

**how2** Franchise.co.uk

“Franchising is the most powerful of business modelling and unit roll out that is now a world-wide phenomenon; creating nationally recognised businesses both in individual countries of a founding brand and allowing that same brand to grow at a staggering rate.”

[www.how2franchise.co.uk](http://www.how2franchise.co.uk)

## ABOUT US

How2Franchise is a leader in Franchise Development, Marketing, and Sales. We have worked hard and built a reputation for developing successful local, regional, and national franchises in every business category. We have seen first hand how franchising can transform and grow businesses. The business was founded over 20 years ago and has since grown into a fully fledged team of experts providing a complete range of franchise support services. This includes franchise advertising, marketing, financing as well as single and multi-unit sales. We offer a range of services which even includes our highly valued, no-risk DIY Franchising Programme.

## Why Franchise?

We believe that if your business is "franchise-able", you should seriously consider this. Franchising can be the most cost-effective way to expand a business. Franchisees will rapidly grow your franchise. It can be operational within a short time and can spread across different regions, getting your brand out there.

Franchisees aren't like employees. They pay to be a part of your business and give you royalty fees and in return keep the profits their 'branch' makes. For them this is often a much quicker route to success than having to start a business from scratch and they'll benefit from your brand and experience. This means they aren't just motivated by a pay cheque, but rather are a driven member of your business!

## Your Opinions

How2Franchise have worked hard to develop a range of cost effective packages to suit business needs. We know that other providers will tell you that Franchising is a difficult and expensive process, but this isn't true! We have ensured that all of our packages are great value for money and include everything from having the right paperwork to actively marketing your business. We have 3 main packages which include DIY, Franchise Friend and Consultancy Packages.

**Let's have a look at some frequently asked questions and see if your business would be suitable...**

## FAQs

### What are the first steps?

We will give you a completely free, no obligation review. This is not a sales meeting, it's a chance to sit down and really understand if your business is ready to be franchised. Many business we meet aren't and we know that being honest with them they will trust us and come back when they are.

### Do you do 90% of the work?

It would typically take an inexperienced company several years to even try and attempt to do all of things needed to prepare your company to be franchised. However, we have over 18 years experience in the franchising market and therefore know exactly what needs to be done and also the most cost effective and efficient way of doing it. Drastically reducing your time input.

### The Timescale?

This would typically take between 6 – 8 weeks to get your business franchise ready. This is the stage at which your business is in a position to begin recruiting franchisees. Everything can be in place within this timescale.

### Why are you cheaper?

The question should be why do the others charge so much? We have been franchising businesses for over 20 years and have the most efficient service in the market place, Therefore we know exactly what needs to be done and also the most cost effective and efficient way of doing it. Through working in this way with us doing most of the work, and then directing you in areas which only you work. How2Franchise have the best proven franchising methods and apply them to your business.

### How do you help recruit?

We make our money selling franchises. Other companies make a huge fee from franchising your business and they forget the most important step, taking on franchisees. We educate and screen prospects before putting them in front of you ensuring only the best people join your business.

### How can you be so fast?

Our Consultants have over 20 years franchise experience and have therefore over the years established the most effective methodologies, which have continually been refined over the years. In addition, as a member of International Franchise Corporation we have access to a huge array of franchising resources, meaning we can commence as soon as possible.

### Marketing Franchisees?

We have a range of tools and experience at our finger tips to help you market to potential franchisees whether this is a huge email database, through video production, our online database or design. We have all the skills you'll need at a fraction of the cost.

### How long for my first franchise?

You will be able to advertise your franchise to prospective franchisees towards the end of the franchise setup stage, typically within around a month of beginning the franchise consultancy project. Once the advertising process has started, from experience you can expect to have your first franchisees on board within a 4 – 6 week period. So within 4 months of starting with us.

## Franchising Income Streams

There are six main income streams that can occur from franchising your business. Depending on the products and services that your business offers you will benefit from some or all of these income streams listed:

### 1 Franchise Fee

All franchises charge an upfront franchise fee to their franchisees. This fee usually ranges between £9,995 and £250,000 although it can be higher. The fee usually covers some or all of the business set up costs, training, and opening stock (if applicable). The remainder of the fee goes to the franchisor. The more successful your franchisees are, the more you can charge up front. NB. If you have a business where you will make significant income on the back end it may well be worth charging a smaller upfront fee in order to sell franchises more quickly.

### 2 Fixed Management Service Fee or The Royalty

Most franchises will charge a monthly management fee to cover the management costs of supporting their franchisees. This fee ranges depending on the level of support being offered. The more you can do centrally to support your franchisees the more you can charge as a management fee. This is particularly true if you are able to generate leads for franchisees. It would also make the franchise more valuable in the eyes of a potential franchisee too.

### 3 Percentage Or % Of Turnover

A % of turnover figure can be charged by the franchisor and would form the main part of ongoing income for the franchisor. This can be charged instead of, or as well as the management fee. The percent will usually range from 4% to 25% with 10% being the most popular.

### 4 Supply Of Goods

Depending on the type of business you have, you will supply the goods that your franchisees require to run their business. This enables you to grow both your sales volumes and profits at the same time.

### 5 Backend Products And Services

Most businesses have a range of backend products and services that they are able to offer to their customers. A franchise network enables you expand the volume of these products and services that you are able to sell.

### 6 Volume Discounts

As your buying power increases through the sales of your franchise network you will be able to get bigger volume discounts on products and services that you purchase. This then increases your profit margin on everything you supply enabling you to make more money.

## Our Packages

### Consultation Package

Working with one of our consultants will help speed up the process of franchising your business. We have over 20 years of hands on experience in helping businesses to take this exciting step.

When you work with us we become like a member of your team, because your success is our success and there's nothing we want more than to see your company grow and your franchisees happy.

Your dedicated Franchise Consultant will help you to: Select, recruit, train and successfully launch new management franchise partners.

Improve current franchise network performance and brand awareness.

Working on your Franchisee network, support and development systems, logging and reporting. Allowing them to reduce their overheads and areas of operation to make them more efficient and profitable.

Develop and implement franchise sales and roll plans, strategic marketing, financial and business plans.

Plan and provide rewarding franchisee development meetings, AGMS and regional forums.

Improve current office operating systems, procedure guides and checklists to help minimise administration and maximise efficiency.

Increase national brand awareness with regular press releases to the various consumer and franchise media groups.

Franchise feasibility reports and franchisor health checks.

We focus on getting your business 'franchise ready' in record time. Conventional franchise methods and franchise consultants taking a huge fee and a great deal of time, for what can be put together simply and effectively by you under our system at a fraction of the cost or time.



## Franchise Friend Package

If you plan to franchise your business you can rely on us for professional, cost effective, specialist advice. Our "Franchise Friend" Programme will befriend and guide you through all the stages of franchising, for example, we will:

- Draft the Franchise Agreement
- Prepare and Carry Out Advertising
- Close Franchise Sales
- Advise on protection of intellectual property rights
- Design of complete franchise support services
- Clarification of the initial and on-going fee structure
- Formulation of the franchisee training programme
- Fine-tuning all aspects relating to corporate image
- Determining a strategy for franchise lead generation
- Set Fees and Royalties
- Prepare Operations Manuals
- Provide Training and Franchise Support
- Franchisees profile
- Territory and location criteria
- Operating criteria and costs
- Investment and return for the franchisee
- Company support services and personnel
- The franchise model best suited to the business
- Key elements and itemised costs of the franchise package
- Recommendations on the licence fee to be charged
- Financial projections for franchises in a specific location
- Operating manual needs for running the franchise



We can assist you by sharing our experience, alerting you to the most common pitfalls and mistakes. We share the methods and structures that may not be obvious to someone new to franchising, assisting with the creation of the franchise systems, generally helping and guiding you through the entire process.

This Is an Inclusive Programme Costing £6,000 plus VAT Also included in this package is our complete "Franchise Your Business System" which includes all the necessary documents you need to Franchise Your Business and Operational Controls for your Franchisees.

## DIY Package

This package is a complete system needed to franchise your business. We have tried to keep it as low cost as possible so you use us to sell your franchise.

Cheaper than the price of what a solicitor will charge you to draw a Franchise Agreement. You will receive documents plus bonuses. Everything you need to franchise including:

- Email and telephone support continuous in putting documents together
- Legal support
- A face to face visit to support you at your location
- When completed you can send it back and we will critique it for you

All within this  
one cost

**THIS IS THE ORIGINAL & STILL THE BEST DIY COMPLETE HOW2FRANCHISE PACKAGE - Individually worth £4491, together available for £2000 plus vat!**

## Summary of our How2Franchise Complete Package

This is truly a complete How to Franchise Package, which is flexible and can be modified to suit your business. £2,000 including all of the above plus many bonuses Save a further £2,492 on buying these programmes individually. THIS PACKAGE IS WORTH OVER £15,000 - £20,000 OF TIME & ADVICE, THIS REPRESENTS REAL VALUE.

- Free advert on [www.franchiseneeds247.com](http://www.franchiseneeds247.com)
- Business Plan Template
- Draft Daily Procedure Document
- Draft Advertising & marketing Manual
- Draft personnel & Staff Manual
- Operations Manual (Normal price £499 + vat)
- Franchise Agreement (Normal price £499 + vat)
- Marketing Programme (Normal Price £499 + vat)
- Health & Safety (Risk Assessment Manual) (Normal price £499 + vat)
- How2Franchise Manual (Normal price £499 + vat)
- Business Plan Template (Normal price £499 + vat)
- Draft Daily Procedure Document (Normal price £499 + vat)
- Draft Advertising & Marketing Manual (Normal price £499 + vat)

## The benefits of our Franchise Templates

- Easy to edit
- Cost effective on Time & Money spent
- Telephone and internet support
- Fast Results
- Flexible and Professional

### You Get More than Just Templates –

Because even the best templates are of no use without clear instructions, our comprehensive Microsoft Word-based templates use guidance boxes throughout, helping you personalise the documents to your business.

**You Get Ongoing Support –** If you need help at any step of the process, our dedicated team is here to help; we even offer consulting services should you need that level of additional support.

## Testimonials

How2Franchise have been a great help to my business, the staff have been amazing and a great help. I will carry on using there great service to help grow my business, Rod is a great guy and helps where he can. Happy future service, Thanks,  
Luke Extreme Tyres

I can't believe how much we received for the price that it has cost us. We were being quoted nearly £15,000 by other companies and that was just for the operations manual!  
Adam from [www.hatched.co.uk](http://www.hatched.co.uk)

I would just like to express our sincere gratitude to Rod Hindmarsh from How 2 Franchise for his services in helping us to expand our UK franchise so rapidly over the past few years.  
Dave from Dial a Dog Wash

Franchising has been the perfect move for GK Icon. Within our first four weeks of franchising we have sold seven franchises and found the whole process incredibly easy!  
Rich Lee GK Icon



# Franchise Test

	YES	NO
Can you describe your business as profitable?	<input type="checkbox"/>	<input type="checkbox"/>
Can your business model be easily taught to others?	<input type="checkbox"/>	<input type="checkbox"/>
Are you 100% committed to franchising your business?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have or need an office/premises?	<input type="checkbox"/>	<input type="checkbox"/>
Can your franchisees recover their initial investment quickly?	<input type="checkbox"/>	<input type="checkbox"/>
Has the business been successful for more than a year?	<input type="checkbox"/>	<input type="checkbox"/>
With your help can your business be easily duplicated in other areas?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have trademarks and/or patents in place for your product/service?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have the right management in place?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have the funds to finance the franchise?	<input type="checkbox"/>	<input type="checkbox"/>
Can you or do you have someone to look after the franchisees?	<input type="checkbox"/>	<input type="checkbox"/>
How long is the initial training before a franchisee can trade?	<input type="checkbox"/>	<input type="checkbox"/>
	1-8 weeks	8 weeks+

This Feasibility Test has 12 simple questions. But your truthful answers can assist you in assessing whether to franchise. Each question has a 'yes' or 'no' answer. Each correct question is worth 7 points.

**1-34 = POOR | 35-69 = FAIR CHANCE | 70-119 = FRANCHISABLE | 120-175 = EXCELLENT**



**Package promise** We can assure you that no matter which of our packages you decide is right for you that you will be getting an industry leading service by an experienced member of our team. We've been franchising businesses successfully for over 20 years and in that time we've learnt a lot about what companies want and need during this process and have used that information in the creation of these packages. In doing so we've created a very powerful and proven system, which turns conventional franchising on its head. We focus on getting your business 'franchise ready' in record time. Conventional franchise methods and franchise consultants taking a huge fee and a great deal of time, for what can be put together simply and effectively by you under our system at a fraction of the cost or time. We offer you an 'A la Carte' menu of products and services at take away prices! **This unique approach ensures massive SAVINGS & SUCCESS.** Franchising a business isn't easy, but done right can bring long term growth and earnings to your business, after all that's why the likes of McDonalds and Starbucks all do it.