



BRITANNIA SECURITY FRANCHISE PROSPECTUS



www.britanniasecuritygroup.com
www.britanniafranchise.co.uk

Run your own successful Security Shutter business with the potential to earn a six figure income



“We will teach you everything you need to know run you own Britannia Security business. This will include all the technical aspects of running a security business as well as how to generate business in your local area”

Peter Mathews, Managing Director

Thank you for requesting the Britannia Security Group Prospectus. My name is Peter Mathews and I am delighted that you have taken the time to explore this fantastic opportunity to buy a franchise in a successful and established business.

You can benefit from my twenty years of experience in this particular business and build your own business utilising the skills, knowledge and manufacturing capabilities that I have developed over this period. You will have the potential to earn yourself a six figure income following my proven formula.

This Prospectus will tell you exactly what the business is all about – a little bit of our history, about the business as it is now and the key benefits you will enjoy as a franchisee. We will also provide details of how much you can earn and what your initial investment will be.

The Prospectus should provide you with all the information that you need to help you decide whether this opportunity is one you would like to take further.

The next step in the process would be to arrange a visit to our offices and factory. This will give us both the opportunity to meet each other, give you the chance to see the business first hand – and provide you with the chance to ask any questions that you may have. I will also spend time showing you some typical jobs and going through the whole process from the initial quote to the

finished job. I know that you will be impressed when you meet the team and see the business first hand.

Who are we looking for to join us at Britannia?

Individuals with drive, determination, some practical skills and the desire to build their own valuable business. This opportunity will suit people from both a management background and trade professionals.

I am proud of the reputation of the Britannia brand and am determined that this reputation will be maintained. For this reason we will only accept people who will be able to meet the level of quality and service that we have set.

If having read through the Prospectus you believe you have the necessary skills and desire to become a Britannia Franchisee then I will be delighted to meet you.

Best regards



Peter Mathews, Managing Director

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Company Overview

Build your own security business

Britannia Security Group UK Ltd provides physical security equipment and services to all sizes and types of businesses including commercial, industrial, local authorities, health authorities, police and many blue chip company premises.

Established 15 years ago, the Britannia Group has enjoyed sustained growth and profitability. Its own manufacturing facility enables the group to provide high quality bespoke systems that have earned it a reputation for consistency, efficiency and reliability.

Products and Service

We market a range of physical security equipment including roller shutters, fences, gates, razor wire and anti-ram posts. Key services provided by them include installation, maintenance, and emergency repairs and replacement.

The group can repair, maintain and replace any make of security shutters and other security products. Many of our customers take out service contracts to ensure that their security systems are operating correctly and that they are complying with all current health & safety regulations.

Competitive Advantages

There are two main competitive advantages:

- (1) The company provides a 24 hour manned service, ensuring that an engineer can be contacted in the event of any emergencies.
- (2) Their own manufacturing facility enables the group to produce high quality shutter systems, including powder coating, to customers own specification – usually within 24 hours of receiving the order. This gives the company a strong competitive advantage over most of the competition.

Growth Through Franchising

An integral part of the groups' growth strategy is to develop a comprehensive franchise system throughout the UK – providing an opportunity for ambitious individuals and business owners to develop their own highly successful businesses under the Britannia Group banner.

Why Choose A Britannia Security Franchise ?

Below we have highlighted the main benefits of being a Britannia Security franchisee which should help you answer the above question.

(1) Proven Business Formula

As a Britannia Security franchisee you will have the opportunity to earn a high income working for yourself but with the training, support and experience of an established business behind you. The group has a proven business formula which will form the basis on which you operate.

The earning potential for a Britannia Security franchisee is well into six figures and this can be seen in the Earning Potential section of this prospectus. Product and service margins in this industry are particularly high.

(2) Yellow Pages Area

Each franchisee is given an exclusive Yellow Page Area to work within. This means that only you can operate and market within your chosen area.

The size of your area means that you have the opportunity to build a sizeable business over the coming years without being restricted by a small territory which would hold you back.

(3) Premises Not Required

Each franchise is designed to operate without the need for expensive premises. You will need a van and fitting equipment with the other main equipment requirements being a computer, printer, fax, mobile phone, telephone, and internet access. As your business grows you will then have the option to continue working from home or moving into business premises.

(4) Regular Client Business

One of the great benefits of this franchise is regular client business. Your bigger clients will have many security requirements and multiple locations. Ongoing break-ins, repairs and maintenance also ensure repeat and regular business.

(5) Credibility and Use of Company Brand

As part of the Franchise Agreement you get to use the Britannia Security systems, processes, quoting systems, name, logo, website, history and stationary. This gives you credibility and confidence to go out into the market place and get off to a good start. It also enhances your position in the mind of potential clients that they are dealing with an established and reputable company.

(6) Manufacturing Support

Britannia Security has its own manufacturing base which gives you a great competitive advantage with regard to the speed at which you can order, fit and repair for clients. This will be a major benefit for all of your clients particularly those who need an urgent repair due to breakage, damage and break ins. This speed of service enables you to convert a high number of enquiries into orders and charge a premium price for urgent repairs.

(7) Training and Ongoing Support

Previous experience is not required as comprehensive training and support will be given to franchisees which combine on the job and class room based technical training. Ongoing support and assistance is continually available to franchisees as part of the franchise offering. See the Training Section of this prospectus for more details.

Three office based employees of Britannia Security are in place to support the franchisees on a day to day basis providing technical, invoicing and quoting support. In addition you have s full manufacturing department behind you and ongoing access to Peter Mathews, the Managing Director.

(8) Lead Generation and Marketing Assistance

Britannia Security has a proven business formula for generating leads and business.

The key area which covers this in your training and Operations Manual and includes target markets, sales activity, lead generation tools and techniques, lead conversion and maximising the amount of money in the deal. This also includes backend income too.

(9) Assistance With Raising Finance

Finance Packages are available for prospective franchisees if required. A Business Plan template has been developed which is then amended to suit your particular circumstances.

This can then be shown to any high street bank or lender either by yourself or with our assistance. This approach helps secure the lowest finance rates available.

(10) Central Website and Call Answering

As a Britannia Security franchisee you will benefit from a central website and 24 hour call answering on your behalf. Any leads that come in are immediately qualified and filtered out to the franchisee whose area the lead is in.

This approach means you open for business 24 hours a day, seven days a week without having the expense of manning it yourself.

(11) Hands on or Management Role?

The franchisee can adopt either a 'management' role or a 'hands on role' within the business to suit their own individual preference. A hands on role would see you working and fitting on a daily basis.

If you prefer to operate more as an investor or manager then we show you how to recruit teams of fitters to run the area for you. Your role would then become one of management and closing deals with bigger companies.

Window Grilles - Specifications

- Framework from 25 x 25mm steel angle
- Bars from 20mm solid steel round bar
- Central flat steel bar for added strength on larger openings
- Finished in primer or powder coated finish (BS or RAL colours)



Why Franchising ?

Franchising is a fantastic way to start and run your own business – it provides you with an opportunity to earn a high income but with the support and backup of the franchisor behind you.

A Franchise Reduces the Risk of Failure

Starting a new business always carries a risk – new businesses are vulnerable. The degrees of vulnerability vary depending on:

- Knowledge
- Skill
- Financial resources
- Relevant abilities

Many who start up their own business lack some or all of these qualities. Many fail because they cannot learn quickly enough – before the money runs out.

With a franchise this risk is substantially reduced – because you are buying the experience and expertise of the franchisor. This will also help you avoid making the same mistakes that they have made during their trading life.

And because you become part of successful business you will be able to take advantage of their buying power and link into the strong relationships that they have developed over the years.

Other Franchise Benefits

You are selling an established product or service with a turnkey business plan and format for you to operate. This includes the brand, systems and processes, lead generation and marketing assistance plus help with raising finance if required.

Palisade Fencing - Specifications

- Pales:1800mm to 3000mm with triple point head settings
- Horizontal rails to be 50 x 50 x 6mm R.S.A.
- Stanchions to be constructed from 102 x 44 x 7mm R.S.J's
- Rails secured with 'Permacone' snap off heads
- Hot dipped galvanised to BS729 Powder coated finish (BS and RAL colours)



The Market Place

It becomes clear when driving around any town or city, particularly in the evening that the demand for security products is at an all time high.

Many retail areas are completely 'shuttered' up after closing to deter criminal damage. This is also true of many industrial estates. Insurance companies often stipulate that these security measures have to be installed to avoid heavier premiums.

In addition to installing new shutters there is a legal requirement for many to be fitted with electric motors to lower and raise them. These need to be serviced on a regular basis as they are classed as machinery.

All shutters get damaged through wear and tear, misuse by staff, break-ins and even ram raids.

Urgent Repairs

In most cases there is an urgency to repair or replace in order that the business owner can either gain entry or secure his/her premises. This has a direct effect on the profit margin that can be obtained for particular jobs – and where Britannia scores heavily against the competition – they provide emergency cover 24 hours a day 365 days per year. They can repair same day and replace usually following day. No other company can offer this.

They can compete on price – but usually they win business through service and are able to charge a premium.

They also provide a range of other security products and accessories – that they install and repair – including electric fencing.

A steady stream of business is gained from the following lead generation activities:

- Yellow Pages.
- Stickers on shutters
- Website
- Britannia existing contacts and customers
- Personal contacts
- Networking/Referrals

Products and Services

Below you can see a summary of the products and services that Britannia are able to offer to clients and customers:

Products

- Roller Shutters
- Shutter motors
- Shop fronts
- Retractable Gates
- Steel Doors
- Window Grilles
- Razor Wire
- Power Fencing
- Palisade Fencing
- Anti-Ram Posts
- A range of security accessories – including ground bolts, additional remote control units and battery back ups etc.

Services

- Installation of new security systems.
- Repair of damaged systems due to wear & tear or misuse.
- Emergency repairs due to criminal damage
- Six monthly maintenance package for all installations
- Upgrading existing security systems to ensure that current health & safety regulations are being adhered to.

NB. Emergency cover is available 24 hours per day – 365 days per year.



Training & Support

Britannia Security have spent considerable time developing their Franchisee Training Programme and Operations Manual.

It has been designed to take somebody with no previous security and fitting background and give them the required skills and knowledge to operate their own Britannia Security Franchise.

Initial Training

The initial training takes place over two weeks at the Britannia Security Head Office in Stockport. The training is mainly 'on the job' training with two days of class room based training to back everything up. It covers the following key areas:

- (1) Product Awareness
- (2) Measuring and Fitting Products
- (3) Motor Fitting
- (4) Quoting Systems
- (5) Technical Overview of Products and Services
- (6) The Deal Process
- (7) Finance Overview
- (8) The Client Experience
- (9) Lead Generation
- (10) Lead Conversion
- (11) Profit In The Deal
- (12) Maximising Earnings
- (13) What To Do First / Activity Planning
- (14) Templates and IT Systems
- (15) Customer Database Management
- (16) Franchise Support Structure
- (17) Key Contacts

This training gives you sufficient knowledge to confidently begin trading as Britannia Security within your exclusive Yellow Pages Area.

As you begin generating leads and quoting prices telephone and e-mail support is always available to you to help ensure the whole process runs smoothly and deal with any questions or queries you may have. We also like to do this to make sure you are maximising your earning opportunity on every deal.

Camera phones are provided to every franchisee to assist with technical back up. Photographs can be taken by the franchisee and immediately sent to Britannia Security to ensure that the correct analysis and pricing has been made.

Ongoing Training

Once you have had your initial training from Britannia Security it doesn't stop there. Ongoing bespoke training is available to you at any time if you want more advanced training or just some refresher training to go over anything again.

We are committed to the success of all our franchisees and feel that our training, support and backup are key features of our franchise offering.

Back Up and Support

Permanent technical support is available to franchisees via the telephone, e-mail and a camera phone. The camera phone enables you to take on site photographs and immediately send them to Britannia to request pricing and technical support.

Three office based employees of Britannia Security are in place to support the franchisees on a day to day basis providing technical, invoicing and quoting support.

In addition you have a full manufacturing department behind you and ongoing access to Peter Mathews, the Managing Director. Peter Mathews will make adhoc visits to your area to ensure you are maximising the potential of it. He will also be available for meeting support with bigger potential customers.

Recruitment advice and selection is another area where you will benefit from the expertise of Britannia Security. As you become more established you will look to increase the number of fitting teams within your territory in order to maximise your income.

Franchise Earning Potential

The potential earning figures for a Britannia Security Group UK franchisee can be seen below.

The franchisee can adopt either a 'management' role or a 'hands on role' within the business to suit their own individual preference. The model below assumes that the franchisee initially takes a 'hands on role' within the business to learn the operation thoroughly.

Number of jobs	Year 1	Year 2	Year 3
Per Annum:			
Installations	62	94	108
Ram-raids	3	5	6
Wear & Tear	102	168	192
Break ins	63	84	96
Standard Damage	89	120	132
Service Work	41	84	96
Value of:-			
Total Income	£245,390	£371,760	£424,140
Gross Profit	£140,413	£218,570	£250,620
Trading Profit	£90,608	£157,810	£189,860

Potential earnings indicate that in year 1 sales of £245k could generate a gross profit of £140k and a trading profit of £90k.

Income in year 2 will benefit from an established profile, repeat business and additional service work from the new installations of the previous period.

Sales of £372k would result in a Gross Profit of £219k and a trading profit of £158k

Income in year 3 should again increase to around £424k resulting in a gross profit of £251k and a trading profit of £190k

A copy of the financial model can be made available to all interested parties after the initial meeting.

- **NB The above figures are potential earning figures only. No guarantee of actual earnings can be given**

The Franchise Package

The cost of the franchise is: £12,995 + VAT

Finance Packages are available

The Britannia Security franchise includes the following:-

- Full training which is both classroom based and on the job. This covers all aspects of running a Britannia Security Group UK franchise.
- Full use of the Britannia Security Group trademark and logo.
- An exclusive Yellow pages area for you to trade in.
- Operations and support manual.
- The initial stock of stationery including letterheads, business cards and leaflets.
- 5,000 shutter stickers for marketing purposes.
- Signage for your van

Additional Charges

- A management charge of £500 per month is payable from the end of month four onwards to cover the 24 hour telephone answering support, technical support, quoting support, duplicate invoices, e-mail and camera phone support, and marketing assistance.
- No charges are made on maintenance or installation income.
- A 15% turnover charge is payable on repair income.

Next Steps

Who are we looking for to join us at Britannia Security?

We are looking for hard working individuals with drive, determination to succeed and who enjoy dealing with people. This is a business where you have to be able to go the extra mile to provide the level of service that our customers have come to expect.

We will only accept people who will be able to meet the level of quality and service that we have set; who want to provide an experience that is second to none. The characteristics we are looking for are as follows:

- Hard working
- Ambitious
- Professional
- Good at dealing with people
- Good organisational skills
- Good business acumen
- Attention to detail and committed to customer service
- Looking to build a valuable business

Taking Your Application Further

If having read through the Prospectus you believe you have the necessary skills and desire to become a Britannia Security Franchisee then you are ready to take your application further. The next steps are to answer any questions you may have regarding the Franchise and then arrange for you to come and view the Britannia Security operation first hand.

Please fill in the brief form on the next page or do it online at the Britannia Security Franchise website at www.BritanniaFranchise.co.uk . The quickest way is to fill it in is online but if you decide to fill in the form on the next page please post it back to:

Britannia Security Group UK Limited
Lake Street
Stockport
SK2 7NU

Alternatively please ring Mark Harris on 0161 456 2103 or 07985 615866 (mobile). You can also e-mail him at FranchiseSeeker@aol.com

Further Enquiry Form

Personal Details

Name :

Address :

Post Code :

Home Phone Number :

Mobile Number :

Fax Number :

E-Mail :

Date of birth :

Nationality :

Marital Status :

Are you in good health? :

Where did you here about the franchise? :

Ideal franchise location :

Best time to call :

Home Office Equipment

Computer :

Laptop :

Fax :

Printer :

Software Packages :

Brief Career Summary (last five years)

Current Occupation :

If in business how long have you been trading? :

Have you got a criminal record? : YES NO

(if yes please expand on)

Have you ever been bankrupt? : YES NO

(if yes please expand on)

Have you sufficient capital to invest in the franchise and working capital? : YES NO

Would you need additional finance to invest in the franchise? YES NO

How many hours a week are you willing to work in the business? :