

An **outstanding franchise opportunity**,  
carefully measured for success

# INTRODUCTION

## Welcome to a great opportunity to run your own business

If you can see yourself offering market leading products, earning a substantial income and enjoying excellent job satisfaction, all with the support of a trusted and established UK brand to help you succeed, **then welcome to the exciting prospects Marla Custom Blinds can offer you.**

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## THE BUSINESS... *and what we do*

### Be an industry leader in a growing market

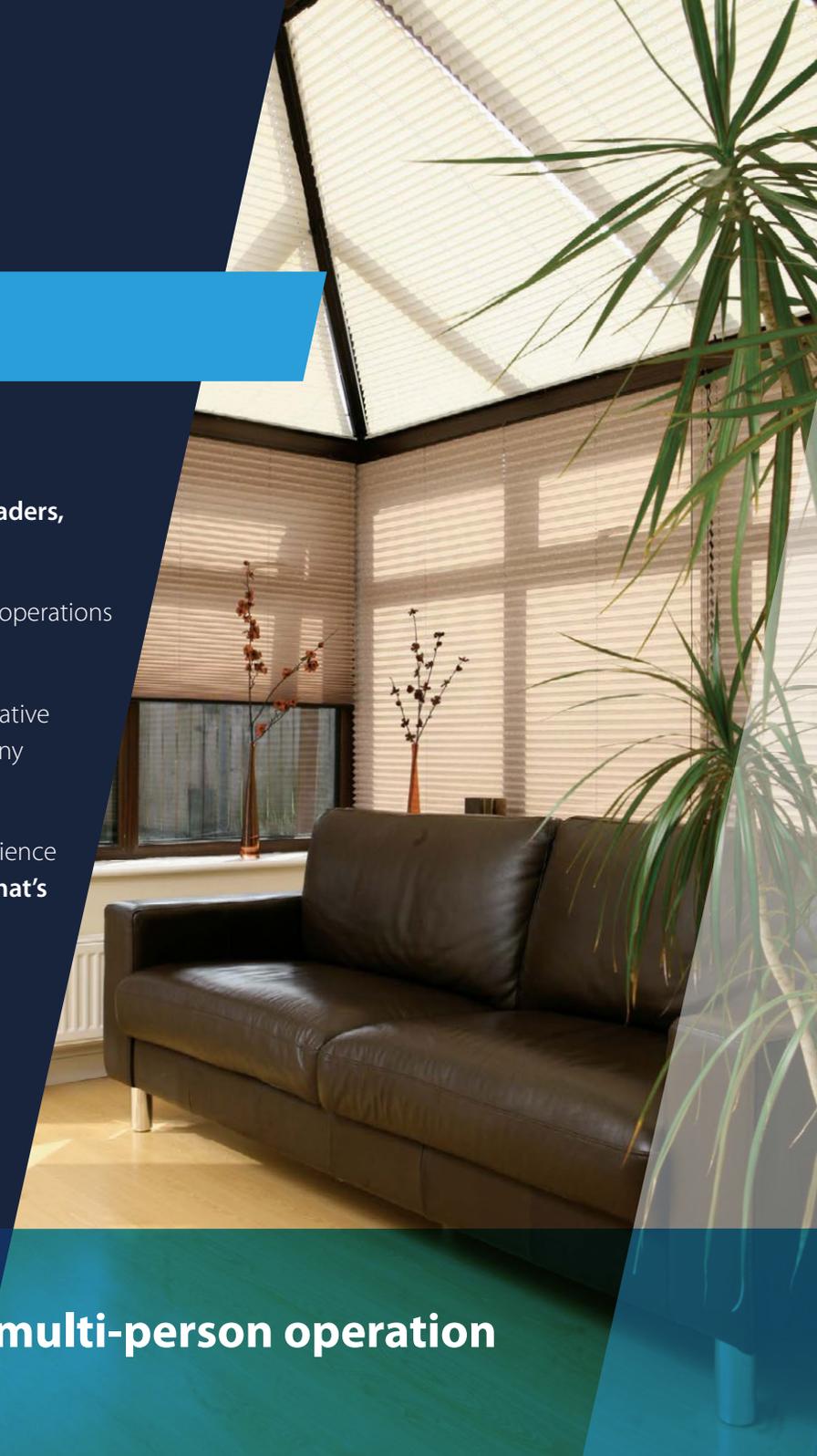
Marla Custom Blinds started in 1995 when Angela and Martin Froud founded the business as sole traders, manufacturing curtains and blinds for residential customers.

From humble beginnings our knowledge and experience grew, as did the business, and we soon extended operations to include training for our trade customers and ultimately the development of the franchise business.

After more than two decades of successful growth, Marla Custom Blinds is now at the leading edge of a lucrative industry, manufacturing and fitting one of the widest range of tailor-made blinds, awnings and shutters of any specialist in the sector, for both the residential and commercial markets.

At Marla, we're proud to maintain traditions of a personable, family run business, but our considerable experience and resources have enabled us to compete at the highest level for a piece of the action **from an industry that's estimated to be worth in excess of £1billion**, and one that's growing.

**Potential to grow your business from sole trader to a multi-person operation**



## THE PEOPLE... *who make it work*

### Meet the team



**Martin Froud** Head of franchising

Since 1995, Martin, with the help of his wife Angela, has built and championed their franchise model, to give like minded and hard working people the opportunity to grow their own business. Martin's pride and enthusiasm for Marla's products and service is infectious.



**Angela Froud** Accounts and admin support

With over 20 years of experience in the industry, Angela provides the critical business administration and accountancy systems and is committed to supporting franchise owners whenever they need it.



**Drew Mitchell** Technical and product support

Drew has over a decade of experience with Marla's products, from supply to installation. With his vast knowledge of blinds, Drew's expertise is a vital part of the operational success of the business, and a great problem solver for a franchisee to turn to.



**Daniel Froud** Sales and marketing support

Since starting his career in blinds manufacturing, Daniel moved to sales in 2014, and has since gained experience in both residential and commercial sales, as well as surveying and pricing. For any sales related question, Daniel is your man.



**You're not alone, help is always at hand**

# THE OPPORTUNITY... *and a unique proposition*

## The resources to succeed

Operationally, Marla Custom Blinds benefits from the knowledge and experience of our team to drive the business forward and stay ahead of the latest trends in an ever changing market, through new materials, advances in design and, importantly, pricing. For a franchisee this offers confidence as a self starter and excellent growth potential, thanks to a great product and expert support.

We operate from our own factory in Hampshire where blinds orders are processed and manufactured, and we have grown the business successfully within our own local area around Fareham. It's a proven business model that we can help you to replicate

## Our accreditations means quality at the highest level

As a franchisee, not only will you be supported by the team at Marla Custom Blinds, but also by the wide range of organisations we are associated with, who govern and promote the highest standards of service in our industry, encourage ethical franchising and consumer confidence. This includes the British Franchise Association (BFA), the British Blind and Shutter Association and Checkatrade.



**Your business is ready to take off, just as soon as you are**



## THE PACKAGE... *and your investment*

### An industry leading package

Marla Custom Blinds understands the franchise business from the ground up. So our package is considerate of the challenges that you will face, and of course we provide the resources necessary to help you overcome them.

### Get the whole 'Marla Starter Package' for just £9,500

With an investment that's less than the price of an average car, it really is a low cost start-up with minimal overheads. It is entirely scalable, from sole trader to a multi-personnel operation, and is designed to become **an asset that will provide future security for you and your family**, with no cap on earnings and no diminishing income contributions.

### What your investment provides

#### A comprehensive marketing package...

- 3 month multi-channel launch campaign, including
  - Geo targeted Google adwords campaign
  - Social media advertising
  - Local printed magazine campaign
- Your own, personalised landing page
- 10,000 postcards, designed, printed & distributed

#### plus all the tools and equipment you need

- Tools, equipment, clothing & van livery
- Operations manual and systems software
- Two weeks initial training
- 5 year (renewable) licence for your 'area of operation'

**A comprehensive marketing package, ready to deliver from day one**



## THE FINANCES... *and your rewards*

If you follow our franchise model, your average order value will be around £1,000, which should comfortably provide you with a healthy net profit of **over £28,000 in the first year alone**. Here is an illustration for the first 3 years:

Figures rounded to £'s	Year 1	Year 2	Year 1
a Total income	£120,000	£150,500	£180,000
b Total income Variable Costs	£72,000	£89,850	£107,700
c Gross profit (a-b)	£48,000	£60,150	£72,300
d Total Fixed Costs	£19,965	£20,636	£23,600
e Net Profit (c-d)	£28,035	£39,514	£48,700

As with any bfa accredited franchise opportunity we cannot offer any guarantees to the level of success you could enjoy, but **the amount you earn is not limited and it is perfectly reasonable for individuals to be able to exceed our projections**. We offer realistic figures based on our territory template and current franchisee performance. These are conservative figures and we can provide details of how you can realistically attain and even better these figures.

**Market sector worth £1 billion could generate you annual sales of over £500k**



## THE MARKET... *and your potential*

### Your own territory, filled with opportunity

Your sales territory will be determined by a residential and commercial building count of 200,000 households and 13,000 businesses. The geographical area will vary according to population density, but we always ensure the area will support **a potential turnover of at least £500,000 per year**, resulting in an **income of around £100,000 per year**.

Customer leads are generated by marketing and followed up with a site visit, so you can be flexible about the areas you wish to focus on, and the hours you work. You can also run the business using your home as a base, or any reasonable office space equipped with suitable IT facilities.

### An opportunity that's accessible

Marla Custom Blinds has made its franchise model accessible to people from all different backgrounds. You don't even need previous experience or qualifications in this industry sector, just a few basic requirements are all you need:

- The desire to succeed
- Attention to detail
- Excellent people skills
- DIY competence or building trade experience
- Time to dedicate to the Marla franchise experience
- Full driving licence

**We'll give you the potential, you decide what you can make from it**



## THE TRAINING... *support all the way*

### Fully prepared in just two weeks

Marla Custom Blinds works with some of **the franchise industry's top consultants** to ensure our **franchise partners are confidently prepared**.

Our initial two week training course covers everything from finance to marketing, and operations to sales. We also recognise that people's training needs differ, so the second week is more focused. Specific needs are identified for each individual and training is delivered to raise standards of competence to the highest level across all areas.

### Ongoing professional marketing support and expertise

From the beginning of your franchise journey as a sole trader, through to managing a team of fitters and sales personnel, **ongoing training remains central to the support structure we provide**. There's a wealth of business knowledge and industry experience right by your side, who can advise on a range of topics, including:

- Training programmes for your new staff
- Professional guidance with your business development plan
- Advice from franchise network meetings
- Professional marketing support and expertise

**Your own business that can generate income from the start**





## THE **NEXT STEP**... *is yours to take*

### **Call us if you'd like to know more**

If you believe you could make a Marla Custom Blinds franchise successful, we'll do everything we can to help you get off the ground. Start by calling the number below or clicking the link below to the Franchise section of our website.

### **We look forward to meeting you**

Telephone: **01329 84 99 22**

Visit: [www.marlacustomblinds.co.uk/franchise](http://www.marlacustomblinds.co.uk/franchise)

**Grasp the opportunity, it's your future**



