



BRAND
MARK
FRANCHISING



WE MAKE YOUR SUCCESS OUR BUSINESS

Do you want to franchise your business?
That's what we do...





BRANDS WE HAVE SUPPORTED AND HELPED TO SUCCEED

Brand Mark Franchising have a proud record of generating sustainable success for franchisors and here are just a few of the brands we have helped to date. We work with an eclectic array of brands, some large blue-chip companies and some emerging brands or start-ups. We love and enjoy what we do and relish the thrill of seeing our client brands benefit over the long-term from our relationship with them, and many of them remain with us over many years.

WHY BRAND MARK FRANCHISING?

With over 25 years effective franchise experience in the UK and overseas, we know what makes a franchise work. We use a holistic approach when preparing a brand for the franchise market, we adopt a completely flexible approach to our clients and our team of industry partners are approachable, friendly, are experts in their fields and the best the market can offer an aspiring franchisor.

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WHAT SOME OF OUR CLIENTS THINK!

Paul and I have been working together on franchise recruitment marketing for nearly a year now - I am always enthused by Paul's passion, flare and upbeat determination towards all tasks. Paul leaves no stone unturned. He is a pleasure to work with.

William Hickman, United Carpets Marketing Director

I worked with Paul Davies during his time working as Franchise Development Manager at Ben & Jerry's. Paul provided key insight and drive into franchise recruitment. He was always careful to work ethically and within BFA guidelines, with careful stewardship in mind and a genuine consideration of the long-term relationship between franchisee and franchisor. Paul's mature and professional manner helped the company achieve its expansion targets and gained great respect from the team for his efforts. I would recommend Paul Davies and Brand Mark Franchising to any aspiring franchisor, or existing franchise that wants to perform better.

Mark Stewart-Maunders at Ben and Jerry's



Paul Davies, Founding Director

THE FOUNDER

Welcome to Brand Mark Franchising and the next step in the development and growth of your business. We found that there are few companies who could offer a comprehensive service to both businesses looking to franchise and existing franchises who need an extra push in the right direction.

At Brand Mark Franchising we provide all the services you need under one umbrella. We're continuously developing our offering and looking to partner with more and more affiliates to expand the range of services we can provide. I hope this prospectus provides you with everything you need to know, if you would like to find out more and begin your franchising process, you are welcome to book an initial meeting so that we can outline your goals and demonstrate how we can help you.

I look forward to meeting you and assisting you with the next phase



BMF and our associates

YOUR ONE STOP SHOP

Brand Mark Franchising is a one stop shop for your business development. We have been helping brands, both large and small to develop their businesses into successful franchises and help existing franchisors expand their networks. Not only will you benefit from our own expertise, we partner with other industry professionals to offer you a wider range of services. From territory mapping to accounting, we can tailor our services to meet your needs.

At Brand Mark Franchising, we believe that the relationships we build with our clients are one of the most important elements of working together. We tailor our team to suit your needs, goals and personality. Helping you to grow your business as quickly and effectively as possible is our main aim and we assure that we have the correct team in place to assist you. Our business is a bespoke A-Z service to help you develop your franchise and recruit quality franchisees.

OUR INDUSTRY PARTNERS

Lawrence Davis- Marketing;
HSBC, NatWest, RBS, Santander, Franchise Finance;
Fraser Brown solicitors;
The BFA;
EWIF;
Expert regional property teams;
Horner Downey franchise accountants;
The Web-Foundry





A-Z OF SETTING UP A BUSINESS

You might be an existing business looking to franchise your operation. We can take you from the initial stages right through to recruiting your first franchisee and beyond which involves every set-up function within your business.

We can offer guidance and expert advice throughout the process and we can even work with you in-house if you need extra support. We have access to a wide range of key franchise professionals and we're always looking to expand our team and partnerships so we can undertake a full provision of support in relation to franchising projects within the UK and overseas

A COMPREHENSIVE SERVICE

We offer franchise consultancy and work with any business, no matter how large or small. Our business is twofold and we specialise in the key areas of setting up a business and franchise recruitment. With over 23 years' experience in franchising with small and large brands such as KFC, Haagen Dazs, Ben & Jerry's, Allied Carpets and Perfect Pizza, you can benefit from our empirical experience.

We offer two core services to provide you with a comprehensive and all-encompassing service to get your business up and running as a franchise.

RECRUITING QUALITY FRANCHISEES

Once you're up and running as a franchise, your next step will be to start recruiting those all-important franchisees. Not only do we help you with the setup of your franchise, we can also help you with the recruitment of quality franchisees to build a strong and successful network.

We can handle the leads process for you so that you can concentrate on strengthening and improving your franchise offering. We can help with all the aspects of recruitment and retention of quality franchisees, including single-site and area or multi-site franchisees.

H
Heavenly Desserts





CASE STUDY 1

Heavenly Desserts (HD) have been a long-term client of Brand Mark Franchising (BMF), working exclusively with Paul Davies. The relationship began in late 2015 when HD had 3 corporate stores and decided they wanted to franchise. HD interviewed six consultants and chose BMF because of our flexibility, varied F & B clients to date, all-around franchise expertise, and passion for 'doing it right'.

Project outline

To create a Heavenly Desserts franchise. To initially create a full package of the highest quality franchise 'collateral', namely legal, marketing, manuals, territory mapping and the creation of a compelling financial model. To then create a franchisee recruitment process which would help HD meet their plans to introduce quality franchisees into the system.

Project outcomes

Full and stunning collateral package produced on time and in-budget, currently in use; BMF, have steered the way to creating a compelling offer which is now 'out there' attracting huge national and international interest and conversion;

A mutually agreed and cautious development plan has been agreed and a conservative number of these will open in 2017, followed in subsequent years by carefully monitored, increased and sustainable growth.

Plans are in place for international development in 2018, after UK consolidation. Much interest has been expressed as far away as South Africa and the Far east, as well as the Middle East and Europe.

A number of exciting new innovations have been agreed for release in 2017 and 2018, none of which can be released here...



As an established and successful business, we were in need of steer on how to successfully set up our franchise model, to be in line with the BFA code of ethics. After meeting with several different companies with consultants we at Heavenly Desserts decided to appoint the services of Paul Davies at Brand Mark Franchising as our Franchise Director. Paul comes with a great deal of franchising knowledge and experience, having worked alongside some very reputable international companies. Heavenly Desserts have benefited greatly from Paul's experience and guidance in setting up our franchise model as he provides a holistic approach and is understanding towards the needs of our business and certainly provides a very professional service. I would recommend Paul at Brand Mark Franchising to anybody who is considering franchising their business'.

Yousif Aslam, Managing Director at Heavenly Desserts



 **veeno**
THE ITALIAN WINE CAFE



CASE STUDY 2

Veeno Wine Cafés Are an Italian brand from Milan who have eight corporate-owned and operated 'wine cafés' in the UK. After extensive consultations, Veeno asked Brand Mark Franchising to steer them towards the creation of a unique franchise model in the UK, The remit also includes a longer-term plan for international development.

Veeno - The Italian Wine Cafè exports the Italian culture of "aperitivo": drinking high-quality wine while tasting good food with friends and family in the warm and welcoming atmosphere of the store. The Veeno franchise ambition is to create the first Italian Wine Café network across the UK, becoming a market leader along with its partners.

Project outline

To create a UK based franchise to include a convincing financial model with a binary franchise offering of JV and full ownership. To work with their in-house team, to create a complimentary collateral portfolio including a stunning, contemporary marketing package, full legal bundle etc.; basically, all that was needed to fulfill their plans for the UK and international development. Finally, to deliver on agreed franchise growth targets by taking the helm of the recruitment processes and execution of sales.

Project outcome

The set-up phase of creation and production of the entire collateral package was produced on time and on budget;
Recruitment is underway on schedule, with significant interest;
First franchise sites are opening in late 2016 and early 2017; ahead of initial time expectations;
A warm, mutually respectful relationship is now maturing between Veeno and Brand Mark Franchising. National and International development well underway.



Brand Mark Franchising has substantially helped our transition into the UK from Italy. Paul has always been available to help smooth out our entry into the franchise sector, is very well informed of the correct process and works to extremely high standards.

Testimonial from Piero Di Michele (Veeno Wine Cafés)

Best mattress we've tested in years



Sealy Posturepedic



best mattress we've tested in years



Sealy Posturepedic

Sealy Posturepedic

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CASE STUDY 3

ONit started working with Brand Mark Franchising in September 2014 as a start-up business. Previously, as TCS, they had been, and still are, one of Ireland's largest importers and wholesalers of furniture into the UK market.

Project outline

Onit wanted to capitalise on their experience in the furniture market, an ability to leverage pricing and a willingness to adopt a new business model (franchising) and asked BMF to help them turn this into a viable franchise opportunity.

Project outcomes

Built entire infrastructure to support a national brand including a full legal package, quality marketing collateral, UK territory mapping, year one recruitment marketing campaign in place, ongoing application to British Franchise Association, financial modelling of the franchise offering and funding lenders are now in place.

Three proof concept stores open and trading.

Recruitment of franchisees underway with all systems live.

Separate franchise website in action.



Brand Mark Franchising have been extremely helpful in developing our business model in the UK. They always display a relaxed, caring and professional approach at all times, giving us the reassurance and direction that we need, especially at this early stage in our development.

Mark Prior, Managing Director of Onit Ltd

SIZE DOESN'T MATTER

Our services and affiliates allow us to work with both large and small brands. No brand is too large or too small. Whilst working with United Carpets, we helped them grow their business from 40-85 franchisees and we helped Perfect Pizza recruit and open 10 new stores per year.

We aim to help successful businesses expand across the country; we know that the best way to do this is often through franchising. There's nothing more rewarding than sharing your business model with others and watching them thrive. We can take your business model however small or embryonic (as long as it's viable) and help you turn it into a successful franchise. We have a range of experience across industry and sector so we've got something for everyone.

We have helped setup and develop a number of startup brands, working within such diverse fields such as Italian Wine Cafés, quality Dessert Cafés, Musical Therapy, Health and Safety franchise, Kiddies swimming school and more besides.



NEED HELP TO FRANCHISE YOUR BUSINESS?

No matter what your needs or goals are, we can help you. We meet with you several times before we begin working together.

Business assessment

We take a thorough and holistic view of your business and if appropriate, we will carry out an initial health check to satisfy one question- 'Can this brand become a successful franchise'? Franchising isn't something to rush into and our feasibility study will create peace of mind for you going forward. It is also linked to phases of development that get involved later on.

We look at:

- Historic financials and future forecasts of existing model
- Review present and historic strategy and performance
- SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats)
- Understand stakeholder groups and associations
- Produce risk assessment
- Intellectual Property review
- Determine scope of model replication

After your first assessment, we will review the study contents with you and our team and tailor it to your needs.

Sound like a service you need?

If you're looking to join forces with a team of experts in the franchise industry and begin the next stage in your business development, please contact us. Our initial consultation is completely free of charge and there's no obligation to work with us.

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