

Why use Ashtons Franchise Consulting?

Mainly because our consultants' track record in helping successful businesses to expand and increase profitability through franchising speaks for itself.

Add to that the fact that we have strong professional partnerships with others in the sector who may be able to add value to your business and we are ideally placed to guide you seamlessly through the potentially complex but very rewarding next phase of your business development.

We want to help you progress your franchise plans in any way that we can. Contact Nick Williams on 07812 334564 or email n.williams@ashtonsfranchise.com

“Ashtons (formerly FDS) and Ashtons Legal have advised CeX on strategic, legal, compliance and recruitment marketing of our franchise development programme since inception in 2004, and continue to contribute to our success in achieving growth of over 250 franchised outlets in the UK, Spain, Republic of Ireland and Mexico.”
Frank Orchard, Director.

“etyres was the first mobile tyre business in the UK to achieve BS5750 and later ISO9000 accreditation, the first company in the UK to sell tyres on-line and the first mobile tyre franchise in the world. We are now a national brand and Full Members of the British Franchise Association. In January (2016) we signed up our millionth customer. None of this would have been possible for us without the help and support that we have received over the years from Paul Hague at Ashtons Franchise Consulting (FDS).”
Tony Bowman, Managing Director

“Ashtons (FDS) has been invaluable in advising me throughout my franchise development life and more latterly with the successful creation of the Caremark franchise.”
Kevin Lewis, Managing Director & Founder



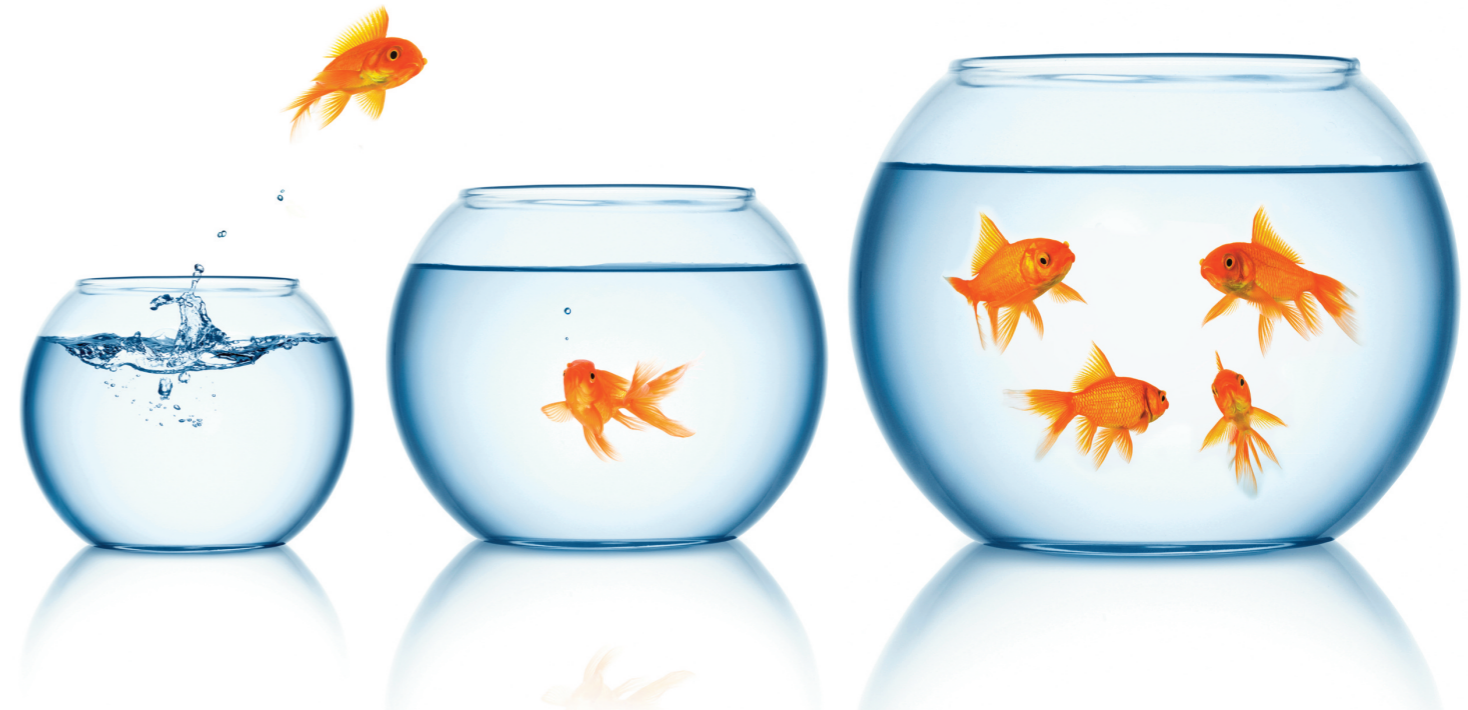
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Professional franchise consultancy... to guide your business into new waters



Are you considering franchising your business for the first time as a means of profitable expansion? Or are you an existing franchisor who is planning to extend existing franchise arrangements nationally or internationally? If so, we would like to hear about your ideas and discuss how we might be able to help.

At Ashtons Franchise Consulting we offer a genuine one stop solution for franchisors, providing whichever services are needed, from conception through development and implementation.

Our consultants have worked effectively with a wide range of successful franchisors over a period of years, tailoring our services to the specific requirements of each business.

If you are new to franchising, we can provide assistance on everything from an initial evaluation of your business through to helping you recruit top quality franchise. Our services to existing franchisors include franchise health checks, specific improvements to recruitment offer documents, manuals and legal agreements, media promotion, franchisee recruitment support and international expansion.

If you are ready to take your business to the next stage, we would welcome the chance to support and guide you.

Some of the clients with whom our consultants have worked in recent years include:



The Basics of Franchising

- In simple terms, a franchise is a commercial relationship between the franchisor and the franchisee which is designed to provide goods and services within a strictly defined format and territory.
- A network of franchised outlets clones the franchisor's operation in a uniform, consistent and structured style in order to mirror the master brand's market positioning, qualities and benefits.
- The end result produces a network of individually run businesses which, to the customer, are indistinguishable from the franchisor's corporate image, operational methods and aims.

Effective franchising includes the training, motivation and management of franchisees, the provision of common advertising and promotional campaign, the supply of equipment, the design and fit out of premises and all those other activities which create a unified, integrated brand presence as well as an enlarged franchise family, nationally or internationally.

Why Franchising?

Franchising is potentially the most practical way to achieve controlled business expansion without tying up much needed capital or borrowing funds to finance growth. In this carefully structured system, companies reduce the problems of recruiting, training and re-training a large workforce and minimise central office overheads. Other benefits may include significant savings achieved by bulk purchasing for the expanded franchise network.

Operational

- 1 Faster network growth
- 2 Wider distribution facilities
- 3 Improved local sales power
- 4 Higher owner/operator motivation
- 5 Quality control consistency
- 6 Sharing and pooling ideas
- 7 Fewer union problems
- 8 More resources for promotions
- 9 Better local customer relations
- 10 Reduced HQ resources needed

Financial

- 1 Less expansion capital needed
- 2 Purchasing economies of scale
- 3 Cash flow from initial/ongoing fees
- 4 Reduced operating costs
- 5 Reduced distribution costs
- 6 Reduced production costs
- 7 Reduced personnel costs
- 8 Pooled publicity costs
- 9 Good rate of return on outlets
- 10 Potential buyback of top units

Helping you on your business journey

Services to Prospective Franchisors

- Assessment analysis of the existing business for franchising
- Franchise development work programme
- Manuals, agreements, systems and methods
- Franchise information memorandum
- First phase franchise owner recruitment campaign
- Recruitment of franchisees
- Franchise launch programmes
- Implementation support

Services to Established Franchisors

- Franchise development assessment and enhancement
- FranMatch national franchise owner recruitment
- Infrastructure improvement
- Re-writing operational manuals and alignment with legal precedents
- Franchisor refresh and reboot
- Franchise prospectus design and production
- Recruitment of franchise owners
- Franchise discovery days
- Franchise resales

Services to International Franchisors

- Pre-entry studies
- Infrastructure adaptation
- Assessing manuals, agreements, systems and methods
- FranMatch master franchisee recruitment
- Implementation support
- International strategy review
- Re-allocation of master franchise rights

Services to Prospective and Established Franchisees

- Master franchise research programmes
- Franchisor assessment advice and guidance
- Franchisor specific evaluation
- Business valuation for sale purposes
- Specific single unit purchase
- Master franchise rights acquisition

In addition to all of these, we also offer exhibition accreditation preparation as a franchisor business needs to be accredited before being able to exhibit at a British Franchise Association event.

