

Franchise Your Business?



PO Box 354, ST ALBANS, Hertfordshire, AL2 3YZ, England UK.
Tel: +44 (0) 1923 892992 Fax: +44 (0) 1923 892993 Email: info@facture.co.uk Web: www.facture.co.uk

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What is Franchising?

“Franchise fran chiz ...a commercial concession by which a retailer is granted by a company the exclusive right of retailing its goods in a specific area,...”

So is it....



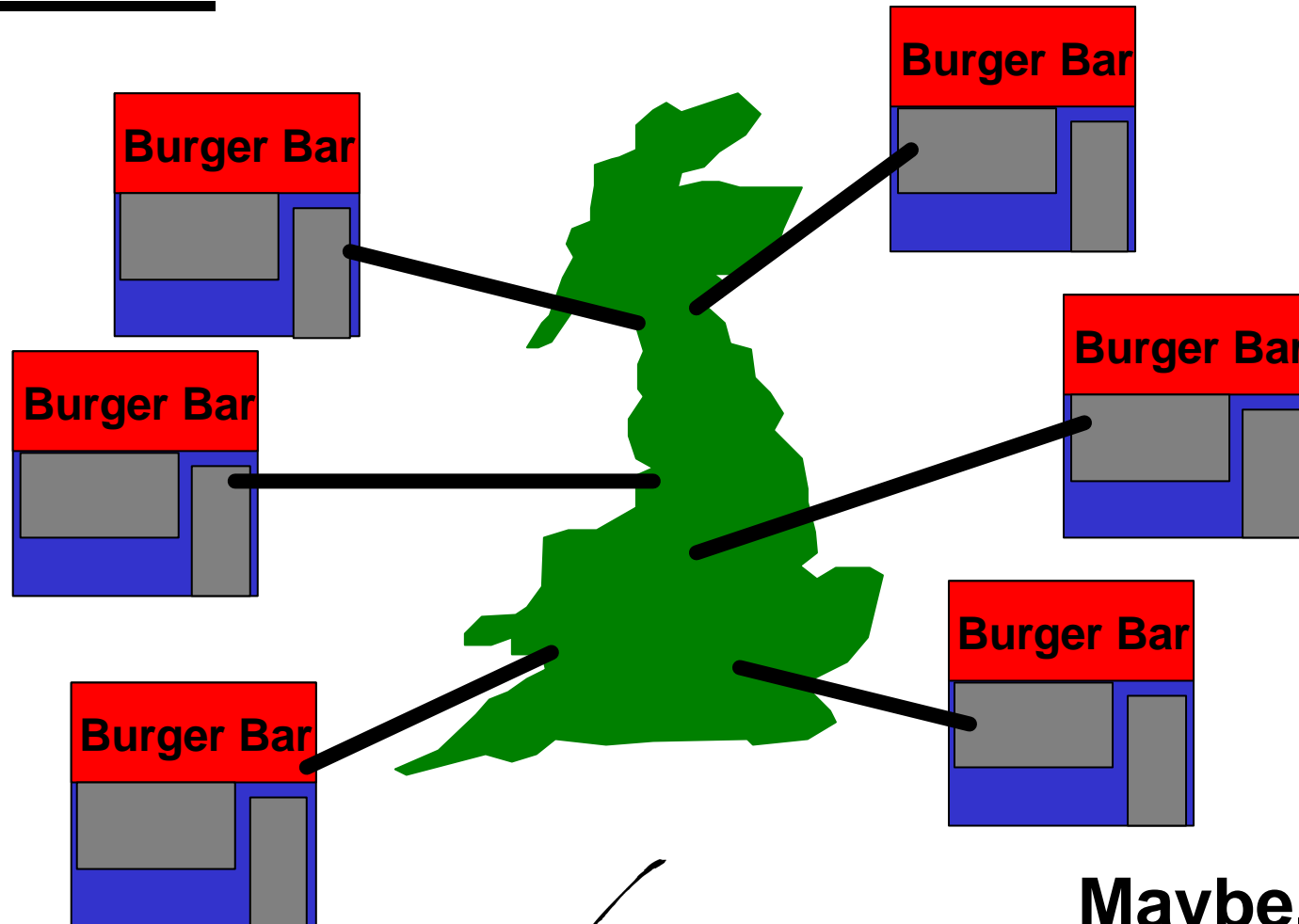
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Slide 2

What is Franchising?

A licensed chain of outlets?



Maybe...



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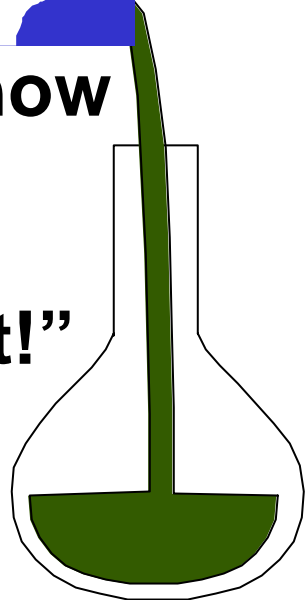
What is Franchising?

Selling Intellectual Property?



Know-how

“Bottle it!”



**Your hat is sitting
on a fortune!**

“A million here, a
million there. Pretty
soon it adds up to real
money!”

Specifically...



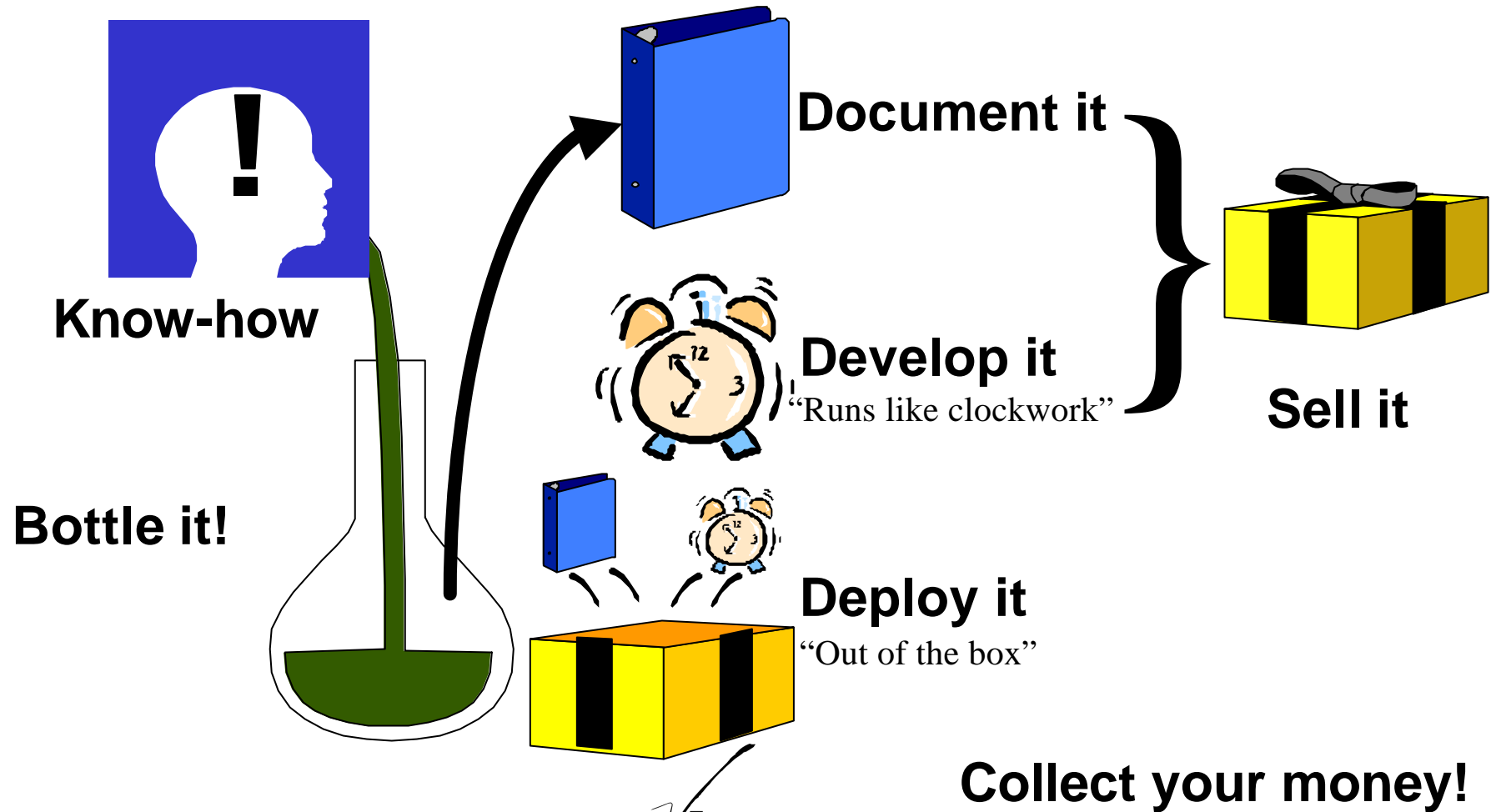
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Slide 4

What is Franchising?

Selling an Intellectual Property Based Product?

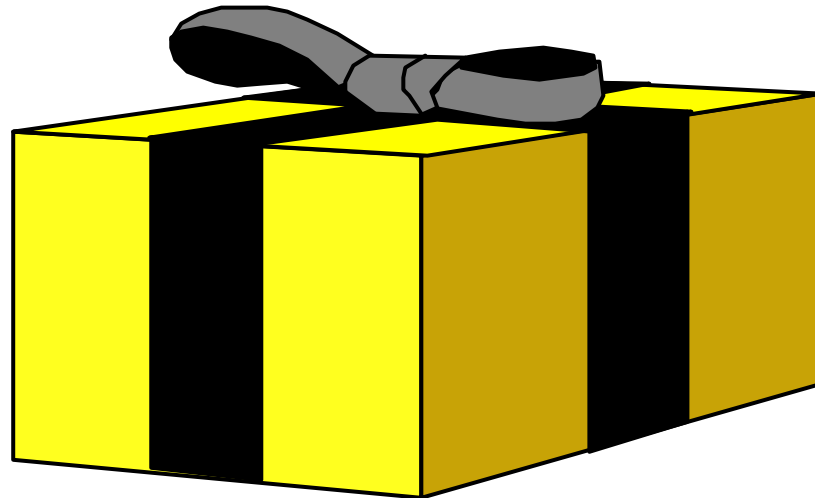


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How does Franchising Work?



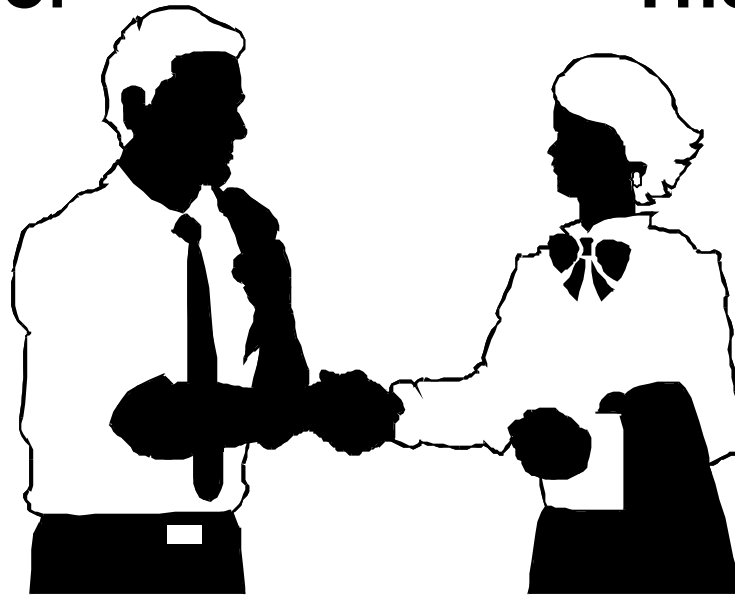
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How does franchising work?

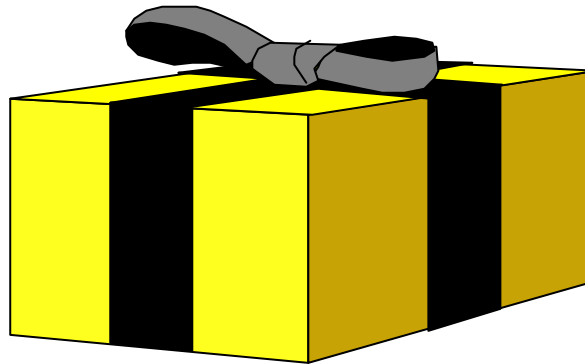
The Franchisor


Provides a tried, tested and proven “out of the box” package... brand name, training, support, corporate muscle and know-how.



The Franchisee

Buys the licensed package... for a specific place and for a specific period of time *and* invests capital, time, effort & know-how.



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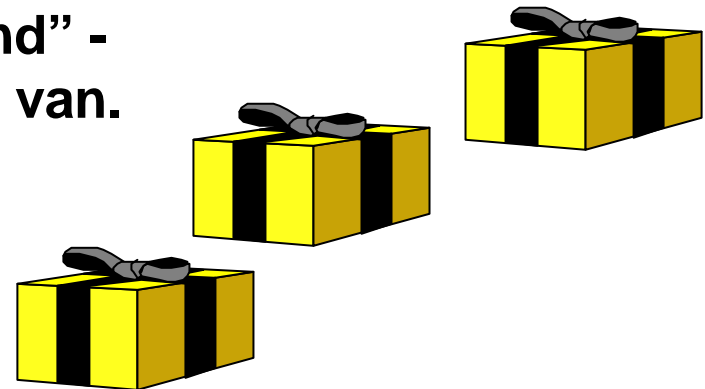
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How does Franchising Work?

This varies with the type of franchise...

- **RETAIL** - Franchisee is owner-operator of an outlet
- **INVESTMENT** - Franchisee invests in capital items and manages them but uses others to execute - e.g. hotel
- **EXECUTIVE** - Franchisee is white-collar business - e.g. specialist consultancy
- **MANAGEMENT** - Franchisee manages a regional infrastructure plus operatives - e.g. courier group
- **JOB** - Franchisee is a “one-man band” - e.g. operating carpet cleaning from a van.
- **INTERNAL** - the Franchisee is another part of the same organization.

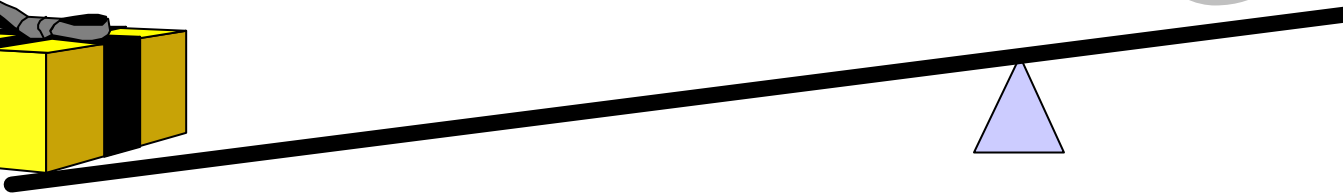
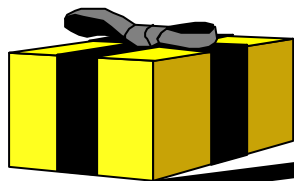


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Why be a Franchisor?

Leverage



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Why be a Franchisor?

The Franchisor...

- **Gains an outlet in a new place for minimal investment**
- **Expands the business cost-effectively**
- **Expands the business faster**
- **Removes potential competitors**



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Why be a Franchisee?



Work ON
your business
NOT
IN your
business



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Why be a Franchisee?

The Franchisee...

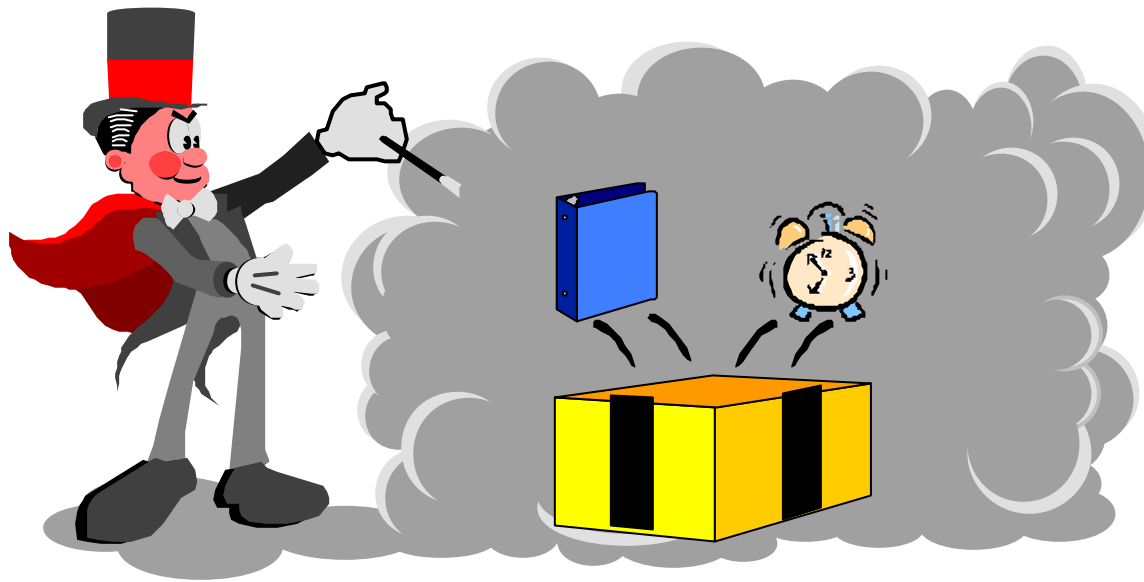
- **Starts a new business quickly at lower risk**
- **Gets everything “packaged”**
- **Gets quicker return on investment**
- **Gets big business “pull” with customers and suppliers**
- **Can expand with multiple licenses**



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How to create a Franchise?



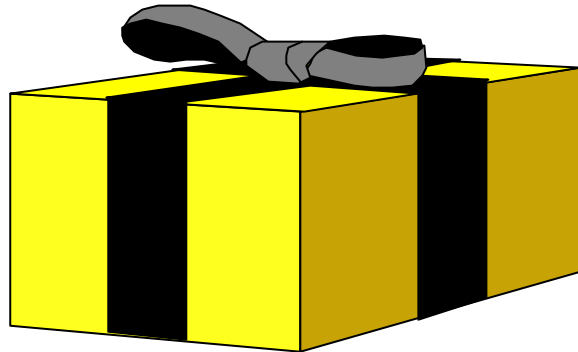
**It's not done
by magic! ..
but you do
need to know
the tricks...**



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**Fundamentally
the trick is
to realise...**



***“Your business
is the product”***



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How to create a Franchise?

Key stages...

- **Prove the Concept**
(gets you a PoC document + Business Plan)
- **Processize and Systematize**
(gets you a fully developed operation)
- **Package, Pilot and Perfect**
(gets you a deployable franchise product)
- **Roll out 1,5,25,125...(gets you £,£,£,£...)**



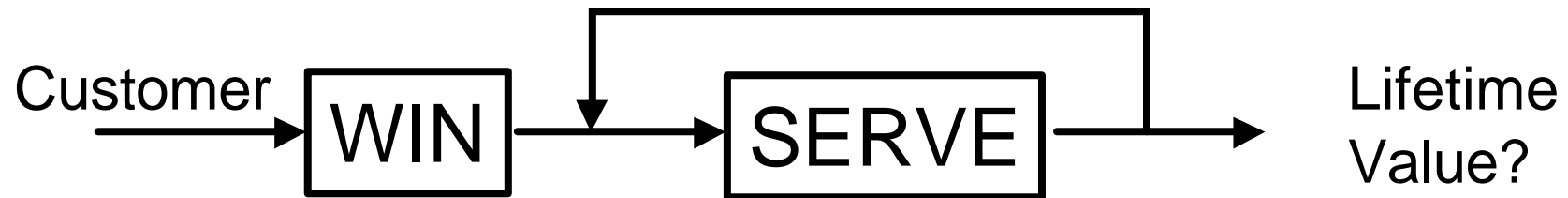
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How to create a Franchise?

Example...

Building the Win & Serve Process



Processes, Systems & Data,
Measurement, Monitoring & Feedback,
People, Roles & Responsibilities,
Finance, revenue, costs and cash-flow

....

**“Consistently deliver
better than you promise”**



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How to get started?



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How to get started?

- **Define what's special and different about what you do.**
- **Decide what parts of it would most benefit from being franchised.**
- **Perform a PoC (Proof of Concept).**

We provide a self-drive packaged programme on a payment by results basis.



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Franchise your Business?

You'll be a prisoner
of your own business
until you apply the methods...

You'll unlock your hidden treasures
when you do.



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Thank You!

May I wish you every
success with your business



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