



# WE MAKE YOUR SUCCESS OUR BUSINESS

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



BRAND  
MARK  
FRANCHISING





part of



# 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!

BMF has a wealth of franchise experience and use it very effectively with me. He is very generous with his time and goes above & beyond frequently

**Awais Rabanni Babar, Endura Roses 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 of your business growth.



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;  
Geo blink site analysis software





## 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.

## 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

## 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.

## INTERNATIONAL FRANCHISING

Once established, international franchising can be an exciting route to ever further expansion, and successful growth for companies seeking to develop their concept beyond borders. Brand Franchise Marketing have successfully worked with USA, Canadian and European brands such as Ooh La La, RiskBand, Browart23, Crepe Delicious and Capatoast to name but a few.

Brand Mark Franchising have secured the capability and infrastructure to develop national brands into international brands, so whether you are looking to develop your brand outside the UK or you are an International Franchisor looking to develop in the UK, Brand Mark Franchising can assist, offering you safe and experienced support.

*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 CAFÉ



## 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)**



# ENDURA

## ROSES





### CASE STUDY 3

**Endura Roses** is a truly unique and exquisite Retail opportunity and you now can join a brand that has excellent opportunities for retail and corporate shops in the UK. Endura are the only brand developing a core base of franchise stores in the UK and now, internationally. Preserved flowers are a multi-million £ growing market and Endura Roses are a world leader in the supply of first class preserved flora to the highest standard from leading producers throughout the world. We have continuous product development and are the only company in the world to design a delicate fragrance that enhances the customers experience.

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#### Project outline

To take a successful single store retail outlet in The Trafford Centre, Manchester and make it a great franchise to be taken across the UK and worldwide. The mission included developing additional revenue streams for the franchisees, which Brand Mark Franchising specialises in. We developed an online system and extended revenue streams by including Weddings, Events and Corporate/Hotel within Endura Roses capability.

#### Project outcomes

Endura Roses Kiosks are spreading across the UK and enquiries from overseas are proving buoyant. The Franchise has a very compelling 15 month ROI to offer, multiple revenue streams with single multi-site opportunities available and being taken up quickly. Concessions within the largest and best of UK retail, House of Fraser and Selfridges are also being opened by Corporate and Franchisees alike. Separate franchise website in action.



Brand Mark Franchising has been instrumental in our decision to franchise Endura Roses in the UK and across the globe. A highly professional and accomplished company from set-up phase through to recruitment of quality UK and overseas franchisees, they have taken us carefully, but rapidly, towards meeting all of our goals.



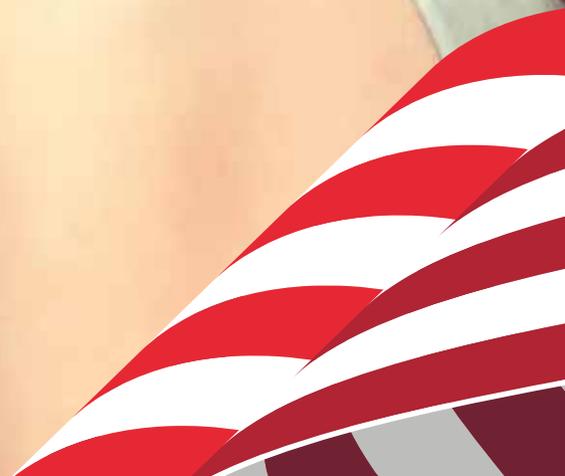
**Testimonial from Awais Babar (Endura Roses)**



## *Your Beauty Destination*

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Blowout Bar + Beauty Boutique  
UK & US Franchise Opportunity





## CASE STUDY 4

**Ooh La La** contacted Brand Mark Franchising through a mutual contact in New York City who recommended BMF to her in 2019. Ooh la la have enjoyed great success in the USA, along with its sister brand, Browart23, and there are now over 200 of the combined stores currently trading, very successfully. The owner of Ooh la la, Elizabeth Porikos-Gorgees, wants to "Go-Global", starting with the UK market & Europe, followed by the rest of the world. She wanted an experienced consultant that could take her there and BMF are now undertaking this task with relish and professionalism.

### Project outline

To create a 'compelling offer' to both single/multi-site franchisees as well as seeking out a master franchisee for the entire UK.

BMF have now created this model and have a great video you can see at: [www.oohlalabeautybarfranchise.com](http://www.oohlalabeautybarfranchise.com) which tells the reader much about what Ooh la la is capable of.

Ooh la la now have all the collateral required to be successful, including a financial model, registration of trademark, a tremendous marketing capability and much more. BMF are now talking to individuals in the UK, as well as in Europe, Canada, India, and China.

### Project status

BMF are now in the recruitment stage and take care of all new leads, a 12-month marketing programme and delivering quality franchisees to the client. BMG also pro-actively approaches high net worth individuals for Elizabeth and is working to create a global brand in double quick time.

We are able to provide our clients with affordability and availability, which keeps clients coming back - multiple times a week or simply a few times a month - keeping staff both busy and happy! Our service is a valued service that we offer as an everyday luxury for any age.



Whilst I have been very successful in the United States, Paul Davies at BMF explained to me that the UK market, and those of other countries, have their own culture and practices that do not apply to the US. Therefore, BMF advises and collaborates with me to achieve a perfect outcome. I have every confidence in the company, and my NYC Broker advised me of their capability when he introduced me to Paul and BMF.



**Testimonial from Elizabeth Porikos Gorgees (Ooh La La)**

# PROCAMPS™

INTERNATIONAL





## CASE STUDY 5

The All-Star PROCAMPS are a 2-3 day immersion into the lives of Sport greats, both on and off the court/ field. Participants will experience first-hand, personal tutorial clinics from the players each day of camp and will be privileged to the unique technique and approach that allowed these stars of the game to reach the pinnacle of the sport. Participants will see significant improvement in their game throughout the camp and have the opportunity to explore their new techniques in friendly competitions throughout the week including One on One matches, tournament, and final Championship with the players at the camp's conclusion. The 5-Star luxury off court/field experience adds a component to the All-Star PROCAMPS not found anywhere else in the world. Traveling to exotic locations and secluded resorts, the All-Star PROCAMPS not only takes the Participants under the wing of the greatest players alive, but does so in pristine settings that can only be found through such an experience. Names like John McEnroe, Pete Sampras, Andre Agassi and Steffi Graf, along Le Bron James, Justin Rose and many others are some of the names involved in this group. BMF have designed a UK franchise for ProCamps, with an intent to grow the brand across the UK and Europe via a Master Franchise model.

### Project outline

This is an exceptional project given the status of some of the 'Talent', a US word to describe the big-name stars of the show as listed above. Therefore, this required alternative thinking and a bespoke approach.

Brand Mark Franchising leveraged the company's exceptional network of experts across Europe to form a team capable of delivering the marketing collateral, the PR, Financial model, organising a legal entity and structure to be capable of developing across Europe, then The Globe. We also needed to liaise with UK based government and commercial partners to ensure each location was sponsored, meaning that the talent got paid ahead of the event.

### Project status

Post-Covid, and as far as 2021 looks, BMF are in the process of fulfilling all of the above, with an aim to execute a live event, Covid allowing, in Autumn 2021.



We are based in NYC and Miami and were seeking a UK based franchise consultant to enable us to do this to the highest standard. BMF was recommended to us by our NYC team who are very happy with their M.O.







## CASE STUDY 5

**Centenary Lounge** is an award-winning, unique collection of café-tearooms and vendors located across the heart of Birmingham and Worcester. Centenary Lounge was founded in 2009 with the opening of the Express Lounge in Birmingham Moor St Station. This was followed by the opening of the kiosk in 2012 and then the gorgeous First Class Lounge in 2019.

Centenary Lounge attracts thousands of customers from all over the country. Its friendly staff have been passionate about providing outstanding quality food and traditional customer service in beautiful, nostalgic Art Deco-inspired settings that recapture all the glamour and style of the 1930s railways; the golden age of travel. Our desire to share this enthusiasm with our guests has been a catalyst in establishing our reputation as an exciting and vibrant refreshment destination.

The charming and relaxing venues provide the perfect setting to enjoy a break or a meal, from breakfast through to lunch, to afternoon tea and pre-dinner cocktails.

### Project outline

The Centenary Lounge brand is elegant and sophisticated but accessible, welcoming and warm. We like to say it is an affordable luxury filling in a unique proposition in the market. Our concept can be adapted to suit any regional former railway provenance keeping with the 1930s Art Deco style across the country and beyond.

### Project outcomes

Please note that, apart from sitting these cafés at railway termini, we also have a 'High-St' model which has been open in Worcester for over a year, and we also intend to roll that out across the UK within our franchise development.

With regards to placement, Centenary Lounge use innovative and contemporary thinking to create in-depth analysis of locations. We are able to advise on the above and provide bespoke solutions, offering our franchisees options such as a hybrid version or any other relevant arrangement to fit their circumstances.







## 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 start-up 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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