

Client Profile

Brand Mark Franchising



Who are you?

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

Brand Mark Franchising is a one stop shop for your business development. If you want your business to become a successful franchise, we're here to help! We offer proven industry expertise to help steer your business forwards. Whether you want to build your brand regionally, nationally and internationally, we've got the experience and knowledge to help you. Our business is a bespoke A-Z service to help you develop your franchise and recruit quality franchisees.

With over 23 years' experience in franchising with large brands such as KFC, Haagen Dazs, Ben & Jerry's, Allied Carpets and Perfect Pizza amongst others, you can learn from our hindsight. We have experience in starting new businesses, operating small and large franchise networks, recruitment of single area and multi-site franchisees, obtaining bank funding, briefing in legal documents, marketing and operational support. Whatever your need in franchising, we've got experience to suit you. With flexibility in our offering, you tell us what you need and we'll fit around your goals. We partner with industry experts to provide you with the services you need at each stage of your franchise development, making the whole process easier and more cost-effective for you.

When franchising a business, you'll want to know the best way to do it. We can help you avoid the biggest pitfalls in franchising to make sure your business is as successful as possible. We have experience as both a franchisee and a franchisor so we know what motivates them, with full understanding of the franchise process from start to finish.

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're bfa (British Franchise Association) accredited and a full member of EWIF (Encouraging Women into Franchising).

What is your USP?

BMF realises that all clients have a bespoke requirement. We will arrange a package of support to suit the client, with a flexible payment arrangement to match your needs. Paul Davies can also work in the business with you OR from an external perspective to suit your needs best. From 1 day per month to several days per week, with flexibility to alter this during the franchise process.

Who have you worked with?

Allied Carpets, KFC, Haagen Dazs, Ben & Jerry's, United Carpets, Onit furniture, BforB networking and more besides

For more information about Brand Mark Franchising, or franchising in general, contact Paul Davies on 07823 526991 or pdavies@bmf-uk.co.uk

www.brandmarkfranchising.co.uk

"Brand Mark Franchising have been extremely helpful to Onit in helping us to develop our business model in the UK. Paul Davies has a huge amount of experience within the franchise sector that we can and do rely on. Paul has delivered on-time and to budget each and every time. Paul always displays 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

With our store proof of concept now well underway, Paul is underway in helping us to ensure we meet BFA requirements, have all the necessary marketing collateral, legal documentation, territory mapping and more besides. Paul will also establish & oversee our franchise recruitment programme and we have every confidence in his ability to exceed our expectations. I have no hesitation in recommending Brand Mark Franchising to any new or growing franchise business."

Mark Prior, Managing Director, Onit Ltd