

# starfranchising

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## A HELPING HAND TO FRANCHISE SUCCESS

**FRANCHISING means being in business for yourself, but not by yourself.** One of the biggest attractions of franchising is that it is an established way of starting your own business, backed by a proven business model, with the help and guidance of your franchisor and their support team, and based on a system that has been tried and tested in that market place.

This is what drew Phil Marriott, a franchisee with TaxAssist, based in Loughborough, to franchising. He explained: "The experience that I gained from working in banking, insurance and finance, coupled with what I learned

from setting up and running a group of limited companies with some fellow directors, gave me some preparation for running an accountancy and business advisory practice. However, I also wanted the comfort of a "hand held" approach and some back-up support."

Since its launch in December 2002 Phil's practice has grown and he is about to take on a more staff and expand his offices. But he does offer a word of warning to anyone thinking about becoming a franchisee. He said: "Looking back, the first year was an exceptionally demanding one and much of the cash flow was reinvested to develop the potential of my practice."

It must be remembered that while franchisees operate a proven system, franchising should not be seen as an easy option. Like any small business start-up, there are still risks involved and it will be hard work, particularly during the first few years.

The importance of carrying out thorough research beforehand to fully understand the ins and outs of franchising should not be underestimated. Dan Archer, head of marketing at the British Franchise Association, said: "When it comes to finding a franchise that suits your needs and aspirations there is no shortage of choice. The biggest problem for newcomers to franchising is knowing where to start their search and then finding their way through the maze of information that is out there."

A good place to start your research is by attending an educational seminar. The British Franchise Association has been the independent voice of franchising in the UK for 30 years, and an important part of its work is to provide training and British Franchise Association has been the independent guidance for those who are either new to franchising or need a structured approach to researching their options.

The next workshops will be taking place in Manchester on March 27, in London on April 18 and in Leeds on May 17.



Tax Assist franchisee Phil Marriott

More information can be found at  
or by calling  
**01491 578 050**  
[www.thebfa.org](http://www.thebfa.org)

**WWW.TOWBAR2U.COM**  
MOBILE FITTING SERVICE

**FRANCHISE OPPORTUNITY**

- Van Based Franchise
- Tools, stock & uniforms
- Exclusive territory
- Livered van, sat nav etc
- Full training & support
- Low start up costs
- Full marketing & business support

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Pringles vending Franchise

Have you ever thought of running your own business, but been put off by the prospect of long hours and tiring work? Think again! With

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**Van Based Franchise Opportunity**

Convenience and competitiveness are the key elements of the success of TOWBAR2U, coupled with quality Tow Bars and a very fast and friendly service.

When you own a TOWBAR2U franchise you have an exclusive territory, full 'on-the-job' practical and technical training, as well as an ongoing support package.

Your franchise package also comes complete with your own distinctive vehicle, & a basic 'Tools and Equipment' package to cover most practical requirements.

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Ministers have predicted that the country will need another 28,000 plumbers over