



Fresh Car Valeting
www.freshcarvaleting.com

FRANCHISE PROSPECTUS





THE FRESH STORY



Fresh started in 2015 as a university project. Sam, the founder, saw a gap in the market for a premium valeting service delivered by people who were proud of their work, rather than people who were keen to make a quick buck.



Fresh was created with one idea in mind - if we can figure out how to deliver a consistently excellent service, look after our clients and build a team of people who are passionate about what they do, we just might revolutionise an industry which hasn't had any innovation in over a decade.



We've decided to take this even further, having each member of our valeting team run their own franchise. Our franchisees collect regular clients using our proven systems and have the opportunity to build an amazing business for themselves.

There's also an APP in the pipeline which will completely transform the car valeting industry in the UK. It will include having an account, through the APP, which will allow our customers to book automatically, pay online, see their booking history and much more.



SAM'S STORY



At the start Sam cleaned every single car himself. He was out in the van for over two years while building a customer base and team. Sam initially planned to run Fresh while at university. However, within a year of being at university the business was turning over £20,000 a month with a team of 8 people. It quickly became obvious that Fresh needed his full attention, so he left in 2016 to manage the business full time.



"I could never have predicted how quick things would go. All we did was put our heart in to each and every single car, and before we knew it we were inundated with bookings. I remember I would come home after a day at valeting and spend all evening replying to emails, facebook messages and texts."



Having a passion for cars himself, Sam is still keen to get his hands dirty as often as possible. He often does training days with staff or goes out in a van on a Saturday. Most of his time is now spent recruiting, running finances, marketing and setting the strategic direction for the business.



WHY CHOOSE FRESH CAR VALETING?

Fresh Car Valeting is one of the largest and most recognised mobile valeting brands in the UK

A bold statement, however our customer base of over 18,000 people who book with us regularly backs this up. We're in a fortunate position. We want to revolutionise the way the industry works by putting our clients first, focusing primarily on delivering an excellent service and being passionate about what we do.

There are many reasons to become a Fresh Franchisee. As well as getting comprehensive training and being part of a successful brand, we look after all of our people at every level and offer support to ensure you and your business succeed.

Your Very Own Fresh Opportunity

We believe that everyone should have the opportunity to start their own business; whether it be due to lack of capital, time or just not being able to find the right idea. We have found the solution by offering a 'business in a box' package.

We pride ourselves by partnering with ambitious individuals who have a drive for remarkable success. We work extremely close with them and provide the systems and processes to achieve their goals.

The benefit to you is half a decade of experience in the industry. We know the car cleaning industry inside out and back to front - we have cleaned over 20,000 cars in the last five years. We understand our customers and know exactly what they want - a personal service, a shake of the hand and a quick chat. The days of cowboy valeters are over. Let us share with you our insights and help you create a successful business with a healthy base of repeat customers.



HOW DOES THE FRANCHISE WORK?

Van and equipment

Dependant on circumstances we may give you the option to rent a van from us, which would come in at around £300 per month. If not, we have clear guidelines on what you would need and can set up everything for you free of cost.

Payments

All cash payments would be taken and deposited by you. Card or invoiced payments would come in to a holding account and your share of the payment would be distributed to you as soon as it arrived in the account.

Management of customers

All customers will be acquired by the Fresh marketing strategy, of which the ads are paid for by us. You have to tell us your availability and we'll book them in to your diary for you. From then on, you manage the customer directly. For example, you may need to tell them that you are running late. Ideally, customers will then become subscribers of the car club in which case you will see them regularly.

Setting up your own company

Having done it over a dozen times already, we can clearly guide you through the process of setting up your own company, making sure everything is done in the most tax efficient way possible. Your company would be set up as a limited company through Companies House.

Getting paid

You will acquire cash in the bank as the month goes on and be able to clearly see how much profit the business makes each month. It is then up to you how much you would like to pay yourself. We recommend keeping a buffer at all times.



OUR SUPPORT PACKAGE

Marketing

We currently run a number of vans ourselves, as well as having 14 franchises across the UK. We're experts in acquiring, caring for and retaining customers. Fresh will advertise heavily on social media platforms and google, as well as printing off 3,000 leaflets to get you started. It will be your job to do the local marketing ie. handing out leaflets, using your own network and contacting businesses. We can usually have a franchise fully booked within six months from digital marketing alone. However, the more leaflets handed out the better.

Customer Management

Once we've found customers we will deal with all of the incoming leads and get them booked in to the diary dependant on the availability you have set. Initially this will be done manually through our office and by next year it will all be done through our APP. As well as letting you valet in peace, this also means you can enjoy your days off without being on call 24/7 for customer enquiries.

Systems

You'll have full access to our systems and operations manuals. This includes how to clean cars, the car club infrastructure, which equipment to use, access to the APP, a page on our website and much more.

Finances

Our in house team will look after your books and accounts, making sure you're on track and financially diligent.

Ongoing advice

Having launched in over 10 areas ourselves, we know the struggle of getting a business off the ground. We'll be on call 7 days a week to make sure your franchise is as successful as possible.

SERVICES

WE INCLUDE

Mini Valet

From £38.00

Basic day to day inside & outside clean

Interior Standard Clean

From £38.00

A thorough clean inside.

Full Valet

From £64.00

Our most popular package - a thorough inside and outside clean.

Interior Deep Clean

From £64.00

As above but with all fabric shampooed, leather conditioned, roof lining cleaned and meticulous attention to detail.

Full Valet + Paint Protection

From £90.00

The full valet with a coat of polish & wax.

Car Club Membership

From £35.00

A regular monthly valet including vehicle safety checks.

Signature Valet

From £120.00

Everything we could possibly do on a mobile job including clay bar, aromatic treatment and a coat of sealant.

Car Club Membership Plus

From £45.00

As above but including a top up of polish and wax per 3 months.

Exterior Safe Wash

From £28.00

Two bucket method safe wash.

Car Club Premium Membership

From £120.00

A weekly visit, as well as regular maintenance of paintwork including clay bar and sealant.

Exterior Detail

From £70.00

Safe wash with clay bar, polish and wax.

HOW TO GET STARTED

We really believe that it is all about the people. We work hard to find the right people, so the first step is to fix a date for you to visit our office for a face-to-face meeting.

Meetings are organised around your schedule and can take as little or as long as you want. They give us a great chance to get to know you a bit better and find out why you want to become a Fresh Car partner.

There are a few things we look for in a new business partner. Primarily we look for people who care about customers, who fit in with the culture of the business. People who are willing to grind it out no matter what. At times it will be hard (think standing in the snow at 7:00am waiting for a car to heat up!) but for the right person it will also be an adventure full of fun.

Investment Required	Cost
Franchise Price	£5,100 + VAT
Van Deposit (optional - you can provide your own van)	£1,650 + VAT
Equipment deposit & van fit out	£625 + VAT
First stock batch	£625 + VAT
TOTAL INVESTMENT REQUIRED	£8,000 + VAT
Management + Support Fee (0% up to £1,500 per month)	10% of monthly revenue
Marketing Fee	10% of monthly revenue

Full payable amount is available as a loan, with repayments as low as £192.59 per month.

We do also require evidence of a minimum of £1,000 working capital which needs to be available to support business growth but may not always be required



**I made my initial investment back
within 3 months of trading.**

Ben Halliwell (Fresh Car Valeting Manchester Owner)



THE NUMBERS

	1 VAN Low Activity	1 VAN High Activity	4 VANS Avg. Activity
Annual	47,500	52,500	197,898
Total Revenue	47,500	52,500	197,898
Cost of Sales	£	£	£
FCV Management fee (10%)	4,750	5,250	19,789
Operational			
Marketing fee (10%)	4,750	5,250	19,789
Staff salaries	0	0	67,500
Vehicle lease	3,600	3,600	14,400
Insurance	750	750	3,900
Chemicals	1,187.50	1,312.50	4,947
Petrol	2,850	3,150	9,895
Equipment	600	600	4,947
Accountancy fees	840	840	840
Other	600	600	600
Total Costs	19,927.50	21,352.50	146,009
Profit	27,572.50	31,147.50	51,889

WITH YOU EVERY STEP OF THE WAY

1

Contact Us

Call my direct line 0131 510 7800 or e-mail me at franchise@freshcarvaleting.com to discuss in greater detail what it entails to start your Fresh Franchise.

2

Meet the Team

We would love for you to meet our team who will be there to support you as you begin to grow your business. To do that we would love to welcome you to our office in Edinburgh - find out more about the business model and assess if this is the right opportunity for you.

3

Talk to the guys on the frontline

Our family feel extends to each and every one of our franchise owners. It will be important for you to talk to them and understand what it takes to own, operate and manage a Fresh Franchise. It will also offer an insight into their story, why they chose us and how they have progressed since launching their business.

4

A Success Plan

We can help you get access to finance to start your Fresh Franchise, if required. They will work closely to help you develop a business plan, launch and create cash flow forecasts for you to get a tight grasp of the numbers.

5

Trial Days

Straight into the deep end - two days out in the van with our operations manager, Tomas. This will be an opportunity for you to see if running your own valeting business is something you want to pursue; and an opportunity for us to see if we will be able to work together successfully.

6

Submit your Application

With your business plan now in place you can now complete and submit your Fresh Car Valeting application.

7

Two Training Weeks

Similar in format to your trial days, you will be out in the van learning how to run your own valeting business from the ground up. From Mini Valets to Full Signature Valets; you'll go from a rookie to a certified Fresh Car College graduate. Your custom van will also be ordered at this stage.

8

Launch Week

Our Pre-Launch Marketing Campaign will be well under way, your van will have arrived; it's all GO from here.

9

Continued Support

As you begin to operate your business, we are always a phonecall away. Several follow up visits will be scheduled to monitor your progress along with 3, 6 and 12 month review meetings.



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