



BRAND  
MARK  
FRANCHISING

**WE MAKE YOUR  
SUCCESS OUR  
BUSINESS!**

Do you want to franchise your business?



## 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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*“ BMF has worked alongside Heavenly Desserts for over 7 years and we wouldn't be in the strong position we are in now without him. His franchise knowledge and contacts are second to none, and he taught us exactly how to become a good franchisor also. ”*

## 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-Maunder 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 franchisees 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.



BRAND MARK FRANCHISING

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.



5 key points:

1. BMF reconfigured the supply chain to ensure consistency of product throughout
2. Franchisee recruitment remains strong;
3. BMF instigated Afrikana Kitchen Food Truck, enabling the phrase: 'Taking the brand to the people'
4. Constant source of strategic advice
5. Created full suite of franchise collateral in line with BFA guidelines



Paul/Brand Mark Franchising has come in and done all, and more, than he said he would. We are delighted to continue working with BMF and have full faith in Paul and his partners. We have new franchisees incoming, processes and procedures in place to help work out 'who does what', home delivery will make a big difference and Paul has truly fitted in well.



**Omar Ali Founder and Managing Director (Afrikana)**



# Heavenly Desserts®



## 5 key points:

1. Brand Overview and Consultation for Franchise Launch
2. Franchise Business Development
3. National and International Master Franchise Acquisition
4. Franchise Engagement and Discovery Day Support
5. Legal Business Support



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**





**Five Points:**

1. BMF provides constant and excellent oversight of Veeno franchise practice;
2. Constant and steady development of Veeno franchise base;
3. Overseas development was key to commencement of Veeno International
4. Authentic Italian bars within a niche sector.
5. Menu development in accord with strategic plan



“

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.

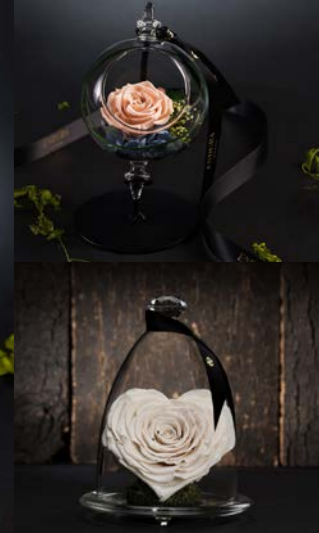
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**Piero Di Michele (Veeno Wine Cafés)**



# ENDURA

## ROSES



“

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.

”

**Awais Babar (Endura Roses)**

COLLABORATION WITH  
FUTURE BRANDS

SMOKE &  
PEPPER



UNIT



BURGER  
DROP



## 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.



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## 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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