

# What is a Franchise?

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Your guide to what a franchise is, how it works and whether it's right for you.



# We live in a growing world of franchises

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Take a walk down any high street in the UK or the rest of the world for that matter, and you'll be surrounded by profitable franchises. From Costa Coffee, Subway and Thorntons to McDonald's and KFC, business owners are using the franchise model to build lucrative partnerships with some of the world's biggest brands.

Despite the increasing popularity of franchising, most people are unaware of what franchises are, how they operate, the benefits it can bring running a profitable business, and where the franchise model originated. This is especially true in convenience retailing, with franchising only being introduced to the UK industry in 2014.

Increasingly though, many small business owners are finding that franchising offers them a unique opportunity to grow their business and thrive.

This guide aims to give you the full picture of franchising, to help you make an informed decision about whether it could be the right option for you!



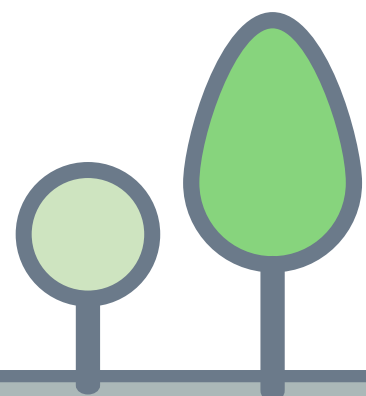
# What is a franchise?

## **The British Franchise Association describes franchising as follows:**

In franchising, franchisors (a person or company that grants the license to a third party for the conducting of a business under their Brand Trade Marks) not only specify the products and services that will be offered by the franchisees (a person or company who is granted the license to do business under the trademark and trade name by the franchisor), but also provide them with an operating system, brand and support.

In other words, franchising is a way for a business to expand and distribute its goods and services by building a licensed relationship with another person or business (the franchisee).

In a typical franchise relationship, the franchisor provides the franchisee with not only a trade name, products and services but also a complete system for running the business.



# What is a franchise?

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## How does a Franchise differ from a symbol/wholesale?

Symbol groups follow a business model that is common to the UK convenience retail industry. Symbol groups don't own or manage any of their own stores, they are not retailers themselves. Instead, they simply act as suppliers and wholesalers buying and selling products to independent convenience stores and small supermarkets who can trade under their brand name.

Across convenience retail and all other sectors, the franchise model differs from this because the franchisor operates its own businesses before expanding the business to franchisees. This experience means that franchisors are experts in running the franchised business and can provide knowledgeable support to their franchisees.

## How does a franchise differ from an independent?

An independent convenience retailer has complete responsibility for every aspect of operating their business. This means they can run the business exactly as they want to but they have no external support, backup or access to the types of tools and expert knowledge and services that bigger brands may have, such as industry insights, trend watching and buying scale.

Franchisees also benefit from being part of a larger brand, which is already trusted and recognised by consumers and offers all the advantages of a large scale business, including quality stock at competitive prices, proven layout expertise and high-tech systems.



# Why choose One Stop?

## The power of a national brand

We give our franchisees an unbeatable combination of benefits. For a start, we put the power of a national brand behind them. With 950 stores across England, Wales and Scotland - 20% of which are franchises.

One Stop have been a subsidiary of Tesco since 2003. It's a relationship that delivers huge benefits to our franchisees, from greater buying power - meaning better margins for you - to access to One Stop's e-learning modules and training for you and your team.

## Our One Stop Own Label range

We launched our One Stop Own Label range in 2017, which covers over 450 different products from fresh, chilled, meat and frozen to grocery, impulse and cake. They've proved a huge hit with customers, thanks to their bigger pack sizes, a more competitive retail price and the sourcing of many products from UK suppliers.

## A business built to help you succeed

When you become a One Stop franchisee you'll also have the whole weight of One Stop's business behind you. For example, as well as the support you'll get from your dedicated Business Development Manager and our 7 day a week Helpline, you'll also have the support from our

Marketing Team ensuring you're given the point of sale and social media support to dive customers into your store and increase their basket spend when they're there.

## Putting you at the heart of your community

All One Stop stores are proud to be at the heart of their local communities and One Stop franchises are no exception. So no matter how long you've been in your current site, we'll help you reach out and support local schools, charities and foodbanks to make sure you're genuinely making a difference in your local community and raising your profile of your store.



# A profitable partnership

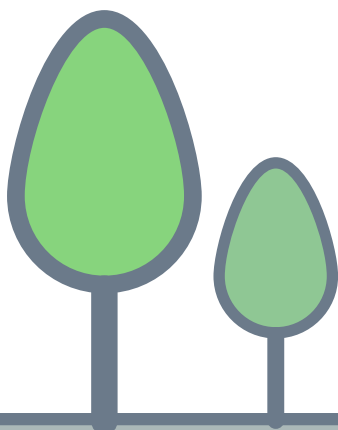
A franchise is a partnership between you and a larger company. It involves investment from both sides and usually involves a long-term commitment, giving you time to grow the business and succeed.

As a franchisee, you'll be the one relying on support from the franchisor. But equally, the franchisor depends on you to uphold the standards of the brand name and to be a good example of their business. You're both in it together, and you both have the same motivations - to meet your customers' needs and ultimately make more profit.

**"Our LFL has grown 11% year on year. Basket Spend has been way above what we anticipated. Footfall has doubled. Our sales have tripled and this happened immediately after refit which to us was fantastic. This came as a shock to us as we weren't prepared for such an influx of new customers to the new products we had"**

**"One Stop's Own Label range has been a massive hit with customers. The taste, value and quality of the product is fantastic. People have really brought into the Own Label Range"**

Blair and Angela Southwood, One Stop Franchisees, Louth



# The benefits of franchising

There are numerous benefits to becoming a franchisee. Many of them relate to the fact that you are part of a bigger business and team, you'll be in it together. If you have doubts about any of them, it's a good idea to bring them up with your potential franchisor - they might have reassurances around them or it may be that franchising isn't right for you.

## More cash in your pocket

One stop franchises have seen back-to-back growth each year since 2014. Fully-fitted stores see their weekly sales increase by an average of more than 14% in their first 13 weeks alone.

## 7 day a week support

No more struggling on your own. Join us and a dedicated Business Development Manager will visit you every month, while for everything else, our Franchise Helpline is open 7 days a week.

## Time-saving technology

Our automated systems take the drudgery and guesswork out of stock-taking, re-ordering and store admin. So you can concentrate on your store, your customers and spend more time with your family.

## £50,000 store investment

When you join One Stop we'll give your store a fully-managed refresh up to the value of £50,000. New layout, new fixtures and new fittings inside and out, plus a special Opening Day celebration.

## Market leading Promotions

Your customers will love some of the best deals on the high street; you'll love how their margins will add to your profits. We'll even help you manage and spread the word in-store and online.



# Find out if you fit the bill

If you like what you've see and read so far, the journey to becoming a One Stop franchise couldn't be simpler. The first step is to go through the questions below and make sure you can answer "yes" to all of them. If you can - brilliant! One Stop could be the right move for you, get in touch and we can start the ball rolling.



## Your Location

First of all, because we need to make sure can deliver to any new store, can you start by checking the following postcodes - **BT, GY, HS, IM, JE, KW, TR, IV, AB, DD, PH, ZE, or WC**. If any of them are your stores location or the store your intending to open then unfortunately we cannot deliver to them at this moment.



## Your current store

- We need all our franchisees to either own their store or have identified one. Do you own yours or have a store in mind?
- Can you confirm your store isn't a petrol station as we aren't able to convert these into One Stop stores.
- Do you currently have an alcohol licence? If not would you be prepared to have one?
- We need all our stores to be larger than 1,000 sq ft - or have the potential to knock through to give you that equivalent area. Is your store larger than 1,000 sq ft or does it have the potential to be?
- Our potential stores need to currently generate more than £10,000 a week in sales. Does yours?



## Your current contract

Are you currently outside a contract with another store? Or, if you're currently in a contract or parent contract, does it have less than 6 months left to run?

**If you've been able to say "yes" to all of these questions, get in touch! Or feel free to get in touch if you weren't sure about how to answer any of them - or if there were any 'grey areas'. We still might be able to work together.**



# Are you ready to take the next steps

If you think that the franchise model could be right for you, then look no further than One Stop Franchise. As the UK's first convenience retail franchise, we have a wealth of expertise and our ground-breaking model is leading the way for the industry.

Our award-winning franchise model has helped hundreds of store owners grow their businesses increase their income and forge a more secure future. But we don't partner with just anyone. We make sure all our franchisees and their stores have the right qualities to succeed as a franchise. If we don't think your business is a good fit, our team will be constructive and discuss why franchise isn't the way forward for you. If it is, we will support you every step of the way and help you increase your sales and profits by using our expertise in convenience retailing. Don't just take our word for it, read what One Stop Franchisees have to say on the following page.

## Join our multi award winning franchise



You can read more at [openonestop.co.uk](https://openonestop.co.uk)  
or get in touch with our friendly team on **01543 363 003** for a  
no obligation chat or email us at [joinus@onestop.co.uk](mailto:joinus@onestop.co.uk)

# What franchisees have to say

**“One Stop have got it right with their promotions are on par with big supermarkets, local shops can’t compete, on a whole they are second to none”**

Raj has saved hours in the day/week so he has more time to spend with his family rather than running around cash and carries for the right prices.

**“The support is better than anything I have experienced before and I’ve been with two other symbol groups”**

The BDM has been a great support to Raj. Being able to call text and email has helped greatly with the extra support.

Raj Sangha, One Stop Franchisee, Birmingham



**“I spent a few years looking around at options, I chose One Stop as the way the town was changing we had to be more than a convenience store attached to a newsagent. The One stop package offered much better prices and I could compete with Sainsbury’s”**

Alan noticed a significant increase in sales. Since increasing his grocery range they have seen a significantly high basket spend in store from before. Value has been very important to customers with the mix of people living in Attleborough.

**“We are the cheapest small store in the town quite considerably and we can compare very favourably to Sainsbury’s”**

Alan Fincham, One Stop Franchisee, Attleborough



# Get in touch

It all starts with a conversation, people get in touch with us for all kinds of reasons. What have you got to lose? Get in touch using one of the options below, we'd love to talk about how we can help.

Email us at  
[Joinus@onestop.co.uk](mailto:Joinus@onestop.co.uk)



Give us a call  
on **01543 363 003**



Visit us at  
[openaonestop.co.uk](http://openaonestop.co.uk)



Write to us  
**Apex Road, Brownhills,  
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