

# Three steps to success

## Phase One

### Franchise Business Planning

The first step is for Ashtons Franchise Consulting to carry out an assessment of your company, considering all aspects of your business in relation to the envisaged franchise. Having identified the best way to proceed, we will outline the work programme and budget requirements. This thorough evaluation process will allow you to reach a highly informed decision and identify the most practical and profitable route to follow.

## Phase Two

### Development

Ashtons Franchise Consulting works with you to put in place the necessary infrastructure requirements. This includes developing corporate and brand images, securing intellectual property rights, briefing franchise lawyers, writing operation manuals, designing training programmes, defining administrative systems, preparing financial illustrations, developing the franchise prospectus and discovery pack and attending to other areas critical to success before starting the recruitment of the franchise network.

## Phase Three

### Franchise Recruitment

Central to any Franchise Development Programme is the recruitment of suitable franchisees. With years of experience in dealing with both franchisees and franchisors across a wide spectrum our consultants are well equipped to help identify the most cost-effective recruitment strategy. The skill and expertise offered is second to none in assisting businesses to grow and prosper through franchising. A professional approach, coupled with a complete range of superior quality services, has resulted in the successful creation of many new franchise operations.



# Three steps to success

Having assisted many franchisors and potential franchisees, following a proven and effective system developed over the last 35 years, and adhering to the BFA code of ethics and standards, our consultants guide clients through a development programme based on three key phases.

Franchising your business can result in failure if you do not follow a carefully structured programme. Following an exploratory discussion and having been satisfied in principle that the business concept is sound and franchiseable, we then implement the strategy for success.

## Phase One On-site evaluation of client's business concept

### Meeting Objectives

- Full appreciation of core/related business activities
- Gathering data on the entire business method
- Obtaining relevant financial data
- Brainstorming ideas on possible franchise structure
- Understanding client aims and management resources

We then undertake the agreed work programme over a three to four week period. This generates an Action Document comprising detailed guidelines for franchising the business.

### Action Document

- Key conclusions for successful franchising
- Key elements and itemised costs of franchise package
- Recommendation on licence fee to be charged
- Financial illustrations for franchisees
- Critical assumptions underlying these illustrations
- Type of franchisor support structure needed
- Ongoing fee structure between franchisor/franchisees
- SWOT analysis on franchising the business
- Recommendations and ideal plan of action clearly identifying the best way to franchise the business.

Another meeting follows to present and discuss the contents and clarify the future work programme. Phase One produces an outline skeleton for structuring the franchise. Phase Two then creates the deliverables.

## Phase Two Preparing the Infrastructure

This second phase adheres to a work programme to produce the necessary infrastructure for successful franchise development.

### Work Programme

- Intellectual property rights protection
- Identifying support services
- The franchise package
- Preparing financial statements
- Finalising initial and ongoing fee structure
- Production of an attractive franchise prospectus
- Producing the Franchise Information Memorandum
- Producing the Franchise Manual(s)
- Producing the legal documentation
- Designing the franchisee training programme
- Finalising corporate image elements
- Strategy for franchisee recruitment
- Procedure for handling franchisee recruitment.

In this vital implementative phase, we work with specialist franchise solicitors, trademark attorneys, accountants, PR agencies, franchise advertising and editorial personnel, corporate design experts and other professionals to ensure the creation of an attractive and professional franchise offering.

### Phase 2 Objectives

- Credible and professional corporate image
- Clear and inviting franchise prospectus
- Legal agreement fair to both parties but leaving you in control
- Franchise manuals for entire business method
- Territories benefiting both franchisor and franchisees.

After the second phase, the new business format should be ready for a professional and confident launch as an attractive Business Format Franchise.

## Phase Three Franchisee Recruitment

Central to any Franchise Development Programme is the recruitment of suitable franchisees. With years of experience in dealing with both franchisees and franchisors across a wide spectrum, our consultants are well equipped to help identify the most cost-effective strategy. The skill and expertise offered by our consultants is second to none in assisting businesses to grow and prosper through franchising. A professional approach, coupled with a complete range of superior quality services, has resulted in the successful creation of many new franchise operations.