

Quintadena Franchising Ltd



PROSPECTUS

Why you should read this

Deciding to take the franchise route into starting your own business is a major life style decision and not one to be taken lightly. A good franchisor recognises that the relationship between franchisor and franchisee is one of a long term partnership to mutual benefit.

This prospectus aims to give you, a prospective franchisee sufficient guidance and information to enable you to assess whether franchising is right for you, how to go about assessing potential franchisors and what you need to know about Quintadena to decide to make us your next step.

Who are we?

Quintadena Ltd has grown from a start up to a business with a turnover fast approaching half a million. Even more impressive is that we have been the World no 1 distributor of Quotewerks – the software at the heart of our business – for the last 4 years. Clearly this has not just happened by accident; it has been because of excellent customer service in the design, implementation and support of business systems.

All our growth has been funded from cash generated by the business and we are 100% owned by the Directors and free from bank or other loans.

Quintadena Franchising Ltd aims to develop our market penetration across the whole of the UK by giving customers a local Quintadena presence. Through a network of about 50 franchisees all with exclusive territories aimed at providing at least 50000 prospects each we can serve the small business market effectively and efficiently. It is a vast market with something between 4 and 5 million businesses. There is virtually no market sector that cannot benefit from our improved estimating and proposal processes so we are not limited to any market sectors.

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Our values

Quintadena has built its success and reputation based on behaviours driven by its core values. We believe that it is vital that all staff and franchisees espouse these values and behave accordingly.

- ✓ Honesty and integrity in all dealings
- ✓ Excellent customer care surpassing expectations
- ✓ Always working in the best interests of the business and the customer
- ✓ Providing value for money
- ✓ Seeking long term relationships of mutual benefit with clients, franchisees and suppliers
- ✓ Treating everyone fairly regardless of age, gender, disability, sexual orientation, marital status, race, ethnicity, religion or other such factors
- ✓ Making reasonable adjustment wherever possible to accommodate disability

Why you should join us

Now is the time to join us – our franchising is new and exciting and you can benefit from our proven expertise at a generous discount. A little later franchisees can expect to pay £20k but for the first 5 franchisees we are offering a 25% discount which means that the entry fee is only £15k.

There is virtually no capital outlay – you probably already have a car, a laptop and an internet connection: you do not need premises because you can work from home and you do not carry any stock.



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What can you expect to achieve?

To be successful franchisees have to work hard – setting up and running your own business is like that but the benefits are immense.

Just for starters there's the freedom from a boss looking over your shoulder and the satisfaction of creating your own success. Then there's the financial benefit – a target £50 to 60k income by the second year.

How do you fit in?

Above all we are looking for franchisees who will be successful business partners over the long term. The entry fee is not our way of making money – it is absorbed in the costs of training and support.

First, although we are an IT Company we are not looking for 'techies'. Of course an ability to understand the basics of an IT solution to improve a key business process and to demonstrate this will be necessary but beyond that you can leave the 'techie bits to us. Mostly we are looking for people who really want to build their own business and who will have the drive, determination and motivation to succeed.

Our franchisees are people who have an interest in other people and their businesses; who can communicate with other small business owners and managers and really connect with them. Using what you sell as a key tool in your own business helps so that you understand what it is and why it is so effective and from this you have the confidence in and enthusiasm for what can be achieved by them.

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What you get

Training

You get 10 days of intensive training, firstly before you start up and then during your first few weeks and months to support you in generating sales as quickly as possible

Business planning

We will help you to create your own business plan based on our experience to enable you to feel confident in your success and if necessary secure funding from a bank.

Setting up your business

Our manual takes you step by step through the stages of setting up your business— it's a real 'business in a box' so that your time is focused on creating sales rather than administration

Operations manual

You get a comprehensive manual that takes you in detail through how to run your business.

Business systems

We provide you with all of the business systems you need to run and manage your business and best of all, these are the systems you will be selling to your customers.

Support

Support is vital and is provided without question and without counting the minutes, hours or days. Support includes marketing, sales and technical matters.

Marketing and sales

We will train and support you in how to market and sell and then provide one to one coaching and support to get you off the ground. But it doesn't end there because we will continue to provide updates on best practice and means of sharing how other franchisees are building success.

We also have a number of marketing initiatives that generate prospects and feed these to franchisees as appropriate.

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Next steps

This prospectus is designed to give you the main information that you need to determine whether franchising is for you and whether Quintadena may be right for you.

If you have not already done so take a look at our website www.quintadena.com and also at the range of videos on Youtube by searching "mattquintadena". You may also like to visit the website of the developers of the "Quotewerks" software we use at www.quotewerks.com.

Our website has a "Franchising" tab which leads to four pages of information about franchising which prospective franchisees should consider carefully.

The next step is to talk with us further and to experience a demonstration of Quotewerks. We do not plague you with phone calls so if you want to talk seriously with us send an email or make a short phone call to tell us when it will be convenient to have a conversation and we will phone you by appointment. Contact Roger Edwards on 0121 669 1108 or roger.edwards@quintadena.com.

After this and signing a confidentiality agreement we will let you have further information and the franchise contract so that you can discuss it with a suitably qualified solicitor (recommended) and we will share with you example pages from our Operations Manual.

We will also support you in setting up your business, creating your business plan and finding sources of finance.

Once we are agreed and the contract is signed the entry fee is immediately payable and your training commences.

Questions

Please feel free to email or 'phone with any questions and we will be pleased to answer them. There is no obligation and you will not come under any pressure to sign up.

Further information

There is a wealth of information available on web sites and magazines: we strongly recommend that you do some research and check out franchising generally and the types of franchise that you are interested in as well as any individual franchisors in detail.