Pamela Anderson left. I should have kept my ego in my back pocket... I thought I was too big for the show. In hindsight, I wished I hadn't overlooked the opportunity as it would be have been really fun!"

For further info, visit capricebourret.com. Follow Caprice on Instagram: @capricebourret Caprice is Patron of Brain Tumour Research @ braintumourrsch and Women's Aid @womens_aid



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www.kidsandus.com

Take control of your finances

Bookkeeping can seem daunting to new franchisees, but Oumesh Sauba's simple strategy will give you peace of mind and more time to spend on the things you love

WORDS BY OUMESH SAUBA



THE AUTHOR
Chartered management accountant Oumesh Sauba is the founder and CEO of MYT Limited, an award-winning, AI-driven accounting app and software, designed to support small and micro business owners with their bookkeeping

Being a small business owner requires a lot of different skills. As well as having the drive to be your own boss, you need to have a good overview of your market, understand where you fit into it and know what your customers want and expect from your brand. You also need to have a detailed but flexible strategy that can respond to the changing needs of your market and customers. Above all, you need to be able to manage your finances accurately, sensibly and in a way that aligns with your operational goals.

If you're a new business owner, financial management can seem like a daunting task, particularly if you've never needed to keep accounts before. Following these simple steps will help you establish a sound financial process, ensuring your accounts are accurate and easy to manage, freeing up your time and energy to focus on what really matters – growing your new business!

"If your business accounts aren't up to date, you risk losing money, missing payments and damaging your reputation"

Create a plan

The first step is to create a plan for managing your finances. This could include key dates, who is responsible for reporting, how frequently the books should be updated and where this information is going to be stored.

If you're feeling overwhelmed and don't know where to begin, consider seeking advice from an expert. As a new business owner, it's common to want to handle everything alone, but an accountant will have the expertise to guide you through this vital initial stage. It's important to get your plan right – it will naturally evolve as your business grows, but the basic outline should stay in place.

We tend to improvise if we don't have a plan to follow, but this is the last thing you want to do when dealing with money! Remember that your financial process doesn't have to be complicated, but it should be consistent. The time you take now will set the groundwork for the future success of your business.

Be clear on your budget

Research carried out by the CBI last year found that 38 per cent of startups failed between 2018 and 2021 because they ran out of cash. Creating a clear budget and being on top of cash flow can prevent this from happening to your new business. Key areas to include in your budget include projected income, regular fixed outgoings, variable costs, operating expenses and financial forecasts.

Having an easy-to-follow budget will provide an overview of your financial situation and make sure you've got money available to comfortably cover your costs. It'll also help you keep track of your suppliers, allowing you to spot any areas of concern early, before they can evolve into serious issues. It's important to regularly review your budget and keep it up to date so it reflects changes in your business plan, development or growth, as and when it happens.

Clearly define your payment terms

The payment terms you use depend on the type of business you have. If you're selling directly to customers, such as in a shop or restaurant, you'll normally take payment at the point of sale. If your business sells products or services to other businesses, you may want to negotiate longer payment terms of up to 30, 60 or even 90 days.

Being flexible and offering long payment terms can help attract new business and build trust with your clients. However, it will impact your cash flow, so make sure you have carefully considered how this will affect your operations before extending credit. Whatever payment terms you decide on, make sure you have a clear document which sets out the terms and payment method that both you and the client have agreed on and signed. This will help protect your cash flow and avoid any difficult misunderstandings down the line.

Pick a day for admin

One way to simplify and keep on top of your business accounts is to set aside a day each month to complete your financial tasks. Knowing you've got a set time to review your accounts and process your invoices will help you easily keep track of late or missed payments.

Pick whichever day you want, but bear in mind that invoicing is usually done at the beginning or the end of the month, so it may benefit your clients and cash flow to follow this typical schedule. No matter what day you choose, never leave your finances to the last minute and always double check the details on your invoices – sending the wrong information to

a client is not only embarrassing, but could also lead to late payments, lost business and even result in legal action.

Use digital solutions to help

If your business accounts aren't up to date, you risk losing money, missing payments and damaging your reputation. While maintaining accurate financial records can seem like a complicated task, the good news is that record keeping doesn't need to be stressful if you put the right digital solutions in place to help. There are a lot of different options out there to consider, but look for a software that's user-friendly, specifically designed for small business owners, allows you to carry out invoicing and track expenses, and is powered by the latest technologies to make the process as easy and efficient as possible. If it works with the Cloud and allows you to store your documents digitally, even better, as that means you'll be ahead of the curve when HMRC introduces the Making Tax Digital rules for micro and small businesses in 2024.

Managing your finances should be at the heart of your new business strategy. After all, if you don't keep on top of your accounts, they'll quickly get out of hand. While the world of finance can be an intimidating one, it's important to remember that you don't need to become an expert overnight. Following these step will help you learn and gain confidence as you go, laying the foundations for a lasting and successful business.



5 PROFITABLE PLUMBING FRANCHISES TO INVEST IN

Whether you're a trained plumber ready to launch your own business, or a manager wanting a stake in a lucrative and recession-proof industry, these highly regarded franchise opportunities are worth a closer look

Drain Doctor

A recession-proof, high-earning franchise with unlimited business opportunities

As long as there are drains to clear and plumbing to fix in homes and offices, there will always be a need for Drain Doctor and its franchise owners to earn a six-figure income. Established in 1994, the home service brand has become a household name and a beacon for customer experience, providing an essential service to homes and businesses nationwide.

The Drain Doctor plumbing franchise model has been created to enable motivated individuals to lead and motivate their skilled plumbing and drainage engineers to succeed within their area, as well as locally market the business. As a Drain Doctor Plumbing franchisee, you will be a key player in managing your business from the front, prospecting and building business relationships.

Drain Doctor provides full business and technical training to its franchisees, but experience in managing a team is preferred, along with the confidence and motivation to look to win new work and build your business to great heights. The franchise fee is £35,000, plus VAT. As a new franchise owner starting from scratch, your total investment, including working capital, will be c.£85,000 to £100,00, but you could secure bank funding for up to 70 per cent of your investment.

"Drain Doctor makes sense to me," says Benjamin Binns, franchisee of Drain Doctor, Bradford. "It's a service-based business which is recession-proof, as plumbers and drainage engineers will always be in demand."

draindoctorfranchise.co.uk

Fantastic Services

Fast, low risk entry into the services market

Over the last decade, Fantastic Services has successfully built one of the most diverse franchises in the UK, with an impressive portfolio of over 100 property maintenance and improvement services.

The company has more than 530 franchise partners and over 2,000 operating technicians across the UK, the US and Australia. From plumbing to professional cleaning, gardening to pest control – the services offered are wide, the franchising model flexible and potential for investment and business growth tremendous.

What truly stands out is the company's focus on technology and innovation to standardise its service provision. The custom-built customer relationship management system (CRM) automates the processes that help franchise partners run their businesses, ensuring minimum hassle.

In return for their investment, which ranges from £5,000 to £200,000, franchise partners can quickly get on board with standards, procedures and service requirements though the Fantastic Academy training platform, followed by on-field training and coaching sessions by one of the company's franchise professionals.

"We are excited to work with people who share our vision of stellar customer services and quality workmanship," says co-founder and chief executive Rune Sovndahl. "The last couple of years have been monumental in terms of what we were able to achieve from a technical standpoint. From here on, the possibilities are limitless."

fantasticfranchise.com



Local Assist

"The world's number one business coaching team"

Local Assist is a property care and repair franchise with a 24-hour contact centre which enables the company to help with any home emergency 365 days a year.

Comprised of a network of professional tradespeople working across both the insurance and private sectors, Local Assist supplies its franchisees with work via leads generated from website enquiries or from insurance claims. Trained engineers then respond to effect repairs, whether it is a glazier for a chipped or smashed window, a plumber for a cracked pipe, or an engineer required to fix a failed boiler.

Unlike most emergency repair companies, the Local Assist franchisee can use the group's other companies to carry out maintenance tasks and aftercare services, meaning that franchisees can develop their business as a one-stop service for solving multiple problems with a single phone call.

The Local Assist franchise costs £14,995 + VAT, although Local Assist has offered to invest £5,000, meaning that the initial investment needed to launch is only £9,995 + VAT. Local Assist estimates that turnover for franchisees in their first year can reach £40,000 or more, with a gross profit of over £36,000.

In return, Local Assist offers a full package of training and support, including an extensive induction which includes training on systems and compliance with health and safety regulations. Franchisees also benefit from marketing training, managed email accounts and a launch marketing campaign tailored for the local territory, as well as national advertising campaigns.

In order to let the franchisee focus on growing and running their business, Local Assist performs back-office tasks such as pricing and quotations, as well as diary and PA support. Franchisees will also have access to a job management system which allows them to keep track of all their clients in one place.

local-assist.com

"It's a service-based business which is recession-proof, as plumbers and drainage engineers will always be in demand"

Metro Plumb

Local plumbers with a national reputation

If you're an NVQ Level 2 qualified plumber, or have practical experience which can be evaluated, a Metro Plumb franchise (a division of Metro Rod) could be the perfect way for you to build your own thriving business with unlimited earning potential. Metro Plumb franchisees pride themselves on being experts in commercial and domestic plumbing solutions, providing customers with a safe, honest, reliable and professional service, day and night.

In return for a low startup fee of approximately £17,000, you will have your own exclusive area where you'll be the only Metro plumber and a launch plan to get you ready to start trading. The franchisor provides sales and marketing support, including a website, advertising and a full brand pack of materials, plus the MetroPlumb's support centre assists franchisees in new business generation through a dedicated national accounts team, processing enquiries and quotations so you can get on with the job.

Metro Plumb operates nationwide via a network of 30-plus franchises. If you have the plumbing skills and are interested in becoming your own boss, they will help you grow your business.

metroplumb.co.uk/buy-a-franchise



PlumbProud

The UK's fastest growing plumbing franchise

A relative newcomer to the franchise scene, PlumbProud provides world class boiler support and services to local homeowners. The original Northampton branch started life back in 2013 and now achieves a regular annual turnover of £2m with impressive profit margins.

Now a management franchise, the model is built for business builders who don't necessarily have a background in the trade, as PlumbProud teaches you all you need to know. With full training from the franchisor, use of a streamlined operations system and sales and marketing support, you'll build your own team of carefully self-employed surveyors and independent installers, while you bring in the leads, co-ordinate the appointments, arrange the bookings, collect the money, and pay your contractors.

It's the perfect sustainable business model with low overheads, more time for you to concentrate on sales and marketing, and provide customers with the amazing PlumbProud service. The results speak for themselves. Even though it was launched during a global pandemic, the franchise's East London branch made £20,000 in sales within its first two weeks, while the franchise's Northampton branch generated £200,000 in January alone.

plumbproud.co.uk/about-us/plumbing-franchise

A new movement in Pilates

COVER STORY

Innovative technology, a robust franchise package and high consumer demand make Studio Pilates the market leading Pilates brand



Studio Pilates International (SPI) is Australia's premium Pilates brand having started franchising in 2014 by ex-Olympic Swim team member Jade Winter and his wife Tanya Winter, who is a qualified physiotherapist.

Studio Pilates International has grown since its first studio in Brisbane, Australia to a network of over 60 locations, primarily in Australia, but also in New Zealand and the USA, with a pilot operation in China.

At Studio Pilates, the team has redefined what a Pilates reformer class can be and set a new standard in the wellness industry. The signature Studio Pilates reformer workout is incredibly intense, yet completely safe for all levels of fitness from beginners to the advanced.

Technology is infused into the workout experience. Instructors lead the 40-minute classes with the assistance of each move being projected onto television screens around the studio. This is combined with high-energy music and a fully integrated pre-recorded voiceover that explains each move. This is a truly streamlined and a 'one-size-fits-all' workout that is perfect for today's modern age and appeals to all fitness levels and a broad demographic.

> "Technology is infused into the workout experience"

FRANCHISE PROPOSITION

Almost 50 per cent of Studio Pilates franchisees now own more than one studio. There have been no failures, bankruptcies or closures in the network and when the brand's franchisees start a Studio Pilates, they rarely sell them, instead holding onto them due to the amazing cashflow.

In the USA, two people who separately

"Customers in each of the studios across the world are guaranteed to receive a world class workout simultaneously across each time zone"

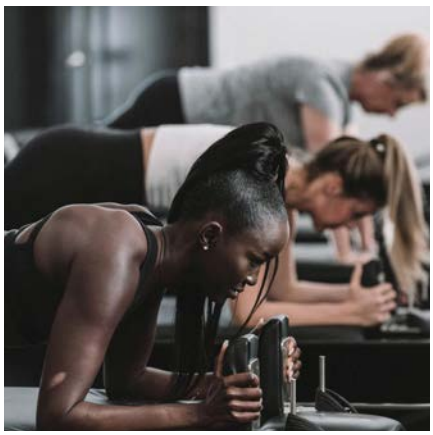
contacted SPI were invited to Australia to attend the company's 2019 National Franchise Conference, to meet the franchisees as well as spend time in franchised studios. During their visit the budding business owners were very impressed by what they found. As a result Kathy and Marisa both opened studios – one in Louisville, Kentucky and the other in Brooklyn, New York – in early 2021.

Despite enormous challenges faced due to the pandemic, SPI was able to provide 'studios in a box', delivering all the equipment, fittings and fixtures each studio needed to construct their studio direct to the USA. The brand now now deploys the same setup to anywhere in the world.

Travel restrictions were in place in Australia, so SPI delivered live instructor training and business training using Zoom to prepare Kathy and Marisa for their launch. Now, in 2022, both Kathy and Marisa have opened their second studios. This is a testament to the systems and procedures that Studio Pilates has developed to get its franchise owners into business.

A UNIQUE MODEL

The Studio Pilates model is unique and the tech system that operates each studio class



makes for a highly consistent customer experience. It enables franchisees to provide their clients with a high quality workout (40 minutes) that changes daily and runs at the same time in every studio nationally. Over 80 separate workouts are broadcast in a revolving schedule and customers in each of the studios across the world are guaranteed to receive a world class workout simultaneously across each time zone.

When a new client walks into a Studio Pilates venue, there's always a gasp; their jaw always drops. Clients can't fail to be impressed by the exclusive atmosphere in each studio with hard wood floors, beautifully crafted furniture, uniquely designed and manufactured Pilates reformers, all topped off with the distinctive Studio Pilates chandeliers and state of the art audio visual system supporting the instructors and clients, teaching them how to improve their core strength and enjoy each session to the full.

Each studio has up to 20 machines which can be managed by a single qualified instructor, still allowing time to observe and encourage clients as they undergo the Pilates class. With a 40-minute workout and a five-minute class change over time, a





new class can commence every 45 minutes of the morning, day or night. This delivers maximum convenience to the customer and maximum profitability for the business as there is no time wasted.

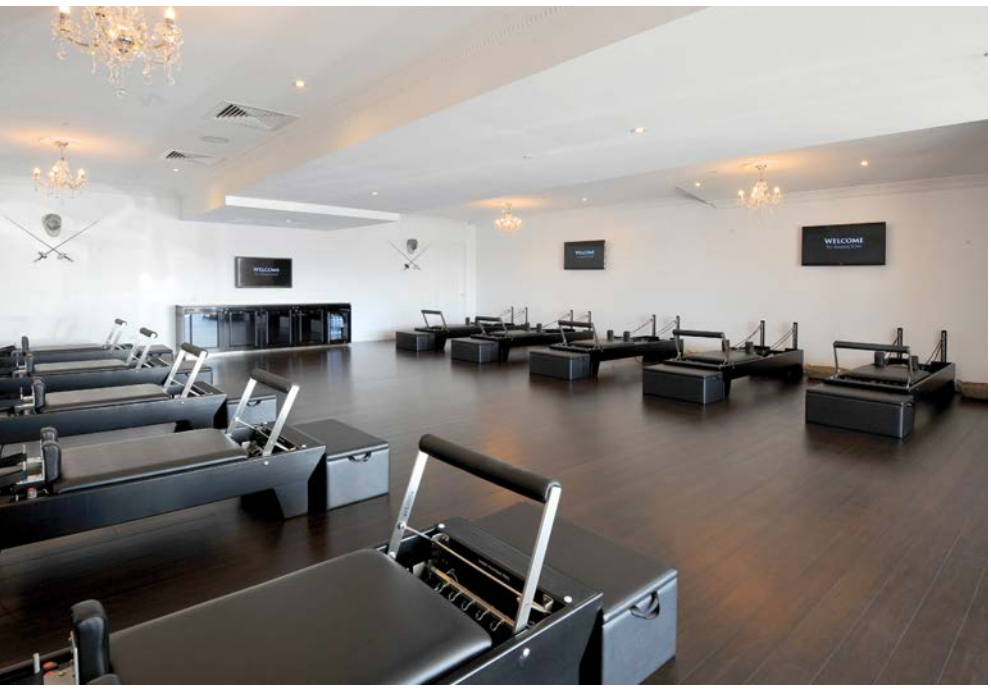
SPI franchise owners benefit from an 'end to end' service from the SPI global support office commencing with initial interviews and the provision of a business planner, as well as the support in the finding, approving, negotiating and fitting out of each studio. The franchise is designed to minimise franchisee involvement in the complex process of site negotiation, organising the design specification and the build out of each studio, so franchisees can focus instead on getting their staffing and business prepared for launch. Franchisees can be assured of support and guidance at every step of their journey.

Furthermore, each franchisee receives two distinct streams of training. Extensive training is provided on the operation and management of the business. All franchises receive this training that focuses on managing the franchise and using the range of technology, systems and support that Studio Pilates provides throughout the franchise.

For those franchisees who wish to be an instructor in their franchise, there is an additional stream of training to enable them to become qualified instructors. The SPI instructor training team trains up to six instructors as part of the franchise package.

WORLD-CLASS SUPPORT AND TRAINING

Studio Pilates provides its franchise owners with a comprehensive range of backup support and administrative



technology. This includes but is not limited to monthly management accounts (P&Ls and balance sheets) bank reconciliations, payroll calculations, weekly and monthly KPI reporting, a full local area marketing toolbox, benchmarking reports to help franchisees identify areas of improvement and opportunity and 24/7 access to the brand's knowledge base and online learning platform.

The cost of a SPI franchise will vary according to the size and conditions of the chosen premises. This ranges in the UK from £150,000 to £200,000 and typically franchisees need approximately 50 per cent of this cost in liquid capital.

There are lots of benefits to this franchise concept:

- Can be operated under management
- Cash business - no credit
- Clients pay for their classes up front
- Excellent cash flow
- No significant stock to carry
- A state of the art environment
- Unique SPTV technology for running classes
- Stunning fit out standards
- Comprehensive and world class instructor training
- Low staffing costs (especially with franchisees instructing in the business)
- Rewarding business
- Clients become 'addicted' to the classes and can feel and see the benefits in weeks
- Easily managed
- Excellent support office backup
- Management accounts, KPI reporting,payroll, bank reconciliations and more part of the package
- Visit Australia and economy flights will be refunded if you proceed with a franchise

Studio Pilates International is now launching in the UK and has appointed a team to help the market entry. Additionally, franchise director John L Scott has decades of UK franchising experience including most recently with Specsavers Optical Group, where he was for over 15 years. He will be visiting the UK from 14th March to mid April to meet with interested parties.



WHAT STUDIO PILATES INTERNATIONAL FRANCHISEES SAY

"I have been a franchisee for over two years and about to open my second studio in Brisbane, Australia. I cannot praise Studio Pilates highly enough for their professionalism, not only in their business and instructor training programs but in the way they provide everything needed to get my studio open and launched into my local community."

Kimberley Dullahide, franchisee, Coorparoo, Brisbane, Australia

"In 2018 I took the plunge and as a happy client decided to open a studio in Adelaide. I was and still am very impressed by the people in Studio Pilates and how they handle any issues I may have – as well as assisting my team in developing their skills both professionally and in client contacts. I am looking forward to many enjoyable years ahead in the Studio Pilates network."

Cata Nadile, franchisee, North Adelaide & Glenelg, Adelaide, Australia

"I never expected that the journey from my first discussions with Studio Pilates, to the day I opened would be so smooth. I am from an accounting background and was pleased to see that they even provided me with a business planner with a video guide designed specifically for SPI studio operation which enabled me to keep a close eye on my investment and the progress since we opened. I was also impressed that their real estate team was able to negotiate an excellent contribution from the landlord toward my build out costs. I also love the marketing support which helps me to develop my franchise in the local market. I'm opening my second studio in Neutral Bay soon!"

Lynn Krause, franchisee, Crows Nest, Sydney, Australia

At a Glance
Studio Pilates

Established: Started franchising in 2014

Number of franchised outlets: 60

Location of units: USA 4; China 2; New Zealand 5; Australia 49

Investment range: £130,000-£175,000

Minimum required capital: 50 per cent of setting up costs i.e. £65,000 to £87,500

Contact: John L. Scott, director of franchising, at john@studiopilates.com

studiopilatesfranchise.com

Your new life starts here...



Key Benefits

- 4 Great earning solutions
- Full training & support
- On job training in customers homes
- Online videos & information
- Your own dedicated area
- Residential & commercial work
- Man in a van or management roles
- Fantastic earning potential
- Proven successful business model

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Interested in buying a premium franchise in a growing sector?

Are you thinking of a career change and looking for an exciting challenge? Now is a fantastic time to invest in a Caremark homecare franchise

The good news is you don't need experience in care. Just the ambition, drive, and necessary commercial experience to build your own satisfying business.

With people living longer and choosing to stay at home, the need for personalised care at home grows year on year.

For a minimum investment of £35,000 you have the chance to join a network of highly successful franchisees, making a real difference to your community whilst reaping the rewards of a growing business.

Launching your own Caremark home care franchise is your chance to be part of an industry that has proven its resilience to economic and social challenges and will always be in demand.

Despite the challenges of COVID-19 and the resulting economic turmoil, our franchisees have recently enjoyed 20 per cent growth in their businesses.

As a Caremark franchisee you will benefit from your own designated territory. This will enable you to forge those all-important relationships with key referral providers in your territory. Whilst you drive your business forward, your care manager will take care of the day-to-day care operations of the care team.



Plus, we provide extensive support from our head office and regional team – supplying one of the highest support ratios in the sector, all the while offering one of the lowest management fees.

We are with you every step of the way as you learn about being a Caremark franchisee. Through our specialist in-house training you will gain all the knowledge you need to run your business and understand the care sector. Your field-based regional support network is also there to guide you from launch day onwards.

Caremark is a respected, award-winning brand that continues to be among the leaders in the homecare market, offering a rewarding and exciting business opportunity to the right individual.

So, if you have the vision to create your own fantastic Caremark homecare enterprise and are prepared to put in the hard work, you have the potential to build a £1m turnover business within three years in a social care sector worth £9.5bn.

WHY IS CAREMARK THE BUSINESS OPPORTUNITY FOR YOU?

- One of the lowest management fees in the sector
- Our franchisees grew their businesses by over 20 per cent in 2020/2021
- A franchised network with an annual turnover in excess of £100m
- A reputable brand established in 2005, with 112 UK offices
- Supporting you to business success
- An initial investment of £35,000
- Nationwide opportunities are available

Now is the perfect time to make that change and do something fulfilling.

Your Caremark franchise will change the lives of others, bring needed employment to local people and contribute economically and socially to your community.

At a Glance
Caremark

Established: 2005

Number of franchised outlets: 124

Location of units: UK, India, Ireland and Malta

Investment range: up to £115,000

Minimum required capital: £35,000

Contact: 01903 266392
franchise@caremarklimited.co.uk
caremarkfranchises.com

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*2021 FDD Item 19
2021 Franchise Times

For franchise information, contact:

Emma Crossley | **+1 (913) 961-8971**
ecrossley@gocitywide.com | ***citywideinternational.com***

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and at the **International Franchise Show, London** – Stand 408

All sewn up

Invest in The Zip Yard, a ready-made alterations business, and you'll join a highly supportive network of over 50 satisfied franchisees

If you're looking for a ready-made business that prioritises support and training to ensure success and profitability, then investing in The Zip Yard, the UK's only garment alterations franchise, could be the perfect choice.

One of the most compelling reasons why entrepreneurs and business people feel so confident investing in a The Zip Yard franchise is because every process is fine-tuned to make sure new owners are provided with a turnkey business that can start making money from day one.

A COMPELLING PROPOSITION

Neluka Dunning, UK franchise owner of The Zip Yard, comments: "Becoming a The Zip Yard franchise owner gives you the chance to become an entrepreneur without the added stress that comes with setting up from scratch. There's absolutely no requirement to have experience of seamstressing or tailoring to own a The Zip Yard franchise. In fact, many of our most successful UK franchise owners had never even considered the idea of owning an alterations business before they enquired.

"The Zip Yard has over 50 stores across the UK and Ireland, so we've really streamlined our process to make sure everything is in place to start a profitable Zip Yard store and make it as easy as possible for new franchise owners to get going. We provide a licence to trade, access to The Zip Yard intranet system, operations manual, sales, pricing and accountancy hardware and software as well as technical support. We also help devise a marketing plan for businesses to take off and continue to grow.

At a Glance
The Zip Yard

Established: 2005

Number of franchised outlets: over 50

Location of units: territories available across the UK

Investment range: initial franchise fee: £15,000, total investment including all set up £42,000 (inc VAT)

Contact: Neluka Dunning, managing director, The Zip Yard GB – neluka@thezipyard.com 07538 276449

thezipyard.co.uk

"New owners are invited to spend two days shadowing one of our successful stores, allowing them to see how we work, what sets the stores apart and understand the company ethos and attention to customer service."

COLLABORATING TOWARDS SUCCESS

Training covers all aspects of running the business and includes financial management and VAT, employer obligations, contracts, PAYE, computer systems, re-ordering, insurance, customer services, health and safety, productivity and franchise cycles.

Putting the right team in place and communicating to the public about its benefits and services is important to any new business, and so The Zip Yard franchise package also includes sales and marketing materials, as well as support with staff recruitment. Quarterly franchisee emails create a sense of community, and franchisees are actively encouraged to share knowledge and support each other.

"We see our franchise owners are part of a group-wide The Zip Yard family, and we have a central marketing facility for owners to take full advantage. While owners are, of course, free to strike up their own deals and ways of working, everything can be ordered in one click from head office. Starting a new business can be overwhelming, so we try to take as much of the friction out of it as possible," Mrs Dunning added.

"All franchisee owners become part of The Zip Yard network, and this sharing of information between more than 50 business owners is key to being successful. All franchise owners have access to a dedicated app where they can access marketing materials, link up their social channels and order stock. Quarterly franchisee emails keep everyone up to date on what's happening across the business and provide a supportive and positive place to recognise achievements and share success. This year will mark our first annual conference, where progress and new ideas will be shared among The Zip Yard family."

A UNIQUE OPPORTUNITY

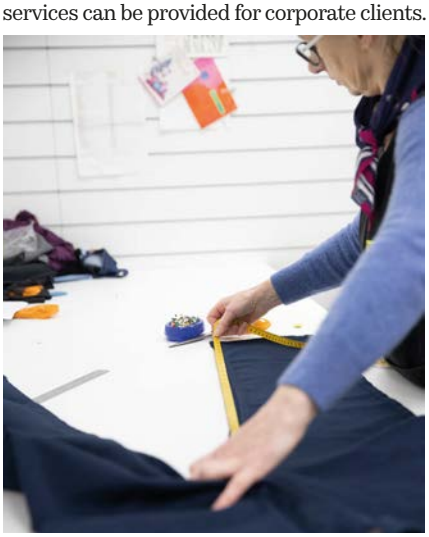
Becoming a The Zip Yard franchisee is an incredible opportunity for someone who is looking to run their own business or expand their portfolio by investing in a



recognised brand and a highly successful business model.

There is no other garment alteration franchise currently operating in the UK, which means there's a huge opportunity for franchise owners to dominate the high street offering, plus extensive opportunities to find the right location to start a The Zip Yard business.

The Zip Yard carries out a variety of services – from repairs and sizing adjustments to more bespoke tailoring and changes, offering fast and cost-efficient services for everyday and special occasion wear. The brand also works on more complicated services, such as repairs and modifications on soft furnishings, curtains, and leather. Additionally, special volume services can be provided for corporate clients.



Making franchising fun

To invest in Fun Fest is to invest in a joy for life and a job that guarantees flexible working patterns

Expelliarmus! It's a powerful word that carries a lot of weight for wizards. And it's a word that's the envy of many, especially potential franchisees who wish they had a magic wand to escape the traditional nine-to-five. Those looking for a business that fits around their family or additional income that's fun and flexible. So, it may come as no surprise the Fun Fest franchise has attracted many franchisees, and clients, with the lure of a game of Quidditch – all in the name of work.

Named as one of the UK's top 100 franchisors for the last three years, Fun Fest is a child-led franchise unique to the holiday childcare market in the UK. Ideal as a second income, Fun Fest offers a low-cost business on a part-time basis with the potential to expand franchise streams. Franchisees can choose to scale up their offering to suit their circumstances from Fun Fest Children's Parties to Fun Fest Before and After school Clubs as well as Fun Fest Holiday Clubs.

All three are designed to offer flexibility, a fun working environment and understand the needs of today's parents. In this post-pandemic period, the demand for childcare has been unprecedented – particularly during school holidays – Fun Fest provides the perfect solution: Ofsted-registered childcare that operates in a COVID-secure way. Not only is Fun Fest a highly accessible franchise business, it also allows franchisees to literally take their children to work with them.

CELEBRATE CHOICE AND EMPOWER CHILDREN

Helen Wilson believed in the vision of Fun Fest. Following a career in travel and entertainment working for Eurocamp and Thomas Cook, Helen joined Fun Fest Hartford as a club manager in 2018 and now runs Fun Fest Cheadle and Altrincham with Northwich due to open soon. Helen had never considered franchising until she joined Fun Fest Hartford. She explains: "I worked the summer as club manager at an established club and saw the potential to make it a continued success alongside my term time role."



Wes and Helen Wilson

Helen bought a franchise and began running it alongside her full-time role at a local sixth form college. She has since given herself the title of 'Director of Fun', set up her own office in Cheshire and employs a number of staff together with husband Wes.

Fun plays a huge part in the ethos of the business – and it's infectious. Fun Fest celebrates choice and empowers children to make their own decisions, designing their own holiday programme. Sessions include a variety of adventures from a Harry Potter Experience to Mad about Science and Mission Impossible – all centred around fun, and not just for the kids. Fun Fest believes work should be fun and no two days should ever be the same.

To invest in Fun Fest is to invest in a joy for life and a job that guarantees flexible working patterns. A Fun Fest franchise fits around your lifestyle, commitments and creativity. But the freedom to be your own boss – that's simply magic.

At a Glance
Fun Fest Holiday Club

Established: 2017

Number of franchised outlets: 23

Location of units: Altrincham, Billericay, Birmingham, Cheadle, Chorley, Dunstable, Eton, Hartford, Hounslow, Lichfield, Luton, Milton Keynes, Olton, Orpington, Redditch, Ruislip, Solihull, St Albans, Stanmore, Sutton Coldfield & Watford

Investment range: £15,000 for franchise (total investment £20,000)

Minimum required capital: £5,000

Contact: 0121 726 2595

fun-fest.co.uk

Get into the burgeoning beauty sector with a premium blow-dry brand

Runway-ready hair at an affordable price with Blo Blow Dry Bar

Blo Blow Dry Bar is a revolutionary women's salon brand that was started up by two savvy Canadian women in 2007. After noticing that there was a real dearth of high-quality haircare brands at an affordable price point, Blo Blow Dry Bar was born. The brand grew strongly in Vancouver and really took off when Vanessa Yakobson and her partners purchased the brand in 2009 and converted it into a franchise system.

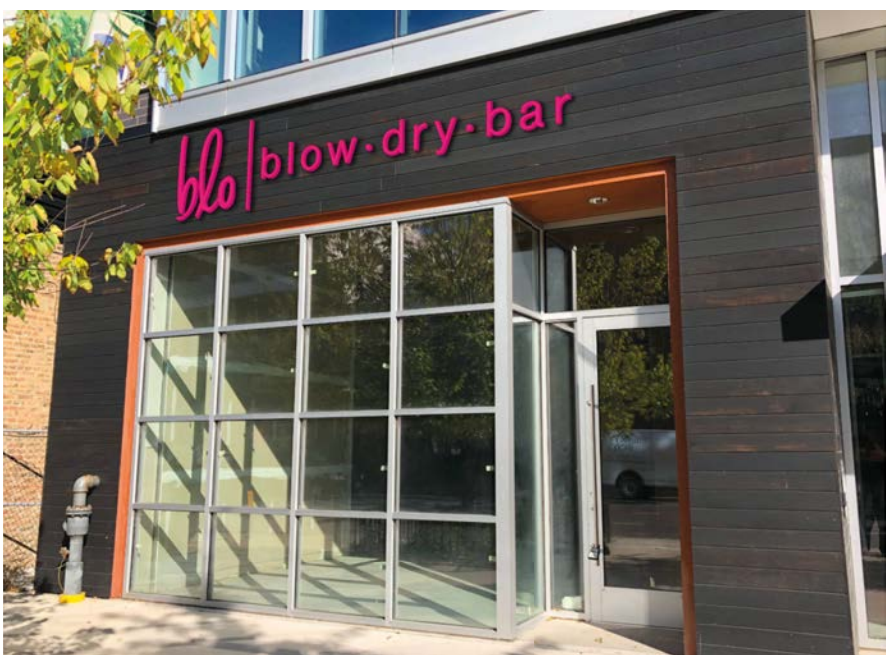
Since then, Blo hasn't looked back. That's because the brand has developed over 100 locations since moving to the franchise model, and has grown to become the largest blow-dry franchise in the world.

UNPARALLELED FRANCHISEE SUPPORT

The success of the brand is directly tied to the performance of every franchisee – therefore the brand is willing to work closely with every single one to make their business a success.

It starts well before franchisees open their location; the Blo franchise model is constantly being refined to offer the most value to its system. The Blo locations are cleverly designed to minimize the square footage required without giving up on any essential features, which also makes them easier to manage.

Blo understands that many aren't experienced business owners and require help – especially during the development phase. This is why franchisees have exclusive real estate brokers that assist them with finding the ideal site and construction. New business owners won't be left to their own devices once the location opens and becomes operational, the brand will continue to offer support and training, especially with marketing and operations.



"Opening up multiple sources of revenue is what attracts many franchisees to the brand, as it isn't just blow-dries and haircuts at Blo Blow Dry Bar locations"

Opening up multiple sources of revenue is what attracts many franchisees to the brand, as it isn't just blow-dries at Blo Blow Dry Bar locations. Blo franchisees can also offer makeup services at their locations, which is often taken up by many customers who booked an appointment to look their best for a special occasion. Customers can have hair extensions put in and book waxing services all in one, convenient location.

It's not just the services franchisees offer; a number of selected retail items are available at Blo's locations too. Customers who come back for Blo's services will notice the top-class products being used and are likely to want to purchase some for themselves at home.



"For our franchisees, making their customers feel and look their best is one of the most rewarding aspects of owning a franchise"

MAKE YOUR CUSTOMERS FEEL LIKE STARS

Blo loves to make its customers feel better about themselves – it's a great part of the brand's identity and mission. It's why Blo Blow Dry Bar salons are so beautifully and expertly designed, so every single customer feels like they enjoyed a positive experience, and will want to come back.

That's why the brand rolls out the pink carpet for everyone, whether its customers or franchisees. Hair salons are a real part of the community; they tend to be the type of businesses that an individual will visit repeatedly over the course of their entire life.

Aided by the brand's simple-to-understand and replicable processes, customers will feel comfortable to return to Blo Blow Dry Bar, knowing they will get the same high-quality service they received previously. For franchisees, making their customers feel and look their best is one of the most rewarding aspects of owning a franchise. See what some of Blo's franchisees had to say:

"I really enjoy being part of a brand that is near and dear to my heart. I love the whole branding aspect. I like that women know who we are and have exciting stories to tell. Helping women feel good and look good and keep the customers satisfied is really amazing," said Jean Camilletti, multi-unit franchisee with locations in West Hartford, CT and Glen Cove Road, NY.

"We don't know what our guests are going through in their lives. When they come to one of our bars and we've given them a smile, we've given them great service and we've made them feel special. That is truly our mission," said Angela Brown, multi-unit franchisee with locations in Scottsdale, AZ and La Mesa, CA.

Blo franchisees are also encouraged to get involved in the community and engage with schools and charities. The brand places a lot of value in giving back to the community that makes it successful.

AN EVER-GROWING AND INNOVATIVE SEGMENT

The hair salon space is huge and full of innovative concepts and ideas. But right now, the fastest-growing segment in the hair salon industry is the blow dry sector. As women become busier and busier in the workplace, trips to the salon have to become more meticulously planned to minimize the time spent out of the office. The hair dryer market is expected to grow by $1.46bn between 2021-2025, and much of this growth is driven by increased consumer spending at blow dry bars.

"As an international brand Blo Blow Dry Bar is ready to "paint the globe pink" by expanding with strong operators in new marketing. The universal appeal of the blow dry bar services offering makes this an attractive business opportunity for smart investors," said Vanessa Yakobson, CEO of Blo Blow Dry Bar.

Blow dry services take far less time than a traditional salon, and can open up the market to a whole new segment of women who have previously made very few trips, or opted for simpler services to save time.

It also creates a convenient one-stop-shop for women, with many of the services they need all under one roof. This helps to increase brand loyalty and keep customers for life. The model is also e-commerce-proof – this will be a very difficult industry to disrupt. Human-to-human contact will always be a necessity, both to deliver the core service and the extra human connection between the customer and hairdresser that forms a major part of the blow dry experience.

Blo Blow Dry Bar is committed to making its franchisees a success, and everything in the franchise system is geared towards that. From the initial enquiry to the first few weeks in operation, the Blo team will always be on-hand to help its franchisees become a success.

At a Glance
Blo Blow Dry Bar

Established: 2007 (franchising since 2009)

Number of franchised outlets: 100-plus

Location of units: U.S.A, Canada and the Philippines

Investment range: $300,000 - $450,000 - contact the brand for accurate pound sterling range

Minimum required capital: $100,000

Seeking: Area developers in select international markets

Contact: U.S. and Canada: patrick@blocorporate.com

International: marcel@blocorporate.com

franchise.blomedry.com

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"Our growth strategy is really working"

Neil Manhas, general manager of Pizza Hut Delivery, talks about Pizza Hut UK's now 100 per cent franchise network, what the brand looks for in investors, and why now is the time for entrepreneurs to take a slice out of the pizza market

INTERVIEW BY JAMES FELL



HOW BIG IS THE PIZZA HUT FRANCHISE NETWORK CURRENTLY?

NM: Pizza Hut operates 600 Huts and employs 14,000 people across the UK, including at our dine-in arm, Pizza Hut Restaurants, and a variety of Delivery, Express and now forecourt locations. In 2020, we announced exciting plans to grow by 125 new locations over three years, which will create around 2,000 jobs.

Our growth strategy is really working. Over the past two years, we had amazing double digit sales growth from pre-pandemic levels in 2019 and we will build on this success this year. Collection sales have grown by more than a third, with transactions increasing by 35 per cent from 2020. Our customers loved the seven campaigns we launched in 2021, particularly our Beyond Meat range, which was so popular that we made it a permanent menu feature.

HOW IMPORTANT IS FRANCHISING TO PIZZA HUT/PIZZA HUT DELIVERY'S FUTURE PLANS?

NM: Our franchise network is at the heart of our growth model and central to our success. A big development last year was Pizza Hut becoming 100 per cent franchised in the UK following the sale of our equity business. Of course, Yum! is one of the largest franchisors in the world – so this model is engrained into our operating model from the very top.

Partnering with experienced franchisors like Nine Group, Starboard Dining and EG Group has helped us build on our strong growth, create jobs and contribute to communities across the UK through our free



deliveries to the NHS in 2020 and our New Founders Programme, which supports entrepreneurs from disadvantaged communities.

WHAT QUALITIES DOES PIZZA HUT LOOK FOR IN A FRANCHISEE?

NM: We want each franchisee to bring their own style and experience to the role. While, like many franchisors, we require potential franchisees to have sufficient capital and experience to support our growth, there are a few special qualities we look for:

1. **Drive –** we want franchisees who share our ambition to grow in the UK
2. **Passion for pizza –** we don't want just anyone with business acumen! We want to see a franchisee that cares about pizza, the quality of our product and Pizza Hut's values.
3. **Community leader –** Pizza Hut wants to create an exceptional environment for our people so that they can learn, work and thrive. We need franchisees who feel the same way and want to help their teams to grow. They must be willing to go above and beyond to contribute to our social good programmes such as our New Founders Programme which provides franchisees with exciting opportunities to give something back, by helping budding entrepreneurs from underrepresented backgrounds.

> **"Our franchise network is at the heart of our growth model and central to our success"**

WHY SHOULD AN INVESTOR OPT FOR A PIZZA HUT FRANCHISE AS OPPOSED TO ANOTHER PIZZA FRANCHISE BRAND?

NM: Pizza Hut offers the scale, experience and – crucially – unique support franchisees need. We are one of the largest pizza companies in the world and have an incredibly strong legacy in the UK. Our first franchise opening here in 1973 and the first UK Pizza Hut Delivery store launched in London in 1998. Especially as we now operate a 100 per cent franchised network in the UK, we are one of the most experienced and established franchises in the country, which is something we're very proud of.

On a global level, Pizza Hut is one of the world's most internationally recognised brands, offering family-like support to our franchisees. As part of YUM! which owns many international fast-food outlets, we're able to grow and share learnings from our global expertise in this space, specifically franchisee business, marketing and supply chain.

Critically for ambitious franchisees, despite being a well-established brand, we are still set for rapid expansion, and following the pandemic, delivery business is booming. The pandemic proved that even if everything else stops, there will still be a need for our franchisees to deliver the food our communities crave.

HOW DOES PIZZA HUT SUPPORT AND ONBOARD NEW FRANCHISEES?

NM: All of our franchisees receive training and support, including the use of the Pizza Hut Delivery brand tried-and-tested systems, at every step of the franchise journey. As a first step, we provide franchisees with a thorough onboarding operations training programme before opening.

We also have a Franchise Council, Marketing Board and Hut Excellence Board where we communicate updates and franchisees can seek support at any point in their journey.

> **"We want to see a franchisee that cares about pizza, the quality of our product and Pizza Hut's values"**

Our relationship with our franchisees is a close and supportive one. I know this is absolutely integral to everyone working together to provide the best experience possible for our customers.

IT WAS WELL DOCUMENTED THAT PIZZA DELIVERY CHAINS REGISTERED RECORD SALES DURING THE 2020 LOCKDOWNS. DID THIS CONSUMER APPETITE FOR PIZZA CARRY ON INTO 2021?

NM: Yes, it did, and we believe the increased demand for delivery is a trend that is here to stay. Sales throughout 2021 were consistently higher than pre-lockdown, with a double digit increase since the pandemic began in 2019.

We're now actively recruiting more staff, including drivers, restaurant general managers and shift managers to support this expansion and our growth plans for 2022.

WHAT CREATIVITY AND INNOVATIONS CAN WE EXPECT TO SEE IN 2022 AND BEYOND?

NM: We are always looking at ways to utilise technology to make things simpler for our team and our customers. Over the past year, we developed industry-leading technology to support effective delivery operations, which became more essential than ever during COVID-19 lockdowns. For example, we deployed two innovative new systems Dragontail and HutBot in the UK.

Dragontail has revolutionised how we prepare and dispatch our orders by making Pizza Hut's delivery experience more trackable than ever before. Offering Covid-safe kerb-side pick-up, as well as accurate ETAs and real-time customer care allowed franchisees more flexibility while adding additional reassurance for every customer.

Meanwhile, HutBot, our shift running tool, has supported store managers through a challenging year with plenty of changes and helps smooth over unpredictability in staffing caused by the pandemic.

We also created a learning platform – Hut University – which provides our staff with easy access to training on their mobiles, making it easier for them to take their leadership and business know-how to the next level. In 2022, we will look to build upon this even further!

MEET THE FRANCHISEES



PIZZA HUT RESTAURANTS

Pizza Hut Restaurants is a UK franchisee of Pizza Hut International, a subsidiary of Yum Brands, which also owns the likes of KFC, Taco Bell and many others.

As the UK dine-in arm of the business, Pizza Hut Restaurants has over 4,500 employees, operating around 170 restaurants across the UK.

Like many hospitality businesses, Pizza Hut Restaurants faced many pandemic-related challenges, but kept a number of sites open to help deliver meals to the NHS in 2020. Since then, measures have been introduced to provide a COVID-safe experience for customers and restaurants have been experiencing high footfall.

STARBOARD HOTELS

Pizza Hut and Starboard Hotels, one of the UK's leading independent hotel owners, developers and operators of hotels, established a new franchising partnership that expanded Pizza Hut's footprint into the Midlands, Yorkshire and the North West. The franchise arrangement was negotiated by Christie & Co and came into effect early in 2021.

As a franchise partner, Starboard now operates 27 delivery and takeaway Huts, supporting around 540 jobs as well as the ambitious growth of Pizza Hut Delivery across the UK. The partnership opens considerable investment into dozens of communities through the renovation of existing Huts, as well as the opening several new Huts. It also allows the franchisee to run their own businesses while being part of a global brand.

MIZAN SYED, EXULTANT GROUP



Mizan Syed is another one of Pizza Hut Delivery's brilliant franchisees and, having been on a journey with the brand for 17 years, he has a passion for being a part of Pizza Hut's growth. He started off with one Hut and has grown within the business to now own 24 sites and counting in London, Cambridgeshire, Birmingham, Peterborough and Yorkshire – running a team of more than 500 people.

According to Mizan, one of the reasons he chose to partner with Pizza Hut was that it has "always been a place where you can grow", and this is certainly what Mizan has done throughout his time with Pizza Hut.

He is going from strength to strength and in 2019 won Franchisee of the Year for Pizza Hut. With a commitment to support local, Mizan's stores delivered some of the 300,000 free pizzas that were received by NHS and frontline workers during the pandemic on behalf of Pizza Hut.

EG GROUP

Pizza Hut and EG Group, a leading convenience retailer, established a new franchising partnership to bring Pizza Hut into the 'on-the-go' travel market. As a franchisee, EG Group operates eight new Pizza Hut stores in petrol forecourt stations across the UK.

The expansion has brought investment to local communities, creating approximately 90 jobs, which include growth opportunities for new and existing team members. As a franchisee, EG Group has Pizza Hut's signature branding and familiar menu while providing a new option for customers to order on the go. This has allowed Pizza Hut Delivery to further adapt its offerings in line with customer demand and the wider industry trend towards convenience.

EG Group-operated stores offer five classic flavours including Margherita, Pepperoni, Supreme, Meat Feast, and Veggie Supreme, as well as newer addition the Beyond Meat Supreme pizza. EG Group has innovated Pizza Hut's convenience offering and uses a combined approach of by-the-slice and full-pizza options.

A menu for sweet success

Kaspa's Desserts is expanding its range both at home and overseas, resulting in lucrative opportunities for potential franchisees



Voted the UK's Favourite Dessert Restaurant by Deliveroo customers in 2019 and 2020

Kaspa's Desserts is one of the fastest growing food outlets in the UK. Since opening less than a decade ago, it has expanded to nearly 100 stores around the country, as well as growing overseas franchise networks in a range of locations, such as Pakistan and the Gulf region.

Kaspa's Desserts offers a unique family dining experience centred on offering a wide selection of mouth-watering sweet dishes. Its highly regarded products made their debut in Croydon in 2012, when the first Kaspa's Desserts store quickly became a huge success.

Consumers of all ages and backgrounds fell in love with the idea of visiting a dedicated dessert parlour, with the menu offering the world's favourite hot and cold desserts under one roof, including a selection of ice creams, gelatos, waffles, crepes, milkshakes, smoothies and sundaes.

Kaspa's is confident that its relaxing and retro dining environment will change the way consumers view desserts in the 21st century.

MARKET LEADER

The UK ice cream and desserts sector has experienced explosive growth over the last few years. As a UK market leader, Kaspa's Desserts one of the fastest growing dessert-diner chains with an outstanding reputation – in 2019 and 2020 Kaspa's Desserts was voted the UK's Favourite Dessert Restaurant by Deliveroo customers.

Establishing strong supply chains has been a focus of Kaspa's Desserts' expansion. The business has retained control of its supply chain with its own dedicated distribution hub and legendary Dairy Den, where the secrets of its popular Italian-style gelato production are safely kept.

As such, the brand already has a strong high street presence, with plans on track to have Kaspa's Desserts stores serving high quality sweets and more in every major UK town and city within the next two years.

MODELS TO FIT

From busy high streets to drive-to locations such as retail parks, Kaspa's Desserts stores are instantly recognisable and provide a truly unique customer experience. Three designs are available, depending on budget and location: Little Kaspa's Desserts Express, which have a smaller footprint with up to 20 seats for take-away and delivery channels; Kaspa's Desserts Classic, which ranges from medium sized cafés to large flagship restaurants; and Kaspa's Delivery-only Kitchens, industrial kitchens with a lower level of investment.

With the exception of the last option, which simply offers a practical serving kitchen solution to optimise deliveries, these designs are fun, enticing, comfortable, colourful and exciting, creating the perfect setting for a memorable customer experience.

Today, Kaspa's desserts is recognised as a national brand with a growing franchised network of stores across the country and ambitions to continue expanding on a global scale. Kaspa's Desserts already enjoys key collaborations with 20th Century Fox, Paramount Studios, Sony Pictures, Rakuten, Amazon, Thorpe Park, Reeces and Hershey's. The next decade promises a bright future for franchisees.



At a Glance
Kaspa's Desserts

Established: 2012

Number of franchised outlets: 94

Location of units: UK and overseas

Investment range: £30,000 - £280,000

Minimum required capital: from 30 per cent, depending on individual cases

Contact: franchise@kaspas.co.uk

kaspas.co.uk/franchise-with-us

Five steps to recession-proof your business

Follow Chris Stuckey's key steps to create a rock-solid business model and weather future hits

WORDS BY CHRIS STUCKEY



THE AUTHOR
Chris Stuckey is managing director at Pirtek UK & Ireland

Keeping a business up and running is always a challenging task. But when you are in the middle of the third wave of a pandemic that has caused worldwide supply chain issues and even provoked the Great Resignation, it can be even more daunting – and that's without even mentioning Brexit. Yet, as we know, crises are also great moments to learn and seize opportunities.

With this in mind, here are five essential pieces of advice that every current and future franchisee should consider when it comes to running a successful business during times of severe disruption. Following these key steps will help pave the way to building a recession-proof business model.

1 Lead by example

If you're already running a franchise, or considering becoming a franchisee, you will know that signing up to a company means signing up to its core values. Linking a strong set of values with strong leadership should be foremost in a challenging climate, and you must live up to these values, always taking into consideration key areas such as expertise, fairness, honesty, and support.

Apply this set of values not only just to your customers, but also to your employees, suppliers, and all stakeholders. To bring out the best in your team, you must be seen to follow the rules, engage with your own values and treat your employees with respect. This will allow your employees to grow and develop with support from your organisation.

2 Build a diverse portfolio of customers

The pandemic has been a great time to evaluate the performance of businesses. One standout lesson has been if you want to build a recession-proof business model, you need to develop a diverse portfolio of customers. Diversification of your clients reduces dependence on any particular market area. Therefore, you avoid the repercussions of any dips in a specific industry.

In a nutshell, look to provide a service or products that your clients consider essential, thus minimising the impact when industries begin to shut down due to financial strain. Sectors which are less cyclic - such as infrastructure, construction, farming, military, manufacturing and so on - provide continued activity during times of crisis. This ensures that even in the most challenging times (such as the COVID-19 pandemic), you don't suffer the same losses as other non-essential businesses.

3 Plan a (flexible) roadmap to success

Planning is another crucial ingredient because it creates a unified framework for the whole business. However, think about planning as a flexible roadmap that will help prevent critical issues from occurring and allow you to monitor the performance of your business.

Arguably, no one could have planned for a global pandemic, but we can certainly say that those who spent a significant amount of time and resources preparing for the impact of Brexit were able to ensure the continuity of supply necessary to maintain the support of their clients. Being able to satisfy your customers' needs at all times should always be your imperative.

4 Take advantage of your supporting network

Another critical step is taking advantage of your franchisor's support network. I'd even suggest doing this on a day-to-day basis. And if you are an entrepreneur looking for investment, chase those franchises with an 'all for one' culture. These businesses create powerful bonds between franchisee and franchisor, adding a real sense of family within the whole organisation.

Bear in mind that a supportive franchisor will not only provide you with access to strategy development, customer engagement, portfolio management and innovation, but also will guarantee you a customer base from day one. Not starting a business from scratch will give you a significant advantage.

Make the most of your franchisor's training programmes and thoroughly educate your employees on all aspects of your business – needless to say, a boost in digital tools is a must. In times of the Great Resignation, training is a good way to demonstrate to your staff that you care about them.

5 Humanise your brand

And finally, never forget that it's always a people business. No matter what your company's

aims, the ultimate target is to engage with your customers and provide a tailored service, and that connection should be based on a human level.

Beyond B2C or B2B frameworks, marketers are increasingly talking about human-to-human (H2H) relationships, and in times of COVID-19 it's pivotal to humanise your brand. No one will engage with a company that's unrelatable and faceless.

So, don't forget the local perspective and get involved in your community. As mentioned before, be supportive, but also fair and honest with your customers and employees. Put yourself in their shoes and remember that in times of significant disruption, empathy and understanding can go a long way to helping businesses overcome challenges and remain connected with customers.

"Empathy and understanding can go a long way to helping businesses overcome challenges and remain connected with customers"

Even when franchises operate in different contexts and markets, following these five important steps will, without a doubt, help you as a franchisee or entrepreneur to keep your business running smoothly in turbulent times. These principles are the summary of my experience working at Pirtek, the UK and Europe's number one provider in fluid transfer solutions and on-site repairs. As a franchise with over 30 years of experience, we know that solid values and a well-refined business model, together with a strong supporting network, is the foundation for success.



Ethical apparel thread masters down under

In 2022, brands and consumers alike desire their products to be environmentally and socially friendly. OCC Apparel provides that peace of mind, and is the perfect brand for a screen printer or apparel business to take up and run with



OCC Apparel is a brand with ethical manufacturing and long-term global strategy sewn into every process and decision it makes. Founded in 2004 by Nick Barclay in Australia, OCC Apparel has grown from strength to strength since inception. As consumers' demand for ethically sourced clothing and apparel has become front and centre, many companies and brands are looking for the exact ethical apparel products, services and advice OCC Apparel offers.

As a result, when an ethically minded company, organisation, university, fashion brand requires ethically accredited t-shirts, hoodies or caps, they consistently turn to OCC Apparel for their needs.

"Ethical fashion styles, highest screen-printing quality, transparent supply chains, reduction of plastic waste and fair living wages for workers worldwide has been a dedicated focus and the founding DNA of OCC Apparel for over 18 years now," says Nick Barclay, founder and CEO of OCC Apparel.

"The demand has increased consistently over the previous decade and will only grow stronger the further our OCC Apparel green star brand spreads its wings to other countries around the world."

A LIFELONG ETHICAL APPAREL JOURNEY

Nick Barclay is an accomplished operator in the world of ethical apparel, and has always had a deep interest in the manufacturing of durable and sustainable clothing. Almost 20 years ago, Barclay was working in New York as a retail sales associate for Patagonia. The seed of organic cotton was planted in his mind, and it took very little time for his business idea to blossom and be harvested into a profit-making business.

"I was working for Patagonia in the United States. They had a wholesale organic cotton blanks t-shirt and tote bag division at the time called 'Beneficial Ts'," says Barclay.

"When I returned home to Australia there were no organic cotton apparel wholesale options so I started importing Patagonia Beneficial Ts and sold them at organic farmers markets. From there more and more businesses and brands not only wanted the blank organic garments. They wanted different styles, more colors, different fabric compositions. They wanted their brand label sewn or heat pressed in the neck, they wanted screen printing, DTG (Direct to Garment) decoration all along with expert apparel advice, speed to deliver and competitive price. OCC Apparel was born."



Nick Barclay - OCC Apparel
CEO & Managing Director

In little time, Barclay developed the OCC Apparel brand from its humble origins into the recognised green star apparel brand it is today. He recognized the need for truly customizable, blank apparel that could be branded later on and has partnered a global network of ethical suppliers and brands that is unique to the OCC Apparel business.

18 years on since his first organic cotton



t-shirt sale at a farmers market, Barclay has built OCC Apparel into a compelling, honest and globally scalable brand that is destined to be the largest wholesale ethical apparel franchise business in the world.

ETHICALLY ACCREDITED APPAREL IS IN HIGH DEMAND

Ethics are the top concern with almost any product category now, and is especially the case with clothing. Not for profit organisations, corporate business, university's, entertainment, fashion brands and locally made artisan businesses are the leading business types searching and demanding ethically manufactured apparel.

Today's front-end consumers, especially those in a younger demographic, are acutely aware the damage fast fashion has done to the planet. They are environmentally educated, socially conscious and aware, willing to make change and actively searching for accredited apparel alternatives.

This attitude is filtering up into the uppermost layers of business, who need to react to the changing attitudes of customers along with protecting their brand. Fair and liveable workers' wages in the apparel industry are a hot topic too, and one that OCC Apparel has completely endorsed and supported via its long-term supplier partnership with the Continental Clothing Company and its Fair Share branded range.

OCC Apparel put in place a program alongside its partners, to give its Indian factory garment workers a living wage, with the first stage of the wage increase having come into effect from 2016 onwards. Consumers are happy to pay a small premium on their clothing if it means that money goes directly to the workers who made it.

The Earth Positive range is made completely of organic cotton, and is fully accredited by Fair Wear and the production of these products is carbon-neutral. It doesn't stop there; OCC Apparel has a 360-degree view of ethics, and it is deeply embedded into everything the brand does and the world class leading ethical apparel brands it offers within its business which includes: Earth Positive, Salvage, Fair Share, Continental Clothing, AS Colour, Certton Australia, Stanley Stella, Vapor Apparel and Royal Apparel.

OPPORTUNITY KNOCKS

It wasn't too long ago when the average consumer's concern with the source and environmental impact of their products was an afterthought. The world is a different place compared to just ten years ago, and people's scope of what contributes to climate change and unethical business practices has significantly widened. In every sphere of their lives, young people want their products and services to have ethics at the forefront.

"In every sphere of their lives, young people want their products and services to have ethics at the forefront of them"

Many companies have long-standing apparel suppliers who are resistant to change, but for those who do not offer ethical garments, it's only a matter of time until they are forced to reconsider the source of their apparel. That's why right now is the perfect time to become an OCC Apparel master franchisee.

The global demand for ethical garments is rapidly rising and acute business leaders have the opportunity to quickly establish themselves as the market leader for ethical apparel in their country by registering and securing the OCC Apparel master franchise rights.



At a Glance
OCC Apparel

Established: 2004

Number of franchised outlets: 5

Location of units: Sydney, Gold Coast, Dunedin, Auckland (2022), Wellington (2023)

Investment range: $44,000 - $126,000

Minimum required capital: $44,000

Contact: Nick Barclay, CEO and managing director, nick@occapparel.com.au

occapparel.com.au

Take control of your career

Where do you begin when it comes to launching a new business in the franchise sector? Richard Pakey explains how to make the right initial moves

WORDS BY RICHARD PAKEY



THE AUTHOR
Richard Pakey is a franchising expert and managing director for the award-winning Lime Licensing Group (contact richard@limelicensinggroup.co.uk/07904 697591)

So, you've finally decided that you want to be your own boss. What took you so long? While there's no manual out there to guide you through each step, the following advice might help you decide why a franchise might be the best option for you and start you on the road to a fulfilling new career.

Let's start with the basics. Reassuringly, a franchise is often a more viable option than starting a business from scratch, especially if you lack previous experience. There are some unique advantages: it will be built on a tried and tested system; provide initial and ongoing training, and enable you to tap into experienced support to help you along the way. These factors are not only vital for getting your business launched, but critical to its ongoing success.

Follow your passion

Owning and running a business can be tough at the best of times. It's not the same as being an employee – there are so many additional duties that come with the territory.

If the idea of hard work and responsibility doesn't daunt you, then you should consider starting your own business, and the franchise sphere could be ideal for you. It's fair to say that owning a franchise isn't for everyone, but with at least 1,000 in the UK to choose from, there could well be something out there that's perfect for you.

Have a think first about what it is that makes you get up in the morning and work full steam ahead. Without passion to drive you on, you will be left running on empty, and this is no way to run a business. You want to feel like your work doesn't actually feel like work! Fair enough, this might seem like an 'ideal' statement to make, but think back to your days of employment. Were you just in it for the money?

This should feel like a new chapter in your life. Start with the right intentions and no day will ever feel like a working day again!

Do your research

You won't have any problem in extracting information from franchisors, you just need to let them know who you are. Don't just go with the headline information – request further details so that you can figure out as soon as possible what the business is really about.

Sometimes, it might not be clear cut what exactly the franchise is or does, and that's OK – you should feel free to initiate further conversation. But if the basic details look good to you, then do some of your own research. What products or services does the franchise sell? Who do you think might be its direct competitors? How crowded is the marketplace? Knowing these basic elements will help you in any future conversations with the franchisor.

Use the resources available

Have a look around a very good franchise directory (such as what-franchise.com). There will be many types of franchises listed by price, category or sector, giving you access to lots of options at your fingertips.

Also, consider attending franchise exhibitions. Franchisors in attendance will be keen to link up with people who have a genuine interest. You might get even meet the actual franchisor owner in this environment, which is ideal as you can see if you actually align.

Talk to franchisees

Do you know someone in your existing network who's a franchisee? If you do, ask them about their personal experience of running a franchise. It doesn't matter if they're not in the franchise field you're interested in - you just want their honest and personal insight. Just remember to take a measured approach, as some people's experiences might not match up to your own expectations.

You can also ask to talk to franchisees in the actual business you're interested in. Be aware that the franchisor will want you to do this at the appropriate stage, so follow their system and they will wbe receptive to supplying details of people who you can contact in due course.

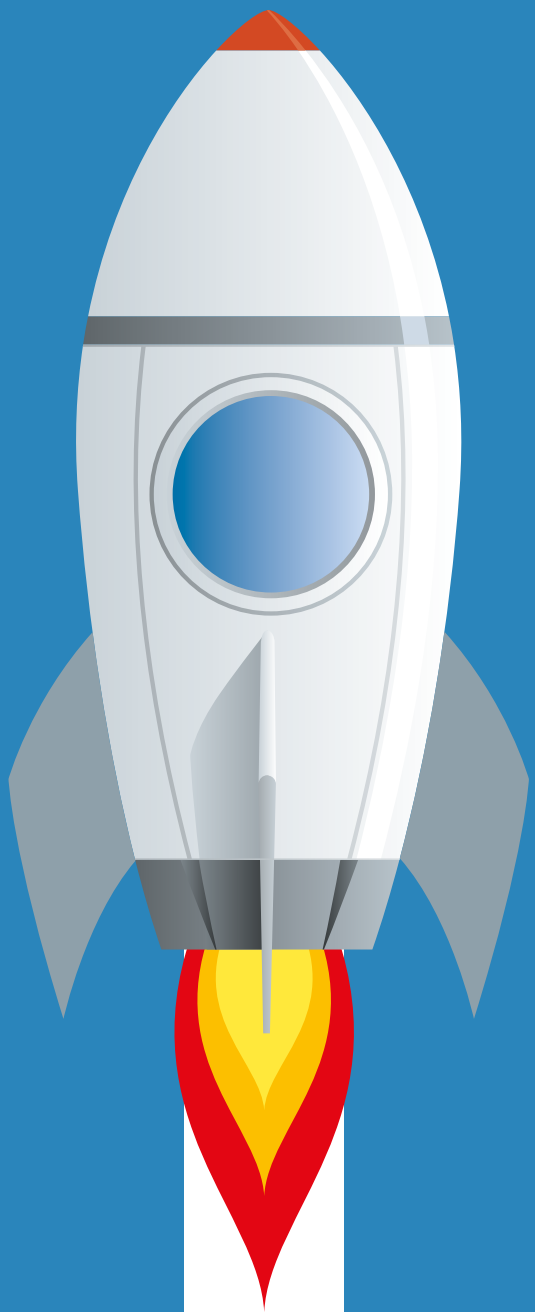
Go to a consultant

You might find this surprising, but using a consultancy resource won't necessarily cost

you anything. This is because franchise consultants are often retained by brand owners to deal with recruitment on their behalf. Here you'll have access to a team of professionals mandated to ensure they find the correct fit both for you and for the recruiting franchise. Some consultants might look after several franchised brands and can help you decide which ones suit your own skills and investment level, so are a great starting point.

Remember, you're never alone in franchising!

The franchising sector is a wonderful space in which to get involved and now could be one of the best times in our history to be part of it. The UK still has some way to go in terms of catching up with other developed countries, but as a nation we seem to be becoming more receptive to buying into franchises as opposed to choosing independence when it comes to starting a business. It's true that anyone can buy a franchise, so don't be limited by what you think is possible and make the next step towards finding the perfect fit for you.



"A franchise is often a more viable option than starting a business from scratch, especially if you lack previous experience"

Why logistics is the economy's lifeblood

Britain's freight and courier industry faced multiple challenges in 2021, but as we enter recovery it is primed for profit and growth, says Howard McCormick of World Options

WORDS BY HOWARD MCCORMICK



THE AUTHOR
Howard McCormick is UK franchise sales, recruitment & freight director at World Options

Last year was especially difficult for trade and industry, with logistical pressures affecting businesses across a wide range of sectors. The UK's shipping industry has been at the heart of many crises in the last 12 months, with the triple challenges of Brexit, the COVID-19 pandemic and a shortage of HGV drivers and other key workers in the sector causing unprecedented disruption. Similar labour shortages in the US and Germany have compounded these challenges, contributing to what has now become a worldwide supply chain problem.

Consumers have become accustomed to empty shelves and missing products in supermarkets, but as the economy shifts to recovery on the back of the vaccine rollout and lockdowns being lifted, positivity is increasing. The big challenge for companies now is meeting customer demand and transporting products to where they need to be in a timely fashion is critically important.

As an online shipping and courier services provider, World Options increased its customer base by 70 per cent in 2021, with franchisees seeing revenue growth of 30 per cent. This was driven primarily by the significant growth in ecommerce driven primarily by the COVID-19 pandemic. Even now, while other parts of the economy are still suffering, the surge in demand for shipping and courier services has not abated.

For our franchisees, managing this level of growth is a very nice problem to have. Looking ahead, changes to business environments and the continued shift to an online commerce-driven world, coupled with a desire from our customers to get products to their markets efficiently and in good time, is only going to create more opportunities.

There are undoubtedly many issues to address, but where there's a problem, there's an opportunity. By taking an adaptive approach, we can address the logistical challenges we face and come out of this stronger – not only as businesses, but as a nation.

Supply chain challenges

World Options connects business customers to shipping services from many of the world's best-known carriers, so we have seen first-hand the challenges faced by our shipping partners as they've contended with driver shortages and long delays at customs.

These market challenges have led us to focus on what makes the World Options service so special – namely, the knowledge and experience within our organisation and our local franchisees. We're able to utilise our expertise to provide peace of mind for our customers when they need to ship items that are restricted in certain countries, when extra documentation or a licence may be required for an item, or when specific packaging requirements apply.



We've worked extremely hard to stay abreast of the latest regulations and requirements, so we can give our clients the best advice on ensuring a shipment gets to its destination on time.

The disruptions faced by the logistics sector have not just been restricted to changes in border regulations. All our shipping partners were impacted by the shortage of delivery drivers, and many services suffered as a consequence.

This is where our strong relationships with our shipping partners are incredibly important. Through regular communication, we were able to understand which depots were affected, when collection windows might slip, and whether deliveries would also be delayed. This enabled our franchisees to keep their customers up to date and provide alternative solutions wherever possible to help them meet their commitments.

The industry has recovered well, with deliveries almost back to normal. The situation remains incredibly precarious though, and long-term solutions are needed to help us attract talent and reduce bureaucracy.

Seeking solutions

In October, a fuel scare caused shortages at petrol stations around the UK. The government introduced a scheme offering 300 visas for fuel tanker drivers to come to the UK from the EU on a temporary basis. The scheme did attract some additional drivers, but perhaps not as many as hoped for, an indication perhaps that a longer-term strategy is required.

"This year will continue to be a challenging time for the transport and logistics industry, but will also carry many new opportunities for those people who want to make a go of it"

Recognising that a driver shortage could affect shipping, freight and logistics in the lead-up to Christmas, the government announced similar measures to provide temporary visas for HGV drivers to get the country through the period of peak demand. This initiative has resulted in some success, but the key has to be finding a way of attracting more home-grown talent into the industry.

The temporary visas were initially due to expire on 24th December, but have now been extended until February 2022, giving our sector more time to recruit new drivers in order to meet demand, which is unlikely to subside.

To help address the capacity issue, the Department for Education is investing £10 million to train up to 3,000 more people to become HGV drivers and offering free intensive courses to train drivers to be road ready and gain a category C or category C&E licence. In addition, 1,000 more people are expected to be trained through courses accessed locally and funded by the government's adult education budget. To support this initiative, MOD personnel are being used in addition to civilian examiners, helping to increase the UK's HGV testing capacity substantially.

These measures will alleviate the immediate pressures on the logistics sector and help it to keep the wheels moving and the economy recovering. It's a very exciting time for the industry, but we must also make sure we continue to plan for the future and the opportunities it brings.



Opportunity knocks for new talent

Clearly, any long-term solution has to do more than just get new talent into the industry. It also needs to ensure that there are also opportunities for personal development within the trade to create sustainable and rewarding career paths.

While many may initially be tempted to train as HGV drivers because of the competitive rates of pay now being offered, we need to make sure that working in the logistics sector provides them with an attractive long-term future. As an industry, we need to look at improving our employment terms and conditions and finding ways of developing and holding onto our people, while at the same time driving efficiencies from technology and processes to keep us all profitable.

There is undoubtably a strong and growing demand for transport and delivery services. This buoyant market, coupled with a groundswell of positive public opinion and government support, will enable businesses in the sector to prosper. We believe that this year will continue to be a challenging time for the transport and logistics industry, but will also carry many new opportunities for those people who want to make a go of it. If we continue to innovate in delivering results more effectively, 2022 will be a great year.

Ask The EXPERTS

Our panel of industry specialists answer your franchise questions



Q WILL A FRANCHISOR HELP ME TO SOURCE A GOOD LOCATION?

ALAN WILKINSON WRITES:

If you are joining a property-based franchise, be that retail, food and beverage, or service sector, then opening in the right location can be critical.

The franchisor will have experience from the existing network of what type of location, footfall and demographic area is required in order to operate a successful unit. Often, a franchisee business plan may be tailored according to the location and footfall. For example, in food and beverage, where the customer either eats in, or visits the outlet for take-away food, a high footfall of the right demographic of customer will lead to a higher turnover. However, the same brand in a less busy area may have a lower rent, and therefore may still be a viable business. All of this information is critical in deciding upon the right location, and the franchisor should be able to advise on this.

As for who is responsible for finding the premises, this typically falls on the franchisee, who has local knowledge of the area. However, the franchisor should provide help and guidance, both in the finding of the location, and also in negotiations with the landlord. Often a franchisor may have links with property agents who can assist with this process. In this circumstance, there will be a fee to pay, and this will almost always be payable by the franchisee.

Premises are easier to find today than they were a few years ago, but also that prime locations are being taken very quickly. Depending upon the brand, consider whether a prime location is required, or if a secondary location may meet the needs of the business just as well.



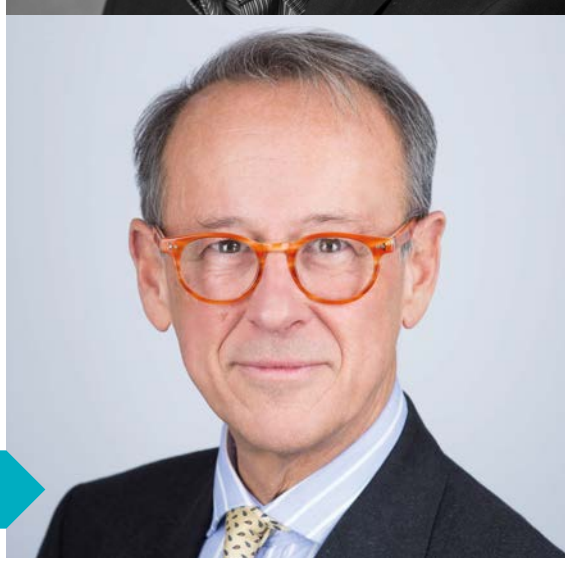
ALAN WILKINSON is head of franchise development at The Franchising Centre and has been in franchising for over 25 years.

Q AS A POTENTIAL FRANCHISEE, ARE YOU ABLE TO NEGOTIATE A FRANCHISE AGREEMENT?

JOHN PRATT WRITES:

Generally, the answer is 'no'. Franchisors usually – and indeed should – adopt an approach where they emphasise that the franchise agreement has to be in standard form. It would be an administrative nightmare for a franchisor to have franchisees all on different and separately negotiated franchise agreements. It would also be very expensive for both the franchisor and franchisees because lawyers would have to be involved. This means that franchisors adopt a take it or leave it approach to the franchise agreement. That does not mean that you should not obtain legal advice on the terms of the agreement because you do need to know the extent to which provisions in the agreement are unusual, unworkable, or unfair.

In exceptional situations it may be possible to negotiate preferential terms so that the first few franchisees who are taking a greater risk because there isn't a proven track record of franchisee success, can often negotiate a reduction in payments to be made to the franchisor whether in terms of continuing fees or the initial fee, but opportunities to negotiate are extremely limited.



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



Q ARE THERE GRANTS OR ALTERNATIVE OPTIONS TO HELP ME FUND MY FRANCHISE INVESTMENT?

LOUISE HARRIS WRITES:

If you don't have the cash to fund the purchase and set up of a franchise, there are options for borrowing – and these change so it is important for you and your franchisor to review the market, researching carefully. A good franchisor will have relationships in place with lenders who have reviewed the franchise opportunity – based on figures provided by the franchisor – and should make an introduction to the franchise managers of key lenders. Grants are available for some sectors: research these too but again, your franchisor should be able to guide you.

You will need to have prepared a business plan. This will have input from your franchisor but should be based on your own research. In some cases, the franchisor will guide you to a business which can help you write your plan and, looking at your personal circumstances – cash in the bank, assets and risk profile – and also introduce you to lenders who will consider your application.

Using your own money is important. It is rare for a purchase to take place without some 'skin in the game' from a franchisee. You can expect this investment to be around 30 to 50 per cent of the overall requirement, depending on the business. An older, more established franchise with a track record of success should be able to secure better funding rates than a start-up franchise.

Make sure you've factored in repayments – not just affordability but cash flow implications.



LOUISE HARRIS has been in franchising since 2006 and has been both franchisee and franchisor. She runs Franchise Projects, completing critical tasks for franchised businesses.

Q WHY MIGHT YOU NEED TO RENEW A FRANCHISE AGREEMENT, AND HOW OFTEN SHOULD I EXPECT TO DO SO?

SHELLEY NADLER WRITES:

Most franchisors grant an initial term to operate their franchise business with a right to renew for a further period or periods. The franchise relationship should be capable of subsisting on a long-term basis as long as both parties observe their respective obligations. There may be various reasons – including legal reasons where the agreement includes the tied supply of products – for a relatively short initial period, say five years, but most franchise agreements allow for the franchisee to be able to exercise a right of renewal.

It is common for franchise agreements in the UK to be for a five-year initial term with a right to renew for a further period of five years. In some cases, two rights of renewal will be granted so that the franchisee has an initial term of five years and then rights to renew for two further periods of five years at years five and 10 (so potentially 15 years in total). In a few cases, franchisors grant lengthy terms (for example 15 years) with no rights of renewal. In such cases the franchisor may well offer a new franchise agreement at the end of the 15-year term but it will be under no obligation to do so.

It is important that a franchisee checks on the right of renewal in the franchise agreement and the date this has to be exercised by. If the renewal right is not exercised then the term of the franchise agreement will expire and the franchisee may have to cease trading its franchise business.

The right of renewal is usually granted subject to the franchisee satisfying certain conditions and these should all be set out in the franchise agreement. For premises-based franchises renewal is often tied into the refurbishment cycle and a condition of renewal will be the premises are refurbished to latest standards and trade dress of the franchise business.



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.

Got a question about franchising? Email editor@what-franchise.com or check out the 'Ask' section at what-franchise.com

Evolving and educating

How the bfa will carry on setting the standard and being the educational partner of choice in 2022

The British Franchise Association (bfa) has been setting the standard in UK franchising for over 40 years and is the largest not-for-profit trade association for franchising in the UK. The bfa has developed different educational resources during this time, always looking at innovative ways and channels to help expand the skills set of those involved in the franchising sector.

The 2022 bfa Franchising Training Academy has now launched with community collaboration and learning being the key drivers for this year. There will be a blend of both virtual and face-to-face events, all in line with current government guidelines. The extensive National Franchise Forums are an important part of this programme and are an excellent way to get first-hand involvement and be part of discussions around the hot topics in franchising. For a full list of the different events taking place as part of the training academy please do look at the bfa website at thebfa.org/bfa-events-calendar.

"The Franchise Training Academy is starting off with a series of educational seminars, giving you the insight and expertise to excel in different areas"

Emily Price, chief operating officer for the bfa, notes: "The Franchise Training Academy 2022 gives our members all the tools they need to help their team evolve and develop new skills. The Franchise Training Academy is starting off with a series of educational seminars, giving you the insight and expertise to excel in different areas. So now is the time to look at our Franchise Training Academy calendar to find the right event for you."

This educational approach also links into franchisees and franchisors who become bfa members recognising that they are entering into a collaborative and ethical partnership. The standards team believes in embedding education and its principles into its rigorous and ethical accreditation process. Andrew Dick, standards manager for the bfa, recognises the educational component of his job and how this can help people on their franchising journey. He said: "I'm actively involved in helping businesses and helping the people who run them to develop and learn new skills.

"Being there to guide people is an inspiring process as is being there to listen, advise and respond, all geared towards bringing new businesses into membership which will hopefully bring increased value in the long run to their business. QFPs and cohorts have a valuable role to play too and as an association we need to carry on making sure people get onto the right courses when they come into membership."



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