



LITTLE SCRUMMUMS RUGBY

SERIOUS FUN, INSPIRING COACHING

FRANCHISE GUIDE

WWW.LITTLESKRUMMERS.COM

INTRODUCTION

So, you are thinking of buying a franchise? Have you considered why? What you want from it? How you begin?

Joining a franchise can be a great way to become a business owner. It offers a proven business model, along with support, training and advice. Knowing you are not on your own and your risks are greatly reduced is a great start!

The franchise model provides the foundations for a great business, but not everyone can run a franchise, it takes not only the model and the support, but it takes YOU! Your qualities and experience grow your business.

It won't always be easy. It will take hard work, commitment, but you can build on those foundations to make your business into the fantastic success that you want to achieve.

Regards,

Carly Poyser

Owner, Little Scrummers Rugby Ltd

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WHY

Running a business is a big commitment and you need to know why you want to do it in the first place.

Ask yourself some of these questions;

- ▶ Why are you looking for a change?
- ▶ What if nothing changes?
- ▶ How would taking on a franchisee affect you and those around you?
- ▶ Do you 'want' or 'need' to make a change, or do you just want something new?
- ▶ Why now?

When you have a really strong WHY you will do what it takes to make your business work.

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SUCCESS

Having a successful business means different things to different people.

What is your idea of 'Success'?

- ▶ Money?
- ▶ Time to spend with loved ones or a hobby?
- ▶ Number of customers/clients?
- ▶ Something else?

If you don't know what success means for you then how will you know when you have achieved it, or even if you are heading in the right direction?

When you really understand what success means for you, you can make a plan that moves you towards it, and start identifying opportunities that support you in achieving those goals.

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SKILLS AND STRENGTHS

Before starting any business you should have a good understanding of what is expected of you and what is involved in running the business on a day to day basis.

Think about everything that is involved, what skills are needed and if you have those skills. How much time is involved, is this a part time or full time venture? Time spent on admin activities can often overtake the time spent delivering your product.

You don't necessarily need to have experience in the industry you are going into, but your skills and what you are interested in should be a good match for what is required. do you like having face to face meetings or prefer to be more 'Behind the scenes?' Are you happy to take on every role required of you in your new franchise? If not, can you put in place the people that can to assist you?

If you can utilise your skill set and believe in your new business it will be far easier to make it a success.

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PRODUCT

If you don't love and believe in the product or service your business provides then why will others! You have to be passionate, enthusiastic, and most importantly you have to take PRIDE in your business.

When you are excited by what your business offers you will naturally want to share it with others and start to be the "word of mouth" that gets your product or service noticed.

You must know how what you offer will be of benefit to your customers. What is the problem that they are seeking to solve, or the future experience they are hoping to get from buying from you? Put yourself in their shoes.

When you know this you will know where to look to find those people that your business can serve best and understand how to speak to them.

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FINANCES

There will be an investment when buying your franchise. Along with initial costs make sure you find out about any ongoing costs and future fees associated with your business.

Making sales means making money, but what are the costs associated with the sale? There has to be money left over to make a profit. Research your costs and ask your franchisor too.

How much do you want or need to earn through your business? Work this out then ask yourself:

- ▶ How many customers do I need to achieve my goal?
- ▶ Is this number feasible and does the franchisor attain this number?
- ▶ What do I need to do to make this reality?
- ▶ How much time do I need to take to achieve this?

How does this fit in with your idea of success? Do you have the capital to sustain yourself whilst you are building your business? Be realistic and ask for examples from your franchisor.

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LEARNING

Even if you have worked in the industry of the business you are starting there will still be lots to learn. Each franchise will have its own rules and responsibilities, so make sure you know what is expected of you and what you can expect from your franchisor.

As well as initial training on the practical side of your business, you will also need to learn how to manage the day to day running, along with marketing your business and how to find customers. Make sure you have what you need to deliver your service/product successfully.

By asking questions and following their advice and suggestions you can focus on doing what has been proven to work and not waste time trying to figure this out for yourself.

Always keep learning, keep asking and don't be afraid. This is what will make your business stand out from the crowd.

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SYSTEMS

What systems does your Franchisor have in place to support you? How will you learn and where? What do you need to manage and work on these systems? Does your franchisor provide these?

Having systems and processes for the different elements of your business will make you efficient and effective and keep your business growing and thriving. These could be as simple as having email templates to checklists or bespoke platforms.

Make sure you are clear on the systems and processes in place and always ask, there is never a stupid question.

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SUPPORT

What support will you need to run your business? This isn't an easy question to answer at the start of your journey, but is something your Franchisor will have experienced themselves. Fellow franchisees are a great source of information, wherever possible talk to them and ask questions. They have been where you are!

Franchisor support can vary, How 'hands on' is your franchisor going to be? How hands on do you want them to be? Do these match? You should never feel alone or unsupported. Your franchisor will want your business to succeed, but you also have to realise that not every 3am panic call will be answered!

Running your own business can be challenging at times, and you may doubt yourself. The support of your family and friends is invaluable. Knowing that they believe in you makes it much easier to keep believing in yourself, and keep moving your business forward. Your friends and family are not just there to celebrate with you, but support and guide you.

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PROGRESSION

In order for your business to succeed you must keep learning and looking for ways to grow and improve. Look at where you are and where you want to be, how far away are these points? What can you do to get there and how long will it take? Are you on track for this, if not, what can you do?

Buying a franchise means you are not on your own. Always speak to your franchisor. Speak to others in a similar business or position, did they have the same issue? How did they solve it? Does your franchisor offer a membership to any online support service? What is out there online for franchisees? Reassurance can solve a problem, along with ideas!

You will reach your goal with time, commitment and progression, but the road may not always be clear!

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CONSISTENCY

There is no magic to building a successful business. It takes time, effort and perseverance. You will learn and everything becomes easier and quicker.

DO NOT give up. Being consistent in the right actions will bring results, even if they take longer than you might like!

When you do have goals you are working towards, especially when you are just starting your business, it is easy to focus on how far you still have to go. But look back, look to last week, month or year. How far have you come? Motivate yourself to move forward by looking at your successes and learning from any failures. Reward yourself, and your team and keep going!

Don't forget to always ask for help and support, this is what you are buying into with a franchise and what a franchisor should always offer.

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NOW

We hope this download has helped you to decide what is right for you and how you are best to move forward.

Little Scrummers Rugby is growing across the UK and if you feel it is the right business for you then we would like to offer you the exciting opportunity to be part of it!

We offer you a successful business model, the opportunity to grow your own business, in-class and online support, professional training, bespoke systems, monitored progression and financial support along with product and service development and a very rewarding career.

FOR MORE INFORMATION GET IN TOUCH WITH US!

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