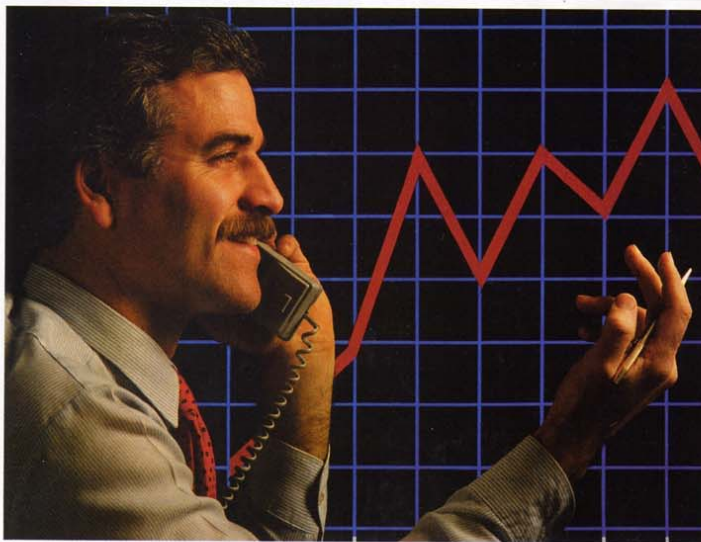


10 WHITE COLLAR FRANCHISES

10 White Collar Franchises

For further information on any of the businesses featured simply fill out the reader enquiry card in this issue and return it freepost to **PARTRIDGE PUBLICATIONS LTD**



PROFIT FOCUS GROUP

Profit Focus Group is one of the most successful and fastest growing franchised management consultancies in the UK. Over the last nine years it has established a highly successful track record as a consultancy delivering profit improvement solutions. Since 2000 these services have been delivered through a network of nationwide franchised offices.

PFG's client portfolio consists of companies from a diversity of sectors, including manufacturing, wholesaling, leisure, retail, print and publishing, charities, housing associations and colleges.

The business concept is a simple one. Most organisations suffer inefficiencies and incur excessive costs or do not maximise revenue opportunities. However, many companies lack both the time and expertise to conduct an overall review of their core and non-core costs to the extent that PFG can.

Using a tried and tested methodology, PFG franchisees review client's business processes and offer solutions that are focused on

eliminating waste and eradicating or changing unnecessary procedures.

Throughout the review the client's involvement is kept to a minimum. This gives them the benefit of decision making without being distracted from running their own business. The client chooses a solution that will suit the company and PFG implements it to ensure new processes are integrated smoothly.

It is only after the implementation that the consultant is paid. This is either 50 per cent of the actual saving over 12 months or 40 per cent upfront of projected savings in the first year. Either way, if no savings are found the client pays nothing.

WHAT YOU NEED TO KNOW

Investment level: £34,995 (plus VAT).

What you get: five-day residential induction course; 26-week business launch support period; access to a dedicated Business Development Manager; ongoing training; technical support; head office support; start-up marketing pack.

Earnings potential: depends on franchisee.

RAPID RESPONSE NO: MM9083

ICON BUSINESS SOLUTIONS

Many business owners who had the 'luxury model' vision of their business in the beginning are now finding the 'economy' version an everyday reality. Long hours spent churning instead of earning are now common factors affecting small to medium-size business owners throughout the UK.

As a result, many are turning to Icon Business Solutions Advisors (the company's franchisees) for some strategic fine-tuning.

In essence, IBS franchisees offer a simple service – assisting businesses to help themselves by improving both business planning and skills through hands-on experience.

"Many people who run their own businesses are technically skilled at what they are producing, but don't have the ancillary business skills," says managing director, Jonathan Sawyer. "They can work up to 80 hours a week, struggling to manage staff, deal with their accounts and satisfy customers' demands.

"Nobody knows their business as well as they do. It's our job to enable business owners and staff to make their own decisions by developing their skill and knowledge. IBS Advisors don't disappear after delivering a plan, but work through the implementation of the plan with the business owner, giving them first-hand experience on how to implement systems and changes into the business effectively."

WHAT YOU NEED TO KNOW

Investment level: there are two types of franchise

- Consulting Business: £28,500 (plus VAT), plus additional costs for training and extra staff.
- Consulting Group: £38,500 (plus VAT), plus additional costs for training and extra staff.

What you get: access to a range of marketing, client development and operational systems; initial and ongoing training; ongoing support; regular global and regional newsletters.

Earnings potential: depends on individual.



Our Results Your Success

Part of the Icon Global Group

RAPID RESPONSE NO: MM1100