

kream™

motor
recruitment



*making a difference to your life
... and others*

franchise opportunities

making a difference to your life . . . and others

the benefits of a kream motor recruitment franchise

- based on a successful business model
- low start-up costs
- excellent training
- opportunity to build a business of value
- thriving niche market
- centralised administration
- technologically advanced

welcome to kream motor recruitment

We are a small, focused, successful and professional recruitment consultancy that has established leadership on a local basis in the recruitment of people to the motor industry.

We find jobs for middle managers and professionals in the 6600 main motor dealers in the UK. The roles we fulfil include **sales, technicians, service managers** and **receptionists** to name a few. Our key differentiator is this; we work with candidates who have ambition and clients who can provide them with a solid working environment.

our goal is very simple;

We want to copy our business model throughout the UK and to do so we want to appoint 22 franchisees with the same ambitions as us. That is, by using modern recruitment methods and working professionally, establish the kream brand nationally and build a successful, profitable business.

our proposition is this;

We will train you, work with you and support you, provide you with market leading web technology and software to make your job simple. We will also let you focus on making money; while you concentrate on finding and placing top quality candidates we will complete the back office administration tasks on your behalf.

But, most importantly, we will be working with you from day one. In fact, the month before you start trading we start training you and marketing in to your franchise area, so that the day you start your business, we will already have a pipeline of opportunity ready to kick-start your business. Any in the first month of trading, we will be with you, in your office, working alongside you, helping you place your first candidates.

The opportunity is big. With almost 7000 dealers in the UK, each employing at least 4 sales people (*and normally many more*), assuming each sales person changes his job every 18 months (*this is very realistic in the motor industry*), with a fee of £1500, each franchise area has the opportunity to win £1.3m of business . . . on sales people alone. This ignores all the other disciplines we recruit for.

- are you ready for a challenge?
- do you want to make money?
- could you own one of our franchises?
- isn't it time you made a difference to your life . . . and others?



here are some questions answered that may help you make your decision.

why franchising?

Franchising offers the greatest chance for a new business to succeed because it is based on a proven business model that is copied multiple times.

who will make a successful kream motor recruitment franchisee?

Any one with drive, determination, tenacity and a will to succeed. We can provide you with the core skills, but these personal qualities we can't help you with.

how much will a franchise cost?

A franchise costs £25,000. For this we train you, help establish your business and allow you to make use of our web technology and marketing material. There is a monthly management fee of 12.5% of turnover. This covers the cost of ongoing corporate marketing, completing your administration (invoicing clients, debt collection and so on). There is also a monthly charge of £100 to cover software costs and updates.

what revenue should I be looking to achieve?

Our business plan suggests that including a start-up phase, turnover in year one should be at least £124,500. We actually believe you should be able to do more. Our goal is for a franchise to turnover £500,000.

how much can I earn?

That depends on you. We suggest a basic salary of £20,000 plus commission calculated as a percentage of fee income. In year one, if you achieve £124,500 of fee income, you will earn £41,500 plus a further £10,000 profit (after repayments for a loan to buy the franchise).

what support do I get from the franchisor?

As much as it takes to ensure you succeed. We don't want franchisees failing. However, there are some standard areas of support we provide. We've already discussed training and working from your office to start, plus use of our web site, marketing material, teaching you our "method" and so on. We're also responsible for establishing relationships with the major dealer chains which will provide you with greater opportunity.

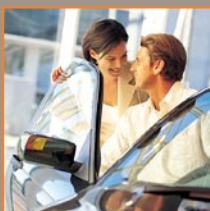
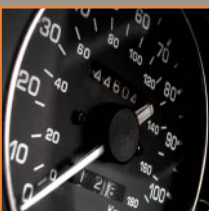
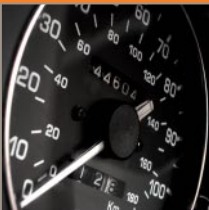
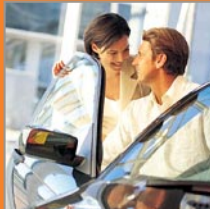
what do I do next?

Simple . . . get in touch if you think you'd like to know more. This can be a very informal conversation or we can explain exactly how you can achieve success with a kream motor recruitment franchise. Call Nick Leech on 0800 731 6354 or 07951 015 035 or e-mail nick_leech@kream.net

What have you got to lose? This may be the call that makes a difference to your life . . . and others.

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