



Bathroom Solutions Franchise

FRANCHISE  
PROSPECTUS

## Run you own successful Retail Bathroom Business with the potential to earn a six figure income



Cim Coates, Managing Director

**“We will teach you everything you need to know to run your bathroom business. This will include all the technical aspects as well as how to generate business in your local area.”**

*Hello,*

*Thank you for requesting this ‘bathtek.com’ franchise prospectus.*

*We have put together an excellent franchise package which will give you the opportunity to build your own successful modern bathroom solutions business with the potential to earn a six figure income.*

*We have divided the UK into yellow page areas so this franchise opportunity gives high performing individuals who meet our strict entrance requirements the potential to build a sizeable business.*

### bathtek.com - Brief Overview

*Over time, we have built an enviable reputation in the industry and established a strong product line. Our **experience and expertise** together with our proven lead generation strategies is one of the main reasons for our continued growth.*

***Demand for our services and products** means that we are now in a position to expand our operation further through a franchise network of individuals who ideally are knowledgeable about the industry.*

## Prospectus

*This prospectus will tell you exactly what this opportunity 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.*

## Next steps

*The next step in the process is to fill in the form at the back of this prospectus and then arrange a visit to our head office. 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.*

*If having read through the prospectus you believe you have (or want) the necessary skills and desire to become a bathtek.com franchisee then I will be delighted to meet you.*

*Best regards,*



Cim Coates  
Managing Director

**PS.** This really is a once in a lifetime opportunity to transform your life and build a successful business and lifestyle for yourself!

## Franchise prospectus

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## Why choose a bathtek.com franchise?

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

### 1. Proven business formula

As a bathtek.com franchisee you will have the opportunity to build a successful business 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 bathtek.com franchisee can be seen in the earning potential section of this prospectus.

The other great benefit to owning a successful business is that you could have a valuable asset that you can sell in the future. Not only do you have the opportunity to earn a high income, you have the potential to build a nest egg too.

### 2. Large exclusive territory

Each franchisee is given an exclusive large territory to work within. This means that only you can operate and market within your chosen area. We have divided the UK into yellow page areas. 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 limit your potential.

### 4. Credibility and use of company brand

As part of the franchise agreement you get to use the “bathtek.com” processes, systems, name, logo, website, history and stationery. 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. Many testimonials are already available...!!

### 5. Training and ongoing support

Ongoing comprehensive training and support will be given to franchisees which combine on the job and class room based technical training.

Support and assistance is continually available to franchisees as part of the franchise offering. See the training section of this prospectus for more details.

## 6. 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.

## 7. Additional products and services to sell

We will also train you in selling additional products and services which will further boost your turnover and profitability quite significantly.

## 8. Proven lead generation

bathtek.com 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.

The bathtek.com website is focused on the customer's need and is a source of information as well as directing them towards enquiries and bookings.

We maintain a centralised phone number to **pass on enquiries and bookings** to you.

## 9. Established business

We've been operating since 2004 providing quality modern bathroom solutions equipment & services to **business and residential clients**. Our **experience and expertise** together with the convenience and cost effectiveness of our equipment means our products and services are in demand. You will never feel you are on your own as you are part of bathtek.com.

## 10. No stock set up

Any new distribution company would have to hold stock, immediately reducing cash flow and working capital. With a bathtek.com franchise central stock is already stored in our extensive Harrogate warehouse.

## Market opportunity

### Company background and marketplace

Bathtek offers a variety of modern bathroom solutions designed to complement any home.

We stock Shower Cabins, Whirlpool Baths, Showers & Towers, Steam Showers & Saunas, Outdoor Spas, Saunas, Shower Enclosures, Bathroom Suites & Bathroom Furniture of outstanding quality at discount prices.

We obtain our products from carefully selected suppliers from around the globe to ensure that our customers receive the best value for money, service & after sales support available anywhere in the UK.

All our products are delivered directly to your door by experienced couriers who specialise in the transportation of this type of product. Further information on our products can be obtained by clicking on one of the product links featured below...

### [bathtek.com](http://bathtek.com) - products and services

We offer a range of modern bathroom solutions such as:



## 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 a 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.

## The training process and ongoing support

bathtek.com have spent several months developing their franchisee training programme and operations manual.

It has been designed to consider somebody with some or no bathroom background and give them the required skills and knowledge to operate their own bathtek.com franchise.

### Initial training

The initial training takes place over two full days at bathtek.com. the training covers the following areas:

1. Bathtek.com overview and the market place
2. Setting up your bathtek.com business
3. Running your bathtek.com business
4. Sales and marketing for your bathtek.com business
5. Maximising income for you bathtek.com business.
6. Administration for your bathtek.com business
7. Reporting for your bathtek.com business
8. On-the-job training for your bathtek.com business

This training gives you sufficient knowledge to confidently begin trading as bathtek.com within your exclusive territory.

### Ongoing bespoke training

Once you have had your initial training from bathtek.com 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.

### Ongoing support

As mentioned above ongoing training is available at any time. bathtek.com also provides comprehensive telephone and e-mail support too. This ensures you are never left on your own and support is available whenever you need it.

## bathtek.com - Franchise earning potential

The potential earning figures for a bathtek.com franchisee can be seen below.

Year	Turnover	Gross Profit	Profit
1	£260k*	£104k*	£60k*
2	£416k*	£166.4k	£122.4k*
3	£624k*	£249.6k*	£205.6k*

The full financial breakdown of figures will be given to you at our initial meeting.

### Figures breakdown

The above figures assume very modest individual sales in the areas of showers, baths, suites, spas and saunas etc. Product mix will vary from business to business.

*\* These figures are potential earning figures. No guarantee of actual earnings can be given.*

## The franchise package

The cost of the bathtek.com franchise is £12,995 (+vat)

**NB. All VAT is reclaimable**

### The bathtek.com franchise includes the following:

- ❖ Full training which is both classroom based and on the job. This covers all aspects of running a bathtek.com franchise.
- ❖ Trading under the bathtek.com brand name.
- ❖ A large exclusive Yellow Pages area for you to trade in.
- ❖ Permanent ongoing head office support in all aspects of running your bathtek.com business.
- ❖ Complete start-up package - including equipment and sales literature.
- ❖ Operations and resource manual.
- ❖ A dedicated & integrated web presence.
- ❖ Unlimited emails.
- ❖ 1000 letterheads.
- ❖ 500 business cards
- ❖ 500 introductory leaflets
- ❖ 50 brochures / catalogues

### Ongoing fees

There is an ongoing fee of 10% of turnover and a monthly management fee of £300 which covers your accounting requirements, insurance requirements and head office support.

## Next steps

### Who are we looking for to join us at bathtek.com?

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 and performance that our clients 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
- ❖ 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 bathtek.com 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 bathtek.com operation first hand.

Please fill in the brief form on the next page or do it online at the bathtek.com franchise website at [www.bathtekfranchise.com](http://www.bathtekfranchise.com) The quickest way is to fill it in online but if you decide to fill in the form on the next page please post it back to:

Mark Harris  
bathtek.com  
Units 2 & 3,  
Saltergate Business Park  
Burley Bank Road,  
Harrogate  
HG3 2BX

Alternatively please ring Mark Harris on **01423 522222** or **07985 615866** (mobile).

You can also e-mail him at [franchiseseeker@aol.com](mailto:franchiseseeker@aol.com)

# Further Enquiry Form

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 hear 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?

# 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 hear 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? :