

# A Franchise Starter Kit from Facture International Ltd

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## Your own franchise?

If you have a sound idea for a new business, or already have a successful business, then franchising it could be a very effective way to exploit what you've got without necessarily needing to raise large sums of money. The people who buy a franchise licence from you (the franchisees) run a replica of all or part of your business and pay you for the privilege.

By the time you have just five franchisees your profits could be doubled while your overheads might have only increased slightly. Those who set up franchises properly usually get rapid growth and impressive financial results.

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## Why a Starter Kit?

We've developed a franchise starter kit especially for people who have a good idea for a franchise and are prepared to put in the hard work but are put off by the cost of using specialist consultants or advisors to do the work.

The Franchise starter kit contains **everything you need** to get your first pilot outlet up and running. It's the most economical way to get a franchise operating successfully because you do most of the work yourself. We provide specialist help and guidance along the way so you can stay on track and overcome any obstacles. Of course, it will take you longer doing it yourself and your time is valuable so there is also a hidden cost. Therefore, once your franchise starts to generate revenue you may wish to take on more help but that will be your choice.

Everything you do with the starter kit will be taking you towards that first pilot outlet.

Remember that a pilot outlet is a real franchise outlet run by a franchisee but used to prove and perfect the way an outlet runs before ramping up. If the first pilot runs well you may want to start further pilot franchises during your first year. The starter kit will help you achieve that.

The creation of the kit represents a massive investment by us worth tens of thousands of pounds. When you purchase the kit it is on the strict terms that it is solely for use within your franchise and you must not reveal its contents to any other party or sell it on.

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## How it Works

We gather some initial information from you about your intended franchise so we can configure the kit to the type of franchise you have in mind.

You are provided with checklists, instruction sheets, templates, spreadsheets, sample documents, partially completed documents and a variety of other working documents. In particular, you receive an outline plan and suggested schedule of jobs to do. Note that a number of the jobs are complementary and are normally progressed in parallel.

Before you start on any particular job, or get stuck in the middle of a job, you can call a pre-assigned business advisor to cover any points you need help or clarification with.

When you complete any document, or draft, we will review it for you.

Lastly, you can book a review meeting where we meet with you face to face to go over everything you have produced for your pilot.

The timescale is determined by you but we recommend that you aim to complete the work within 3 to 12 months.

## Other Help

The kit covers everything you need to get a pilot up and running but you may wish to commission additional specialist help in some cases rather than do the job yourself e.g. registration of your trademark. We can always help – either directly or by commissioning a suitable third party on your behalf. If we commission a third party we act on your behalf and make no additional charge. In other words you pay us exactly what it costs to use them.

## What's in it?

The franchise starter kit covers your production of the following important items but is not limited to the items specifically listed...

ITEM	COMMENT
How to do a check on how the overall franchise will work.	This covers how to analyse the market place and catchment areas to determine the positioning of your products and services and the scope and size of your franchisee outlets. Other aspects covered here include branding, sales and marketing.
How to create a full set of manuals.	This includes handbooks, technical manuals, and operational manuals
How to create process definitions.	This will enable franchisees to operate outlets in a systematic manner consistent with your approach
How to set up a complete training programme.	This is based on modern accelerated learning techniques that are cost effective and provide learning that sticks.
How to commission a suitable franchise agreement.	We provide a complete checklist of commercial choices (with suggestions) so you can properly brief a solicitor to get an agreement that suits your franchise
How to obtain a sufficient number of suitable franchisees.	We provide you with a complete franchisee capture process that can be tailored to your specific business

# FRANCHISE STARTER KIT

How to analyse what to charge customers and franchisees.	You are provided with a spreadsheet into which you enter your actual figures or estimates. It helps you understand how to price products, services and franchise outlets and also helps you to determine funding requirements and cash flow for you and your franchisees on a month-by-month basis.
How to deal with common specialist issues	This includes items that depend upon the type of franchise but often include: stocking, shop fitting, equipment hire and purchase, premises (ownership or leasing), white collar issues, the protection of intellectual property, sub-franchising and master franchise agreements
How to run trials.	If any aspect of your franchise has not yet been tried and tested you may need to operate a trial (e.g. the customer sales process).
How to set-up a pilot outlet.	This covers the complete lifecycle from meeting a prospective franchisee to opening the outlet.
How to create a business plan to raise funding.	This covers plans for loans and for the raising of equity investment.

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## What does it cost?

The kit costs £7,500 plus vat. You will also need to pay for a franchise agreement if you don't already have one. Typically, getting an agreement drawn up from the brief you've assembled in your starter kit will cost around £2,000 plus vat.

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## What next

Contact *Facture International Ltd* on +44 (0)1923 892992, or email us at [information@facture.co.uk](mailto:information@facture.co.uk). You can also fax an enquiry to +44 (0)1923 892993.

We can then arrange a meeting for you with one of our experienced business analysts.

In the meantime assemble all the information you have about your business so that it is available for your start-up session.

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