

Don Smith *Blinds*



Welcome - We're Don Smith Blinds and we're delighted to be able to tell you about our franchise opportunity in the enjoyable, profitable and thriving market of window blinds.

Here at Don Smith Blinds, we've been a part of that growing market for many years, both as manufacturers and retailers and now we're looking for enterprising individuals with a real desire for success who wish to join us in our future expansion in the domestic and commercial market.

Just like most other business opportunities, it's no soft option. You'll have to work hard, you'll have to use your initiative and you'll certainly need to be able to turn your hand to a variety of different jobs; but in return, you'll be an essential part of a superb operation with the know-how and resources to help you achieve the level of success you know you're capable of.

To Find Out More, call our retained consultants Franchise Link on:
0845 003 9105 or E-Mail franchise@donsmithblinds.co.uk

- A large and growing sector
- Excellent profit margins
- Domestic and commercial market
- An active and enjoyable business
- A superb opportunity



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Our Market - The trend towards fitting window blinds rather than (or in addition to) curtains, is one that has seen consistent growth over the last 10 years. Business analysts predict a UK market size of around £500million for domestic and commercial sales in the coming year, and the market is expected to continue growing in the foreseeable future.

- Venetian
- Pleated
- Vertical
- Roller
- Conservatory
- Roman
- Vertical
- Perfect Fit

With such a huge market, comes enormous variety along with very real opportunities. There are lots of different blinds and many different types of customer, and many of those customers need the guiding hand that you, as a DS Blinds specialist could provide. All in a week's work and all very profitable

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- A fulfilling business with variety
- Growth opportunities
- Domestic and commercial market
- Become a specialist in the field
- A large and growing market



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The Opportunity - As a Don Smith Blinds franchisee, you'll be trained in all aspects of blinds. How to advise on blind types, how to measure up, how they're made and how to fit them Obviously, you'll also be shown how to run all the administration aspects of the business and given all the systems, forms and backup manuals you'll need

In short, you'll join us with probably little or no relevant experience, and we'll turn you in to an expert. We'll then show you how to use that expertise along with your effort and enterprise, to build a substantial business.

We'll also ensure that you have all the right equipment and a full package of technical and marketing support to get your business launched. And most importantly, together, we'll work out a unique development plan for your franchise to ensure that the business keeps pace with your aspirations.

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- Comprehensive training programme
- Become an expert
- Full launch package
- Build a substantial business
- Unique business development plan



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The Training Plan - You'll need thorough training to become an effective Don Smith Blinds business owner. Our aim is to turn you into an expert.

To begin with, you'll spend a few days in our factory and at other manufacturer sites in order to get a thorough understanding of how blinds are made. This will help you when you need to make adjustments or to diagnose problems

We'll take you out into the field to learn to measure effectively, including how to measure for complex conservatory blinds (a service many people don't offer). And of course, we'll show you how to fit them.

Finally, we'll show you how to manage all the admin including ordering, invoicing and general bookkeeping. When you've finished the course, you'll be ready to trade but we'll still stay right behind you to give support,

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- We'll make you an expert
- Learn how blinds work
- Understand all the admin
- You'll know how to measure & fit
- You'll always have support



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Growing your Business - To ensure that the business meets your expectations, in most cases we will grant a large operational area with a population of at least 500,000. An area of this size will have gross annual spend of about £4m on blinds: plenty to go at! We'll get you started on a mobile basis with a single van until you feel ready to expand

In stage two, we'll show you how to develop other areas of your business including commercial users and equipment specifiers. At this stage you may well be looking at taking on additional help. After that, we will show you how to further develop sales in your territory and really grow your business.

And don't forget, you'll get the benefit of any business ordered from your area and pre-paid on our e-commerce web site - at no charge!

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- Large franchise territory
- Start up at your own pace
- Tap the commercial market
- Your own network of sales agents
- Your own e-commerce sales



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Costs - You'll need a total of around £20.000 (a proportion of which may be bank funded) to get your new business off the ground. This will include, amongst other things:

- £15000 franchise fee
- £700 Tools and equipment
- £450 Initial Van Lease Payment
- £3000 working capital

In addition to the above, you'll need your own subsistence expenses for a week or two until the business starts to see some cash flow: only you know how much that is. Don't forget, your franchise fee includes all your training, a starter stationery pack plus an assisted marketing launch in addition to the rights to operate the Don Smith Blinds franchise .

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- Low start-up costs
- New sign-written van
- Stationery included
- Exclusive territory rights
- Includes marketing launch



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The Rewards - Just like any new business, you'll need to work hard and you'll need to turn your hands to many tasks. However, if you are diligent and hard working, you have every chance of building a successful new business. It's not a guarantee, but here's what you might reasonably expect.

Year 1 : Sales £78,000, Net Profits £27,000

Year 2 : Sales £189,000, Net Profits £71,000

As you can see based upon these profit figures, your initial investment in the business would be returned within a year. From that point on, you have your original money back and own an appreciating business asset.

And don't forget, this is just the start. If you want to grow the business much further, we'll show you how. You will certainly have all the scope you'll need within your generous territory.

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- Build a successful business
- Potential £71000 year 2 profit
- Investment returned in first year
- Appreciating asset
- Enormous scope



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What we need from you - To be successful in business, you'll need to be an all rounder We would want to see the following attributes in any franchisee.

- Good inter-personal skills
- A hands-on attitude
- A desire to succeed
- An ability to focus on the detail
- A willingness to learn then lead by example

Most thriving small businesses are successful for two reasons; firstly they have a sound business idea which has a market, and secondly they are run by an individual(s) who have drive and determination. Don Smith Blinds will provide the sound business idea, you will need to provide the drive and determination.

If you feel ready for the challenge, take a look at the what next page

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- We need all-rounders
- Good inter-personal skills
- Focused on success
- A sound business idea
- Take up the challenge



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So what next - We hope that having read this far, you're now thinking that a Don Smith Blinds franchise could well be the business for you. You'll need to be confident that you are ready to make the move in to a new business and that you have access to the necessary funds, which may be from personal cash or from cash and borrowing.

What we'd recommend next is that you contact us using one of the methods below, and we'll arrange to meet up to discuss matters in more detail. Who knows, within a month or two you could be enjoying life as a Don Smith Blinds franchisee and looking forward to a profitable and successful future in business for yourself, but with our full support.

Call out consultants Franchise Link, on [0845 003 9105](tel:0845 003 9105)

E-Mail us at: franchise@donsmithblinds.co.uk

Use the response form at www.franchise.donsmithblinds.co.uk

- We need all-rounders
- Good inter-personal skills
- Focused on success
- A sound business idea
- Take up the challenge

