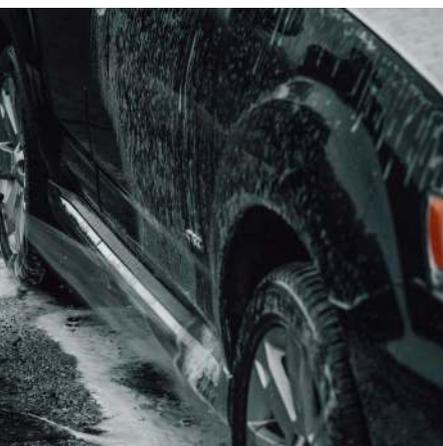




Fresh Car Valeting
www.freshcarvaleting.com

FRANCHISE PROSPECTUS



T H E

FRESH

S T O R Y

Fresh started in 2015 as a university project. Sam, the founder, saw a gap in the market for **a premium valeting service delivered by people who were proud of their work**, rather than people who were keen to make a quick buck.

Fresh was created with one idea in mind - if we can figure out **how to deliver a consistently excellent service, look after our clients and build a team of people who are passionate about what they do**, we just might revolutionise an industry which hasn't had any innovation in over a decade.

We've decided to take this even further, having each member of our valeting team run their own franchise. Our franchisees collect regular clients using our proven systems and **have the opportunity to build an amazing business for themselves**.

There's also an APP in the pipeline which will **completely transform the car valeting industry in the UK**. It will include having an account, through the APP, which will allow them to book automatically, pay online, see their booking history and much more.



SAM'S

S T O R Y



At the start Sam cleaned every single car himself. He was out in the van for over two years while building a customer base and team. Sam initially planned to run Fresh while at university. However, within a year of being at university the business was turning over £20,000 a month with a team of 8 people. It quickly became obvious that Fresh needed his full attention, so he left in 2016 to manage the business full time.



"I could never have predicted how quick things would go. All we did was put our heart in to each and every single car, and before we knew it we were inundated with bookings. I remember I would come home after a day at valeting and spend all evening replying to emails, facebook messages and texts."

Having a passion for cars himself, Sam is still keen to get his hands dirty as often as possible. He often does training days with staff or goes out in a van on a Saturday. Most of his time is now spent recruiting, running finances, marketing and setting the strategic direction for the business.

O U R STRATEGY

Our mission

To revolutionise the way car valeting industry works in this country by putting the client first, focusing primarily on delivering an excellent service and being passionate about what we do.

What makes us different?

Our prices are more expensive than most other valeting companies. We choose quality over price and would rather have to be slightly more expensive than use cheap equipment or chemicals. We take our time. If the job needs an extra 30 minutes we do it. We introduce ourselves by shaking our clients hands. Yes, we're busy as hell, but we always have time for a chat with our customers. Our focus is on how to deliver the best service possible. We believe after that the rest falls in to place.

Who are our customers?

Realistically - anybody with a vehicle that needs cleaned. However, in our experience not everybody needs a high quality service. Some people want a quick wash and vac for a tenner and that's fine. That being said, there is a big market of people who:

- A)** Appreciate a premium service and a job well done
- B)** Love their car and want to know it's in safe hands
- C)** Their car needs more than a quick vacuum, they want a professional to clean it properly and don't mind paying for it.

Between those three groups, we've found over 14,000 clients in Scotland who book with us regularly, and we believe there's enough of them in most of the cities in the UK.

HOW DOES THE FRANCHISE WORK ?

Van and equipment

Dependant on circumstances we may give you the option to rent a fully equipped van from us, which would come in at around £350 per month. If not, we have clear guidelines on what you would need and can set up everything for you free of cost.

Payments

All cash payments would be taken and deposited by you. Card or invoiced payments would come in to a holding account and your share of the payment would be distributed to you as soon as it arrived in the account.

Management of customers

All customers will be acquired by the Fresh marketing strategy, of which the ads are paid for by us. You have to tell us your availability and we'll book them in to your diary for you. From then on, you manage the customer directly. For example, you may need to tell them that you are running late. Ideally, customers will then become subscribers of the car club in which case you will see them regularly.

Setting up your own company

Having done it over a dozen times already, we can clearly guide you through the process of setting up your own company, making sure everything is done in the most tax efficient way possible. Your company would be set up as a limited company through companies house.

Getting paid

You will acquire cash in the bank as the month goes on and be able to clearly see how much profit the business makes each month. It is then up to you how much you would like to pay yourself. We recommend keeping a buffer at all times.

O U R SUPPORT P A C K A G E

Marketing

We currently run 7 vans ourselves, with 6 other franchises. We're experts in acquiring, caring for and retaining customers. Fresh will advertise heavily on social media platforms and google, as well as printing off 3,000 leaflets to get you started. It will be your job to do the local marketing ie. handing our leaflets, using your own network and contacting businesses. We can usually have a franchise fully booked within six months from digital marketing alone. However, the more leaflets handed out the better.

Customer Management

Once we've found customers we will deal with all of the incoming leads and get them booked in to the diary dependant on the availability you have set. Initially this will be done manually through our office and by next year it will all be done through our APP. As well as letting you valet in peace, this also means you can enjoy your days off without being on call 24/7 for customer enquiries.

Systems

You'll have full access to our systems and operations manuals. This includes how to clean cars, the car club infrastructure, which equipment to use, access to the APP, a page on our website and much more.

Finances

Our in house team will look after your books and accounts, making sure you're on track and are financial diligent.

Ongoing advice

Having launched in over 10 areas ourselves, we know the struggle of getting a business of the ground. We'll be on call 7 days a week to make sure your franchise is as successful as possible.

SERVICES

WE INCLUDE

Mini Valet £36 - 42	Basic day to day inside & outside clean	Interior Standard Clean £36 - 42	A thorough clean inside.
Full Valet £59 - 69	Our most popular package - a thorough inside and outside clean.	Interior Deep Clean £60 - 70	As above but with all fabric shampoo'd, leather conditioned, roof lining cleaned and meticulous attention to detail.
Full Valet Plus Paint Protection £80 - 100	The full valet with a coat of polish & wax.	Car Club Membership £35 - 40	A regular monthly valet including vehicle safety checks.
Signature Valet £110 - 130	Everything we could possibly do on a mobile job including clay bar, aromatic treatment and a coat of sealant.	Car Club Membership Plus £45 - 50	As above but including a top up of polish and wax per 3 months.
Exterior Safe Wash £24 - 30	Two bucket method safe wash.	Car Club Premium Membership £110 - 130	A weekly visit, as well as regular maintenance of paintwork including clay bar and sealant.
Exterior Detail £60 - 80	Safe wash with clay bar, polish and wax.		



HOW TO GET STARTED

The most important thing for us is that we feel this is an opportunity you'll thoroughly enjoy. At times it will be hard (think standing in the snow at 7.00am waiting for a car to heat up!) but **for the right person it will also be an adventure full of fun.** Before you can start, we want to grab coffee with you several times and have you out in the van for a few days. This is to make sure you're right for us, but also to make sure we're right for you.

We'll run through details such as finances, expectations and area specific information over several conversations over the phone and in person.

Once you've decided to get started you'll need around 6 weeks to get everything set up. This includes the company formation, the van and the marketing campaign started.

You need to have some working capital (£1000+) in the bank for your launch and have some savings in case of a slow start.

So far, we've never had a franchise fail. There's nothing we enjoy more than watching somebody else's valeting company flourish under our banner.

T H E NUMBERS

Annual	47,500	52,500	47,500
Total Revenue	47,500	52,500	47,500
Cost of Sales	£	£	£
FCV Management fee (15%)	7,125	7,875	12,750
Operational			
Marketing fee (10%)	4,750	5,250	8,500
Staff salaries	0	0	18,000
Vehicle lease	4,200	4,200	4,200
Insurance	750	750	1,000
Chemicals	1,187.50	1,312.50	2,125
Petrol	2,850	3,150	5,100
Equipment	600	600	600
Professional	900	900	900
Other	600	600	600
Total Costs	22,962.50	24,637.50	53,775
Profit	24,537.50	27,862.50	31,225