

# Successful Franchising in the UK



If you wish to enter the UK market and achieve success by appointing a good master franchisee for your business, it requires a commitment in time and resources. If you are ready to make that commitment we can guide you through the process and get you on the way to a successful UK launch.

## The process

Our five step process is as follows:

- 1 - A review of your existing documentation
- 2 - Agreeing the master franchise package and marketing materials
- 3 - Marketing the master franchise opportunity
- 4 - Handling all enquiries and presenting a shortlist of suitable candidates to you
- 5 - Working with all parties to facilitate a deal

## Our fees

Our fee structure is dependent on achieving a successful outcome, which is to find you the right master franchisee for the UK. Typically our fee is based on a percentage of the master franchise fee achieved and ensures our goals are aligned.

## Our team

We are Europe's leading franchise advisors and our international team has unrivalled experience. We have the resources, knowledge and connections to help you achieve your goals in the UK.

Our team includes:



Brian Duckett is chairman of The Franchising Centre. His team of senior consultants has assisted countless businesses with their domestic and cross-border franchising activities. Brian has presented at numerous UK and international seminars, conferences and workshops, including those arranged for The British Franchise Association and The International Franchise Association. He writes regularly for franchising magazines in the USA, Europe, Australia and India.



Farrah Rose has been involved in international franchise management since 1984, and has developed international franchise strategies, pre-drafted franchise agreements and operations manuals, and found master franchisees for many well-known brands to transfer their know-how to Europe and the Middle-East.



Iain Martin has been working with franchisors both nationally and internationally since 1994, and during that period has helped secure Master Franchise partners for clients serving both the B2B and B2C sectors. He is a great believer in using a 'tailored' strategy to identify candidates, rather than a 'one-size-fits-all' approach. Consequently, he enjoys a high success rate.

MORE >

Contact us now about bringing your franchise to the UK **+44 1904 561598** or **info@theinternationalfranchisingcentre.com**



## The detail

The service is designed for franchisors who wish to enter the UK market, and who are prepared to commit time and resources to identify a competent business partner. You are anxious to meet well qualified prospective franchisees who have been briefed on the opportunity, and who understand enough of the concept to be regarded as serious contenders. We will conduct an outline review of documentation free of charge, and recommend appropriate changes.

*The documentation we require (which should be available electronically wherever possible) is:*

- A simple brochure-style document describing the business format, its target market, and franchising strategy
- Franchisee application form
- Information memorandum, providing details of the business model, franchisor support, fee structure and franchisee selection criteria
- Franchise disclosure document (similar to the American FDD) describing the franchisor's business experience, structure, financing and liabilities, etc.
- Other specific information requirements - eg. the format required of any business plan proposal; sources of funds, etc.
- Contents pages of operations manual
- Market research on destination market
- Template master franchise agreement
- Confidentiality agreement

Should you wish, we will quote for any necessary adaptations or additions.

Once we have agreed the proposed package and materials we will launch the search programme to known, and new potential investors.

*The key elements of the selection process are as follows:*

- We nominate an IFC consultant who acts as an account manager and steers the recruitment process to its conclusion.
- With your prior approval (and at your expense and an agreed budget) we will develop a marketing plan and facilitate a media campaign. This will include promoting your opportunity on selected websites including [www.themasterfranchisecentre.com](http://www.themasterfranchisecentre.com)
- We respond to all applications, screen and interview qualified candidates, and support them in their understanding of the franchise and completion of preparatory work.
- We create a shortlist of candidates who meet the selection criteria, and facilitate a 'discovery visit' to your headquarters.
- We work with you and the candidate to facilitate the successful negotiation of the master franchise agreement.
- We report periodically on progress to date, and take part in such meetings and telephone conferences as may be necessary to achieve agreed objectives.

Our representation of systems into our markets is on an exclusive basis for the UK and/or Ireland. That means all enquiries, including those which are received directly by you, will be passed through our system for processing. Should you deal with an enquiry directly, and a deal be completed, then our agreed fee will be payable regardless of how much input we have had to that candidate's application.

*Your major investment costs are as follows:*

Our standard fee, which is 30% of the master franchise fee achieved or £50,000/US\$75,000 whichever is the greater.

- All marketing expenses (based on the agreed marketing plan and budget) are payable by you. This will include costs associated with PR, advertising and other agreed pro-active promotional activities such as targeted mailshots. The agreed programme will be initiated once funds have been received.

**We will only represent opportunities for which we are confident of finding a master franchisee within twelve months – in our experience a realistic assumption.**

\* N.B. For the purposes of this document, the term 'master franchisee' includes country, area or regional, master franchise or development agreements. We will agree the appropriate designation when we have our initial discussion with you.



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