



Want help to franchise your business and get it right first time?

For us, the two most important questions to ask when considering franchising your business are; **Can you?** and **Should you?**

We are very good at establishing the answers with you and we will never say yes when the answer is no. To find out, we conduct a **Feasibility Study**.

If that proves positive, we can help you:

- Research your market and competition
- Assess the potential for a new entrant
- Establish your model
- Identify your ideal franchisees
- Determine the financials
- Build a strategy and a timeline
- Develop your marketing
- Fine tune your branding
- Introduce you to the people and resources you'll need (including legal documentation and Operations manual)

Step 1 - The Feasibility Study

The report will provide recommendations as to how your franchise proposition should be structured for key UK markets:

- help you to determine appropriate franchise fee structures highlight the key legal and

- operational documents and systems required to franchise
- provide advice on your franchise start up package
- provide advice on your franchisee training and support programmes
- provide advice on improvements to your operational processes & systems, supply chain & logistics, franchise territory mapping, franchisee profiling and much more!

One Off Project Fee (POA) 50% payable upon commencement, 50% on completion

Step 2- The Build Stage

- Monthly Support Retainer for 6 months (POA)
 - Legal Documentation: Non Disclosure Agreement; Deposit Agreement; Trademark Agreement and Franchise Agreement
- £5,000 + VAT**

Step 3 - Your Franchise Operations Manual

We will:

- Spend time with you onsite to understand your operational processes
- Review your existing Franchise Operations Manual
- Develop any additional sections required of your Franchise Operations Manual until fit for purpose
- We will require a level of operational input from you/your team in order to complete the franchise operations manual.

Project Fee For Step 3 from **£6,000 + VAT** (50% upon commencement, 50% on completion)

To discuss your requirements please contact us:

E: franchise@platinumwave.co.uk T: +44 (0) 131 664 1218

www.platinumwave.co.uk



British Franchise Association
Qualified Franchise Professional





PLATINUM WAVE
FRANCHISING



Connecting you to the best Franchisees for your Network

A Platinum Wave recruitment marketing package will help you attract, select and retain the very best franchisees for your business, whatever your stage of growth. Not everyone is going to make a great franchisee for your network, so we won't waste your resources trying to appeal to everyone. It takes targeted messaging based on a thorough understanding of your business, to bring results in today's noisy marketplace.

Whether you're starting from scratch and need a full suite of marketing collateral, or an established brand that needs a thorough review and a strategic rethink, we can help.

Our in-house team will:

- Develop the correct recruitment marketing strategy for your franchise based on a complete understanding of who your franchisees need to be
- Create the on and offline marketing materials you need from your Franchise Prospectus and listings to your social media accounts – and so much more

- Ensure your messaging targets the right people, in the right place, at the right time
- Gather and nurture your leads with a personal and professional touch
- Deliver qualified, well informed and funded franchisee

Our fee's are based entirely on your needs, but engagement is typically between £2k-4k per month plus placement commission. NB: a six month minimum contract is required for all packages

We can also help you design your Franchise Discovery Days; in fact we actually help most of our clients deliver them. These are a vital part of your strategy: a well organised, professional discovery day brings well prepared, professional candidates to the next stage, and of course, the reverse is also true.

We find you the right franchisees because we apply this thinking to every part of your strategy. By definition this means a higher quality of enquiry and far fewer time wasters.

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PLATINUM WAVE
FRANCHISING

INTERNATIONAL
EXPANSION

Want to take your franchise to exciting international markets?

Suzie McCafferty's own journey in franchising starting by building her own retail brand from a single store in Edinburgh to a network of over 60 outlets in six countries including the Middle East and Caribbean?

We are very good at establishing the answers with you and we will never say yes when the answer is no. To find out, we conduct a Feasability Study.

The key is planning, extensive research, having trusted contacts in the markets you're targeting and knowing how to recruit the right person (first time) to become your Master Franchisee, Regional or Area Developer.

As with any project, we can work with you in a variety of ways. From literally taking on the role of international development manager for your brand, to being invaluable extra team members with a wealth of experience to help guide you safely through the process.

As well as helping prepare your business to go overseas, we can also design and manage your international recruitment marketing campaign to ensure you find the right people to launch your brand to in each new territory targeted.

Our clients also benefit from our considerable experience in head-hunting the best talent in a particular country - an extremely effective method if you know how to do it properly.

"I am delighted we have engaged Platinum Wave to support our drive to replicate our success overseas as they have a solid track record in international franchise development and recruitment"

David Batch, CEO Premier Sport

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PLATINUM WAVE
FRANCHISING

TRAINING &
DEVELOPMENT

Connecting you to the best Franchisees for your Network

Want to really drive performance right across your network? Every franchise network is made up of individuals who are all at different stages of their franchising journey. It is vital that each individual is given the right attention, at the right time. We work with our clients to ensure that they have both the procedures in place to identify what is needed, when and by whom, and the capacity to provide this support to their network on an ongoing basis. In most cases that additional capacity is provided directly by us.

Platinum Wave can provide:

- One to one business mentoring
- Group training sessions on specific topics
- Business performance reviews
- Marketing strategy sessions
- Leadership training
- Motivational coaching
- Sales Workshops

The same is true of the franchisor of course. Each franchise brand is on its own journey and will require different types of support as it faces its own challenges with growth, competition, motivating established franchisees out of their

comfort zones or getting new franchisees off to a running start. We become a part of your team and provide that all important extra pair of hands right when you need them.

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“Working with Suzie and Platinum Wave has been invaluable to the growth of Razzamataz Theatre Schools, they have strengthened our network offering support in many areas of our business including improving motivation within our network, mentoring and creating a great community spirit. They are an integral part of the franchise support team.”

**Denise Hutton-Gosney,
Razzamataz Theatre Schools**

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PLATINUM WAVE
FRANCHISING

EXECUTIVE
RECRUITMENT

Want to recruit senior staff with a proven track record who will hit the ground running and commit to your business?

As your franchise grows, so does your need for additional staff. Platinum Wave offers a discreet recruitment service based on more than 15 years' experience of appointing high calibre candidates into senior roles in franchise head office support teams, from operations managers to managing directors.

We take the time to understand completely the intricacies of the position you wish to fill and the culture of your organisation, in order to present you with a shortlist of immensely qualified and desirable candidates.

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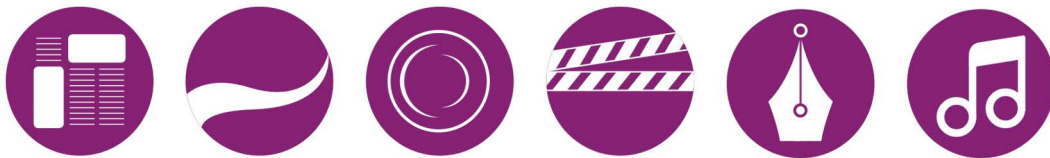
PLATINUM WAVE
FRANCHISING

DIGITAL
MARKETING
& DESIGN

Let us take care of your look, your voice and your reach.

Our marketing and design service can work to develop your existing brand or create a new one. Secondary to that we can simply assist in rolling out a variety of services to expand your marketing presence as you strive to seek out the perfect franchisees.

Whether you need brochures, websites, promo videos and photos, on and offline advertising or some key pointers on using social media, we cover it all.



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