Betterclean®
SERVICES
Complete Commercial Cleaning

THE FRANCHISE PROSPECTUS

COMPLETE COMMERCIAL CLEANING



www.bettercleanfranchise.co.uk

Our Mission...

Our success is determined by two major factors, the service we offer as a commercial business, and the service we offer to our franchise network.

Our Business Mission:

> "To provide the most innovative, efficient and superior cleaning service to our clients"

Our Mission to You:

> "To provide excellent tools, training and consistent support to maximise the success of your Betterclean Services business"

We value all our business partners and believe strong positive working relationships are the key to success for everybody involved.



Welcome

The Opportunity

Betterclean Services is one of the lowest cost Business Management Franchises on the market with a hugely successful business system. Based around residual income this is not a sales focused business. Dan's experience as a franchisee has ensured that the Betterclean Services franchise package has been designed with particular focus on the provision of excellent support services for every step of your Betterclean Services business. We provide ongoing training and support across all areas and take an active role in ensuring your success. This support, teamed with Betterclean Services incredible growth potential and earning opportunities, means you can be more successful than you ever imagined.

Betterclean Services History

Betterclean Services was initially launched in 1995 in Plymouth. After 10 years of trading the original owner decided to sell Betterclean Services and it was advertised as a going concern. Dan bought Betterclean Services in 2005 with a turnover of £140,000 and 20 employees. In the intervening 6 years, Dan introduced his successful business system and increased the turnover seven-fold to just over £1 million turnover with 140 staff. On top of this the operating profits have shown a higher percentage increase, further substantiating Betterclean Services formula for success.



Welcome,

I believe the success of a franchise owner is heavily dependent on the quality of service and support provided by the franchisor. This belief was derived from my own experiences as a franchise owner with a different company, and the reason why I chose to buy Betterclean Services and develop a successful franchise network of my own.The Betterclean Services management franchise is one of the most comprehensive packages on the market.

The highly successful formula of Betterclean Services business systems, teamed with Dan's personal insights into the franchise owner experience really does provide a unique franchise opportunity.

The Franchise Package

Betterclean Services Ltd provides everything that the Franchise Owner requires to launch and develop the business. The initial Franchise Package provides the deliverables appropriate to a new franchise launch including the use of the unique operating software. The Franchise Package content includes:

Training

There are three initial training programmes. The Residential Training, 'Personal Territory Based Training' and the 'Delivering The Service Training'.

Our comprehensive training programme consists of a five day residential all inclusive programme. This focuses on understanding the market, selling Betterclean Services, covering all sales, marketing and administrative systems, together with the essential quality assurance procedures, maintaining standards and how to undertake and service the needs of our clients. This is a very thorough and wide-ranging training programme which will ensure that the Franchise Owner is equipped with essential knowledge, information, facts and comprehension to maximise the opportunities of the business.

Personal, Territory Based, Training

We understand that each Franchise Owner will bring their own skill set to the network and that each individual will require assistance in different areas of the Franchise. As a result of this, the territory based training will be tailored to each Franchise Owners needs. After the initial training, the Franchise Owner will have five days, in territory, available to them from the Franchise Support Team, to utilise as they wish. This may be a couple of days with the Business Development Manager to go through acquisitions, a day with a team member to go through administration or some further training on employment issues.

Delivering The Service Training

This training has been developed to provide newly appointed Supervisors with the knowledge and practical experience needed to effectively deliver the service to your clients. The training is carried out over two days at our Head Office in Torquay and consists of both theory and practical training in cleaning methods, chemicals, equipment and Health & Safety.

Launch Programme

To create brand awareness and generating prospective client enquiries, Betterclean Services as Franchisor produces launch programmes specifically tailored to your territory.

Bliss (Betterclean Logistical Information Software System)

Betterclean Services Ltd invested heavily in the production of a bespoke software system, which is supplied for the duration of your Franchise. The system incorporates database software, the licence to use, the effective management of clients, staff records and time-keeping records. In addition, the software is used as a Client Relationship Manager.

‘Betterclean Services as the franchisor, is offering a complete package which contains all the necessary elements to launch your business in a highly professional way’.



COMPLETE COMMERCIAL CLEANING

Enhanced Marketing Package

This is a 12 month marketing package incorporating the following:

- Full marketing strategy and business development support
- Targeted email marketing
- Appointment generating – our telemarketing team aim to generate four appointments per month
- Sector specific marketing material
- Regular targeted mail shots

Personalised Stationery Package

This is for the provision of all the necessary stationery used within the Betterclean Services franchise and consists of an initial supply.

Specified Equipment and Products

This is for the initial supply of Betterclean branded cleaning chemicals and equipment necessary to provide the service.

Corporate Dress

The Franchise Owner will be supplied with a selection of corporate uniforms suitably branded, with the Betterclean Services corporate logos.

Website

As the Franchise Owner you will be provided with your own page giving contact details, linked to the corporate website as part of the package deliverable. This will be used for second level marketing. In addition, a dedicated Betterclean Services email address will also be provided for you to use and will enhance brand continuity.

Betterclean 0845 Telephone Number

We set-up your own Betterclean Services 0845 telephone number to ensure convenience and continuity of service.

Employment Law Support

We provide you with the support and guidance, from our experience employment law consultant. Further explanation will be provided at the meeting.

Contract Acquisition Guide Pack

We also provide you with the initial support information in relation to the complexities of employment legislation via our experienced employment law adviser.

Vehicle
The package provides for the initial down-payment rental and ongoing preferential terms with a major commercial supplier. Also included is full livery and suitable racking to carry the necessary equipment and products.

Operations Manual
A comprehensive Operations Manual will be supplied that details the A-Z of the business method. It is copyright material and is on loan to you for the duration of the legal contract.

Licence Fee
This is the worth of the Betterclean Services total business system as it will operate in any given area.

Laptop
For use within the business and pre-loaded with all software, documents and forms required to run your business.

Online Accountancy Software & EOY Accounts
Provided through D&T Accountants for the first 12 months. Access, training and use of Xero bookkeeping software and preparation of the company end of year accounts.

Promotional Video
Personalised to the Franchise Owner's territory

Franchise Package Content £32,000

Additional Capital Requirements
This includes:

- Continued lease payments on vehicle
- Serviced office costs/storage facility
- Mobile phone
- Additional specialised equipment such as buffing machine, scrubber drier and carpet drier as required
- Internet access and landline
- Working Capital – as per personalised Business Plan

Earning Opportunities

Betterclean Services offers its Franchise Owners a very attractive earnings opportunity. We are happy to discuss and provide in greater detail our financial models at an in-depth discussion at our Head Office in Torquay.



LEVELS OF PERFORMANCE	LEVEL ONE	LEVEL TWO	LEVEL THREE	LEVEL FOUR
Total Franchise Owner Income ex VAT	£128,000	£277,000	£427,000	£640,000
Direct Costs	£11,200	£24,238	£37,363	£56,000
Gross Profit	£116,800	£252,762	£389,637	£584,000
Operating Costs	£79,000	£194,330	£294,840	£441,590
Operating Profit	£37,800	£58,432	£94,797	£142,410

Each category of performance is analysed to illustrate what is considered to be realistic in the development of the business.

These projections are estimates of sales and costs that are based on historical trading performance and related experience in the UK business. They should not be read as a guarantee that you will achieve the same results. The success of a Franchise Owner will very much depend on his/her own efforts, the local market and general economic conditions. Earnings will depend upon sales levels, but at a turnover of £128,000, drawings in excess of £38,000 can be expected if the system is followed, (subject to the more detailed set of notes in the Franchise Information Memorandum which will be supplied at your initial meeting).

Operating costs - staff, vehicles, advertising, insurances, telecoms and online accountancy package

Direct costs - include management services fee and cost of the products.

‘We have been using Betterclean Services since October 2008. Overall an excellent service provided – good value for money – couldn’t ask for more.’

Peter Le Queux, QMS

Betterclean Services’ earning opportunities can provide you with the lifestyle you want!



Our Support Services

For your franchise service fee you receive excellent ongoing business support. Here are some of the ways in which we help you succeed:

PR and Marketing Support

- Provision of branded stationary and exhibition stands
- Assistance with local news stories
- Marketing strategy
- Advice on corporate image and branding

Cleaning Service Support

- Supply of cleaning materials
- Service audits to ensure best practice
- Ongoing field support
- Business management support

Legal aid

- Employment advice
- Health and Safety advice
- Ongoing legal research

Additional Personalised Support

- Regular visits to franchise owners territories
- Periodic conferences
- Regular contact to ensure all franchise owners are fully informed and up to date
- Ongoing training courses
- The provision of the franchise owner forum, to share best practice and ideas across the network

‘Betterclean Services support - we aim to be with you all the way in developing a successful and thriving business, in essence YOUR success is OUR success’.

Research and Development

- Membership to the BICSc, ensuring ongoing research and development
- Ongoing analysis of Key Performance Indicators for each individual franchise business and personalised recommendations and guidance to strengthen your weakest links and build and strong points to improve business performance and profitability
- Ongoing updates to the Franchise Operations Manual
- Ongoing development of the all important BLISS software system

Your Support Team

- Dan Van Kuyk – Managing Director
- Mike Pinwell – Business Development Manager
- Irene Van Kuyk – Finance Officer
- Cat Mason – Office Manager



Betterclean SERVICES
Complete Commercial Cleaning

Client Testimonials

"We have been using Betterclean Services since October 2008. Overall an excellent service provided, good value for money, couldn't ask for more."
Peter Le Queux. QMS.

"Willing to be flexible, working round our awkward schedule. The Area Manager is very helpful, always willing to give advice and takes the time to solve problems."
Philip Sowton, Exeter Northcott Theatre

"As we run a very busy group of dental surgeries, I feel the most Important thing for us regarding our cleaning service is a very high standard of cleaning and a good level of communication - both of these are maintained by the site manager visiting on a regular basis and monthly meetings with the area manager; these meetings are very useful to maintain good communication and deal with any minor issues that may arise."
Debbie Boorer, Den Dental Group.

"This is our first season working with Betterclean Services and the service they provide is effective and supportive. They are fully committed to our goals in looking after our guests. We receive regular visits from the management team and assistance with rectifying problems and issues from the whole team. I have already recommended Betterclean Services to some of our sister parks."
Michelle Tavendale, Park Holidays UK.

"We have been using Betterclean for the last 2 years. Good communication, punctuality and good cleaning standards. the management meetings have been very informative and professional and I would recommend your company to any prospective clients".
Denise Alder, River Dart Country Park.

'We Believe a Betterclean Services franchise offering requires enthusiasm, drive and passion for exacting client service levels. A win win philosophy is essential to us and our Franchise Owners'.

COMPLETE COMMERCIAL CLEANING



The Next Step

Betterclean Services is appointing Franchise Owners who meet the basic criteria of the selection procedure. Detailed below therefore are the factors that we consider important within owning and managing a successful Betterclean Services franchise. They include:



- Confidence and ability to sell Betterclean Services
- Having good negotiation skills
- The ability to recruit and manage a team
- Good inter-personal skills
- To be a relationship builder with clients
- A commitment to following the tried and tested Betterclean Services system
- Possessing a basic level of computer literacy skills
- Being well motivated with the drive and enthusiasm required
- The committed focus and perseverance to build a successful long-term business
- A professional and well organised approach to business
- The ability to raise the necessary finance for the capital required

If you respond to the above points positively and believe you have the necessary ambition to grow the business by being an integral part of a franchise network, we would be pleased to speak with you in greater detail and welcome you to our Head Office in Torquay, for an exploratory discussion. Upon signing a confidentiality agreement, you can be given an in-depth insight into the Betterclean Services franchise opportunity. You should now make contact with a member of our Franchise Development Team.

Harmsworth House
Barton Hill Road
Torquay
Devon
TQ2 8JN

0845 456 3536

franchise@bettercleanservices.co.uk
www.bettercleanfranchise.co.uk

