

FRANCHISE

FRIEND

PACKAGE

how2 Franchise.co.uk

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Fingers in different pies!

Why not get How2Franchise do all the hard work and franchise your business from a fixed fee of £6000. We will do 95% of the work freeing you to run your business - plus we can even sell the franchise for you.



Our Franchise Friend Package includes:

The Feasibility Study

Which will include the following:

- The current method of business.
- The financial performance of the intended franchise concept.
- Market potential, competition, and current marketing activities.
 - In-house training, administration, and accounting systems.
 - Corporate image and identity.
 - Management requirements.
 - Protection of intellectual property rights.
 - Design of complete franchise support services.
 - Clarification of the initial and on-going fee structure.
- Production of profit and loss accounts and cash flow forecasts.
 - Production of the franchise legal agreement.
 - Formulation of the franchisee training programme.
 - Fine-tuning all aspects relating to corporate image.
 - Determining a strategy for franchisee lead generation.
- Formulating a procedure for the correct handling of recruitment.
 - Presenting the necessary documentation to banks/other potential lenders/franchisees.
- A blueprint of a franchise prospectus that precisely conveys the package and is designed to encourage the prospects to take the enquiry further.
 - The frame work of a legal agreement that is fair and equitable to both parties.
- Territories big enough for franchises to secure projected earnings but not so large as to limit client's market penetration.

We will also carry out a Market Evaluation Report, this is all included as part of our Franchise Friend Partner Programme. Together we can create a Business Plan for your franchise operation. We will need to draw up trading accounts, cash flows, and business costs in order to arrive at the overall investment requirements, inclusive of working capital and the expected return. We will advise you on how the initial Licensed Franchise Fee would be constructed and presented. The Howto-franchise - Serving the franchise industry for over 17 years Feasibility Study, Market Evaluation Report, and Manuals provide the basis for your Franchise Business and the strategy for developing the way in which the company proposes to develop the concept. This will enable you, together with our expert advice to make the decisions required to achieve growth through franchising on a carefully prepared plan. It will provide information vital to secure funding (if required by the Franchisee) and the basic information for the Franchisee Agreement and the Recruitment Prospectus.

Our Franchise Friend Package includes:

The Market Evaluation Report

There is more than one way to operate a Franchise Operation. Following our data collecting exercise we would wish to carry out a Market Evaluation Report where we can study in great detail the competition, your market place, buying statistics, your relationship between suppliers, and your strengths and weaknesses. This will enable us to crystallise our thoughts as to the most appropriate way to proceed. The work programme detailed above would be completed within an agreed time span, usually within 4-6 weeks of our initial data gathering. We will evaluate the present operation, customer profile, operating area, job profile, operating procedures, equipment, staff levels, marketing, and fee structures.

This evaluation will also include:

- Operating proposals for a franchisee
- Franchisees profile
- Territory and location criteria
- Target market, profile of events, and charges
- Operating criteria and costs
- Advertising and marketing costs
- Investment and return for the franchisee
- Company support services and personnel
- Development programme
- Investment and return for the franchisee
- Gaining a solid appreciation of core related business activities
- Obtaining information regarding the entire business method
- Securing relevant financial data
- Brain-storming ideas as to the franchises possible structure

Programme time:
4-6 weeks

- Understanding the client's business objectives and management resources
- Getting answers to all questions relevant to undertaking the development programme
- Key conclusions relating to all criteria fundamental to long term successful franchising
- 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
- Critical assumptions on which projections are based
- Franchisor support elements structure required
- On-going fees structure details
- Operating manual needs for running the franchise

Our Franchise Friend Package includes:

The Operations Manual

This provides the basis for operating the franchise business. This will contain the standards of operation and the controls required to monitor and enforce the business side of the franchise. We hold a substantial level of information in our library relating to employee relations, recruitment, training, and disciplinary actions. We also cover a number of other areas of a general nature that are not specific to the product or the service that is being provided.



£6,000 Franchise Friend Programme Gold

Which will include the following:

This will include us with your assistance putting the following together for you:

- Franchise Information Pack
 - Franchise Agreement
 - Feasibility Study
 - Evaluation Report
 - Operations Manual
 - Marketing Strategy
 - Payment Terms

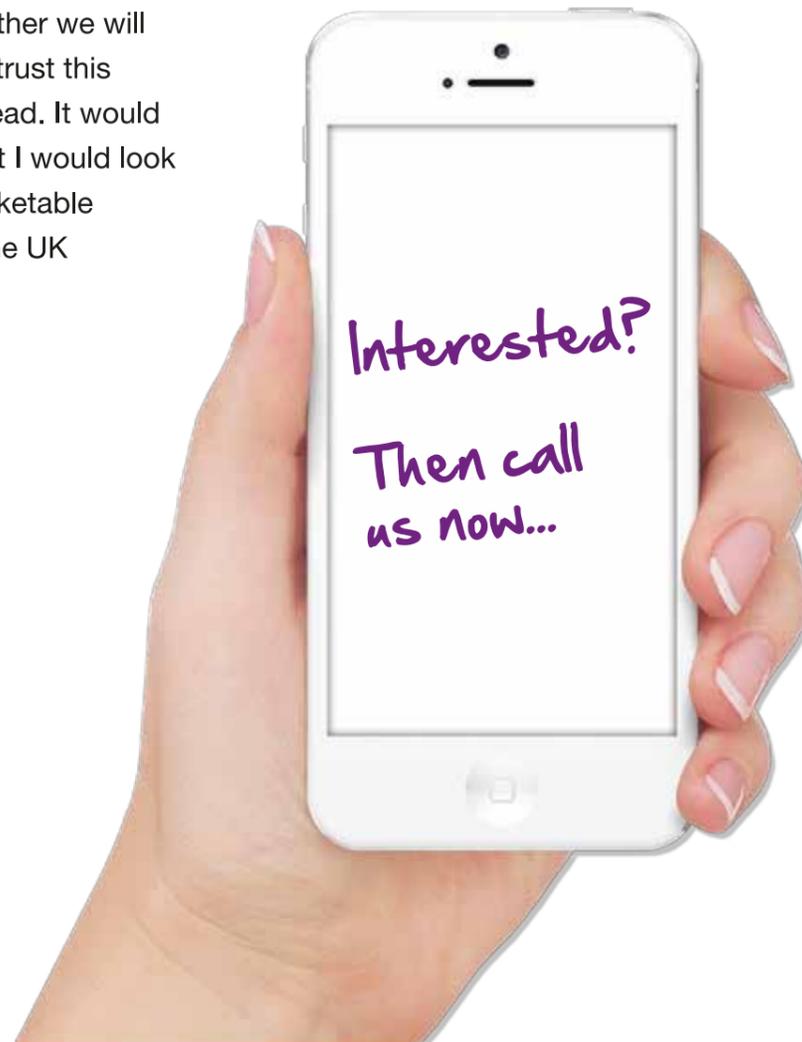
£2,000 DUE NOW £2,000 DUE AFTER 4 WEEKS £2,000 DUE ON COMPLETION



Achieve growth through franchising!

Conclusion

Our £6,000 fee would cover the cost of preparing and establishing a network of Franchisees, depending on how an area is broken down. This proposal contains the main areas of work we will cover and the essential elements needed for the Licensed Franchise Operation. We would not exceed the overall cost shown without agreement from your company. I can advise on the knowledge required if you wish to take on the selling and marketing of the operation, including the staff requirement, internal and external controls, and a strategy for recruitment of Franchisees. This would be quite different to the marketing strategy for the company. The average profile of a Franchisee is something very different from what maybe expected. On average they are at least 45 years of age and usually from a middle management background. This could be an exceptional franchise opportunity. We have already identified there is a need and a gap in the market for a franchises that can be marketed to females. They will invest in running their own secure business, which together we will provide them with the right pathway. I trust this summarises the outline of the path ahead. It would be with a real sense of enthusiasm that I would look forward to helping you establish a marketable Licensed Franchisee Network within the UK and possibly world-wide.



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The Next Step

The prices contained in this proposal are valid for only one calendar month from today's date and are subject to the usual Terms and Conditions of trade. I do hope this meets with your satisfaction and would love to welcome you aboard as a new client. Please be assured of 100% effort and I look forward to a long and mutually profitable future. Please let us know your thoughts.

...or visit our website for more information



Serving the franchise industry for 20 years

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