
Leaflet delivery UK

A franchise for just

£25

per week

FRANCHISE PROSPECTUS 2017

12 reasons why you should join today:

- **NO RISK trial** – cancel after 6 months without penalty if it doesn't suit you
- All delivery is by Royal Mail
- No recruitment headaches
- No capital outlays
- No stock required
- Large territory – by Postcode / Town
- **Work from home**
- Full training included
- Can be run full or part time
- A business which fits around your family
- Our franchisees are currently making from **£2,000-£10,000 per month**
- Leaflet Delivery UK is part of U Save Limited – established 2001 – a Royal Mail affiliate partner



Expect to
make
£35,000 in
year one

*All financial projections included in this prospectus are based upon the performance of existing franchise locations and our company owned operations. Actual turnover will depend upon the effort of each franchisee and market conditions.

Any figures provided are for illustration only, and are not intended as a guarantee. A full description of the assumptions upon which they are based is available from us upon request. All values shown are exclusive of VAT. Royal Mail delivery is standard rated for VAT purposes

Pre-payment is required for all Royal Mail bookings.

1 AN EASY TO OPERATE FRANCHISE

Thank you for taking an interest in this business opportunity.

Leaflet Delivery UK doesn't require a big investment in premises and equipment, this opportunity is something that you can do if you have a **desire** to run your own business and the ability to speak to business owners.

We have been working with Royal Mail for over 17 years and it is this relationship which will open doors for you and give you access to *lower prices than your competitors can offer*. Leaflet Delivery UK has a reputation for fantastic service and results for our customers. We work for some of the biggest brands in the Country including KFC, Dominos, local councils and many more.

Our wealth of experience means we can share our knowledge with those who are right for the job. Be under no illusion, building a successful business isn't easy, and we have a careful selection process to ensure those we take on have the same ethics and aspirations as we do.

However, if you are chosen, you can be assured our exclusive growth and support package will allow you to flourish in your own successful business.



Andrew Wareing

Managing Director

U Save Limited

***No Capital outlay and big potential returns –
adds up to a great business opportunity***

2 LEAFLET DELIVERY

Despite more advertising channels than ever before and an explosion in Social Media we still have just one letterbox and **all essential correspondence** is sent by post.



Most of us look through and keep the latest menu from our local Takeaway? Most of us have a drawer or other place that we can easily reach for. The UK is known as the Takeaway capital of the world.

If you have something useful, relevant and informative – It will get stuck on the fridge!

89% of consumers remember receiving a leaflet drop – more than ANY other marketing channel*.

For a local business, there are few better ways than delivering a message straight to the letterboxes of consumers in the immediate vicinity.

Don't think that the younger generation don't use door drops, they like the novelty of something that does not come through their phone or tablet.

Dominos post millions of menus every month. The major supermarkets always send coupons by post rather than digitally because the response rates are better.

*source DMA

89% of consumers remember receiving a leaflet drop – more than ANY other marketing channel*

3 MEET THE TEAM

Andy Atkinson

Andy owned and managed KFC outlets across the Blackpool and Preston area as part of a family company, and has 22 years' experience as a successful Franchisee. Andy's family brought the KFC brand to the UK opening the first store on Fishergate in Preston in 1965. Andy is a long-time enthusiastic user of direct mail and U Save introduced him to the Royal Mail service which he believes was the most successful marketing pound for pound that he has ever used. Andrew was appointed Chairman in late 2006. When Andy sold his business, he decided to join U Save full time and now is active in running the Blackpool and Fylde Franchise as well as advising franchisees. As you would expect Andy has a wealth of experience in franchising and business and was Secretary of KFC's Franchisee Committee for 15 years and on the Advertising board for the same length of time.

Peter Bunting

Peter is a fully qualified Chartered Accountant and has operated in many Industries advising small and medium sized businesses on finance and strategy. He has run his own accountancy firm and been a partner in others. Among Peter's skills are software development and improving business processes. Peter has developed simple systems for keeping in touch with customers and making sure they pay on time.

Andrew Wareing

Andrew has been Managing Director of U-Save Limited since 2002. Prior to that he worked in the Regional Press running the Digital media division for Johnson Press and Regional Independent Media and so has extensive experience of the digital marketplace. Andrew was Managing Director of Lancashire Publications and Central Lancashire Printers where he oversaw a profit improvement in the companies from £0.9M to £1.7M in 2 years. Andrew worked for the Lancashire Evening Post for 7 years as Commercial Director, winning Industry Awards. Andrew has also worked for two advertising agencies, one in Australia and one in England.

What we have in common!

Each of us believe that this business opportunity is one of the best available at the current time taking advantage of our experience and buying power. The business has 2 distinct streams that you can make money from either one or both and we have successful examples of each.

4 A SIMPLE BUSINESS MODEL

Shared Mailings

U Save limited has had a contract with Royal Mail for 17 years and is an AFFILIATE PARTNER. U Save will process any bookings and pass the discounts on to Leaflet Delivery UK franchisees.

We have 17 years' experience in putting together collective mailings and have collation and wrapping facilities for single leaflets and menus and mail them out using the Royal Mail service.

It is simple to organize this and with a little planning you can let businesses know when you will be delivering to the postcodes they want and book them in on a regular basis.

Typically, we charge between £25 and £40 per thousand for this service and the chart below shows the returns potentially available from this stream of the business.

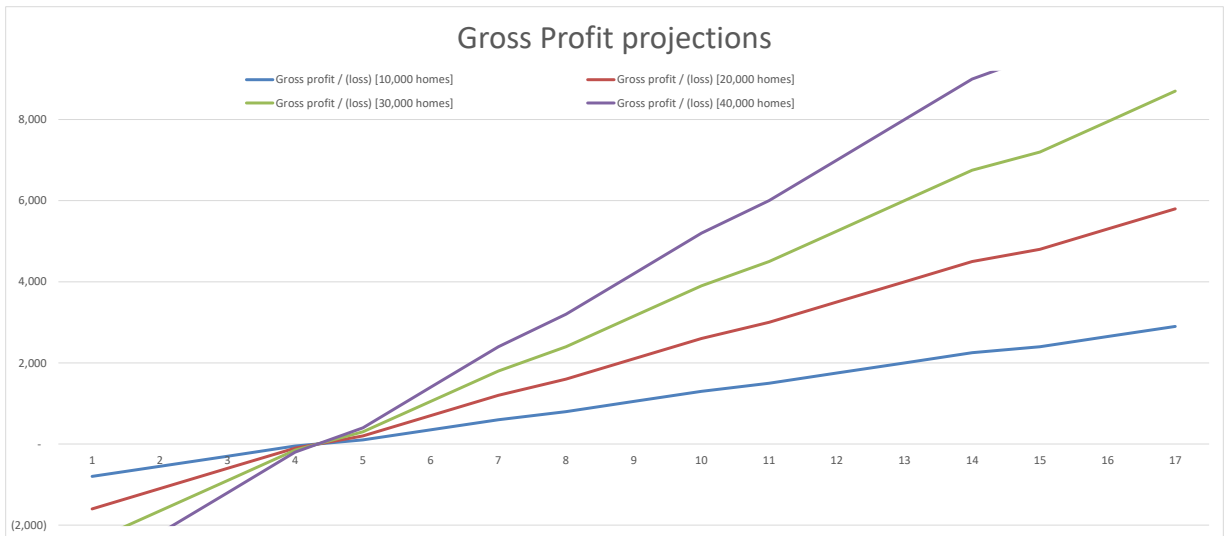
This business is about finding out what customers want and providing that service for them. One in three businesses that we visit buy from us that month with many of the remaining 66% contacting us later to use our services.

***Our competitors charge almost twice what we charge
And they don't use the best service available (Royal Mail)***

5 THE GROSS PROFIT POTENTIAL – SHARED MAILINGS

Leaflet Delivery UK - Franchisee - financial projections Delivery - shared (in a pack)

	Number of items in a pack																
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Revenue																	
From customers (£25 / 1,000)	250	500	750	1,000	1,250	1,500	1,750	2,000	2,250	2,500	2,750	3,000	3,250	3,500	3,750	4,000	4,250
Costs																	
Royal Mail	650	650	650	650	650	650	650	650	650	650	650	650	650	650	650	650	650
Collation & wrapping	400	400	400	400	500	500	500	550	550	550	600	600	600	600	700	700	700
	1,050	1,050	1,050	1,050	1,150	1,150	1,150	1,200	1,200	1,200	1,250	1,250	1,250	1,250	1,350	1,350	1,350
Gross profit / (loss) [10,000 homes]	(800)	(550)	(300)	(50)	100	350	600	800	1,050	1,300	1,500	1,750	2,000	2,250	2,400	2,650	2,900
Gross profit / (loss) [20,000 homes]	(1,600)	(1,100)	(600)	(100)	200	700	1,200	1,600	2,100	2,600	3,000	3,500	4,000	4,500	4,800	5,300	5,800
Gross profit / (loss) [30,000 homes]	(2,400)	(1,650)	(900)	(150)	300	1,050	1,800	2,400	3,150	3,900	4,500	5,250	6,000	6,750	7,200	7,950	8,700
Gross profit / (loss) [40,000 homes]	(3,200)	(2,200)	(1,200)	(200)	400	1,400	2,400	3,200	4,200	5,200	6,000	7,000	8,000	9,000	9,600	10,600	11,600



Figures supplied are for illustration purposes only. Actual revenue is dependent upon franchisee skill and effort. Costs are subject to change at short notice. All values shown are exclusive of VAT. Royal Mail delivery is standard rated for VAT purposes

Building your business and starting with individual bookings will open the door to more and more customers wanting the same areas, this is when you can put them together and charge even less and pick up more regular business. Our competitors charge in the region of £25-£45 FOR HAND DELIVERED SERVICES WITHOUT THE RELIABILITY OF ROYAL MAIL.

**Shared mailing gives the flexibility to deliver multiple items –
for just £20 per thousand**



6 HOW IT ALL ADDS UP

It is important to understand that most businesses are looking for good quality ways to promote themselves cost effectively – Just ask anyone in business!

Most businesses try a marketing mix but with very little emphasis on return on investment.

Direct marketing or leaflet drops have been around for years and as we have pointed out earlier many of the world’s biggest brands do it because it works. We help you understand why leaflet drops work and how to make them even more effective.

Your key role is to promote your service to local businesses in your territory and like any business you make a profit on the orders you take. Below is a chart that shows you what you need to bill each month to achieve the profits we think you should be able to make.

Gross Revenue – per month

Number of Packs per month	7 items per pack	10 items per pack	13 items per pack	17 items per pack
1	600	1,300	2,000	2,900
2	1,200	2,600	4,000	5,800
3	1,800	3,900	6,000	8,700
4	2,400	5,200	8,000	11,600
5	3,000	6,500	10,000	14,500
6	3,600	7,800	12,000	17,400

1 in 3 people we visit - order from us



7 THE PACKAGE

WHAT DOES YOUR £25 PER WEEK GET YOU?

TO HELP YOU maximize THE BUSINESS POTENTIAL OF YOUR AREA YOU WILL GET:

- ROYAL MAIL BOOKINGS PROCESSED FOR YOU
- ACCESS TO OUR REDUCED PRICE ROYAL MAIL CHARGES*
- ACCESS TO OUR COLLATION FACILITY
- LOW COST PRINTING PRICES
- 1 DAY OF IN-CLASSROOM TRAINING (NORMALLY CHARGED AT £300 PER PERSON)
- SYSTEMS AND CONTROLS NECESSARY FOR RUNNING THE BUSINESS

AND TO HELP YOU BE SUCCESSFUL, WE OFFER:

- A LOW RISK BUSINESS
- YOUR OWN DEDICATED FRANCHISE MANAGER FOR THE LIFE OF YOUR FRANCHISE
- LARGE TERRITORY OR TOWN
- NO STOCK REQUIRED
- NO VEHICLE REQUIREMENT
- WORK FROM HOME
- A BUSINESS THAT FITS IN AROUND THE FAMILY

ALL DESIGN AND PRODUCTION ELEMENTS CAN BE HANDLED ON YOUR BEHALF, LEAVING YOU TO CONCENTRATE ON DEVELOPING LONG-LASTING RELATIONSHIPS WITH CUSTOMERS.

A ready-made business for just £25 per week

*Royal Mail prices and discounts are subject to change and these are outside our control

8 WHY CHOOSE THIS BUSINESS

If you are serious about running your own Leaflet Delivery UK franchise we are interested to hear from you. No doubt you already receive leaflets through your door from local companies, this alone should help you realise there is an enormous opportunity in your town / region.

Our unique selling points are:

- Our long-standing relationship with Royal Mail (we have recognized affiliate status)
- Access to incredibly low rates
- Low cost printing prices
- Access to a bespoke wrapping facility to produce our own Packs
- Cheaper prices than the competition – for a better service
- Our experience and training will help you develop client relationships that bring regular business and why leaflets drops can be so powerful and why even the major supermarkets still use leaflet drops to drive sales.
- You will never have to arrange for hand delivered drops or recruit delivery staff - we use Royal Mail, the market leader.
- We currently arrange leaflet drops for some of the biggest brands in the world - you can too.

TRAINING

In order to ensure your success, we will arrange a one day training course to run through the systems and controls you will need to use to make your business a success.

This training course is normally charged at £300 per person but we will include it as part of your weekly payment of £25. You have no more license or Franchise fees to pay, you merely pay for any mailings or Print costs your customers require, as and when they want them.

Expected to earn £20-35,000 in your first year!



9 THE NEXT STEP

Not sure yet if Leaflet Delivery UK is right for you? Building your own business is not for everyone, but if you have strong people skills, determination and enthusiasm then this could be the best move you've ever made.

The next step is to fill out an application form (provided) and get in touch at info@leafletdeliveryuk.com. We can then arrange a telephone discussion with one of our Franchisee Development team and progress to a meeting at your convenience.

We also offer potential franchisees the chance to shadow our existing ones so you can see what it is they do and experience life in the field.

Above all, talk to your family and friends and see what they think. We're not about the hard sell, we're about getting the right people and working together to do a great job. We're expanding into more towns in the UK and giving more businesses better options on how to promote themselves.

We're excited, and we hope you are too.

10 NO RISK TRIAL

We understand that changing careers is a big step, so we have provided an opportunity for anyone joining our fast-growing team to have the option to change their mind after 6 months. We don't expect you will, but the offer is there, and you are free to leave the franchise without having to pay the balance of your 3 or 5 year agreement.

This is not normal in the Franchise world but then again, we think we are bringing a refreshing new approach to Franchising and when you have worked with us for a few months we think you will be enjoying it and be happy with the support you receive - ask a current franchisee!

We look forward to receiving your application.

Regional Franchise opportunities available from £25,000

