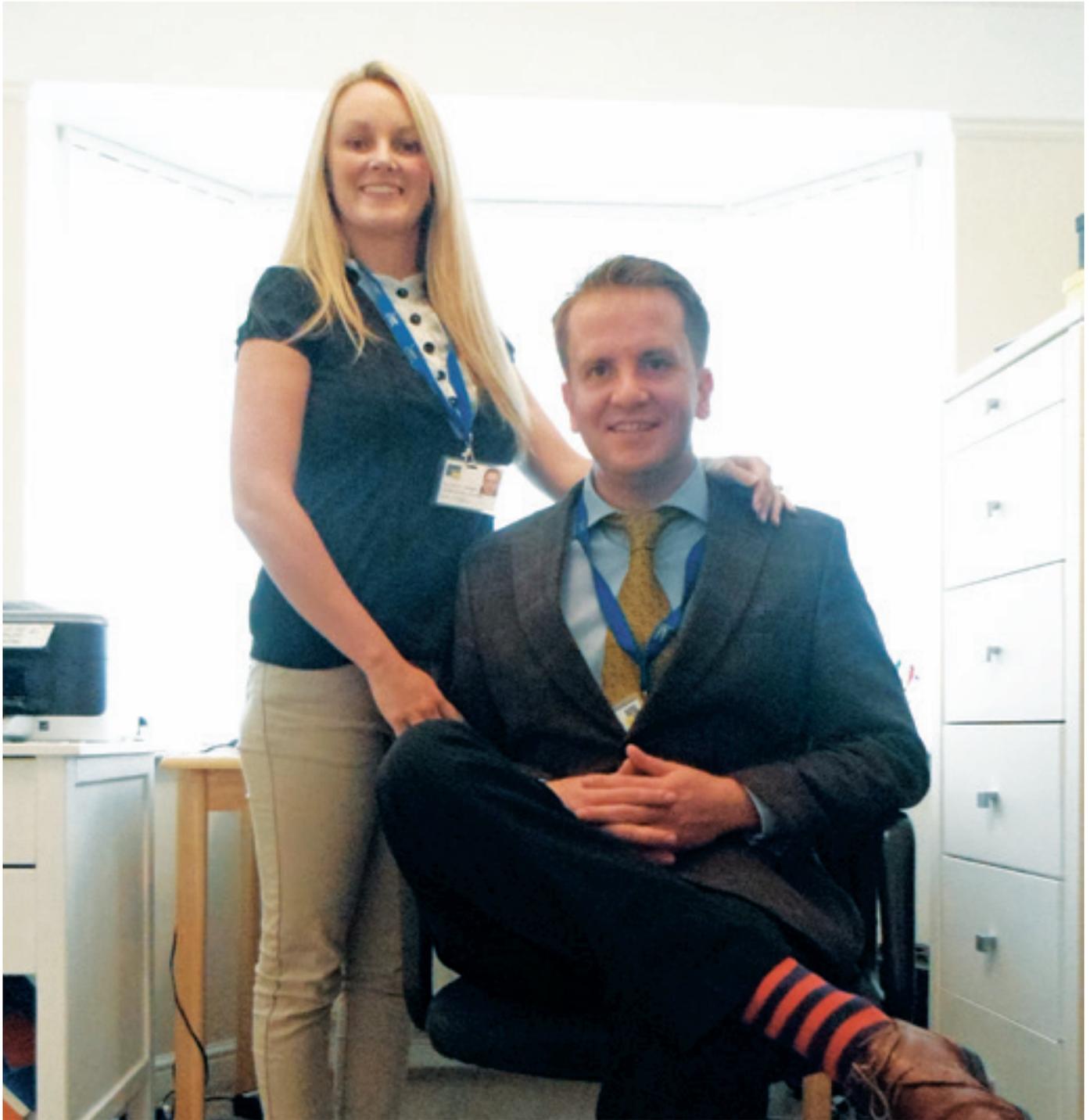


franchising



Big plans

DUBLCHECK'S SCOTT AND FIANCEE STACEY HAVE BUILT THEIR PART-TIME CLEANING FRANCHISE INTO A THRIVING FULL-TIME BUSINESS

Starting a business is not something everyone is cut out to do. It's hard work, demanding the highest level of personal commitment and for many it can prove too much.

But after five minutes talking to Dublcheck franchisee Scott, it soon becomes clear that the question is not: 'How are you dealing with the challenges of running your own business?' but: 'How is the business going to rise to the challenges you are setting?'

LOW INVESTMENT

Aged just 30, Scott and his fiancée Stacey took on a Dublcheck franchise in June 2014 with an initial low investment and have grown it from a part-time concern generating around £400 a month to a business with a £3,500 monthly turnover and 10 staff.

"We wanted something we could both work on together," Scott explains. "Although we were both working [Scott as a commodities trader and Stacey as a teacher] "we wanted to ramp things up a bit and start earning more for our future as a young family with three children. We'd scoured the market for around 18 months looking for business opportunities, but couldn't find anything that didn't involve coming up with a huge lump sum, until we came across Dublcheck."

After visiting Dublcheck's head office, where Scott and Stacey talked to the team and left with the phone numbers of other franchisees to speak to, it was only a short step to joining the network.

"As was suggested at head office, I contacted Dublcheck franchisees who were at different stages of running their businesses and with different turnovers and plans for the future to talk through some of the pros and cons," Scott says.

"What I got wasn't: 'We're earning millions,' it was: 'It's hard work, but the rewards are there and the opportunities are there. I got reality and that's what I was looking for.'"

Joining on the lowest investment band of £9,950 proved a godsend for the couple, who wanted to set up in business with a low risk factor and - initially at least - keep their jobs, so they could run Dublcheck as a part-time business. Within three months of taking on the franchise, Scott and Stacey won a contract to clean a high school with four staff. Scott estimates that now they are winning a new contract every couple of weeks.

ROBUST MARKET

That so many Dublcheck franchisees find success is something the company's founder, Carol Stewart-Gill, emphasises: "Commercial cleaning is one of the best industries to join as a franchise owner because it's a market that is more robust and recession resistant than most others, due to the fact the build-up of dirt never stops and every building, office and shop needs regular cleaning.

"Central to Dublcheck's 21-year success story is its dedication to ensuring franchise owners have all the tools and knowledge they need to uphold the values of the Dublcheck brand, which has resulted in a 90 per cent client retention rate. With our experience and track record, we can safely say that if you put in the effort and follow the system, the rewards with Dublcheck are there for everyone to see."

Initial investment varies from £9,950 to £190,000 and after an initial training course franchisees receive ongoing training and support, access to branded uniforms, products, sales and marketing tools and stationery.

"New franchisees choose a guaranteed initial turnover, benefit from the security of a guaranteed gross profit and are secure in the knowledge they have the choice of a guaranteed growth option to meet their ambitions when they are ready," Carol says.

It was when Scott and Stacey took on an operations manager that things really started to happen, says Scott with a smile. His background in facilities management meant Mark didn't just come on board as an area manager, but someone with a passion for making sure contracts run smoothly to ensure repeat business - and he is so committed he will jump into his car to do a cover clean where necessary too.

With the UK commercial cleaning sector worth more than £3 billion, it's hardly surprising Scott is so confident about the future of his business. His next targets for contracts are some local councils and a number of blue chip companies in the area - and beyond.

"At first we thought it would just be a locally-run business, but it soon became clear we were prepared to travel outside our area to win contracts," Scott says. "You've got to go for it if you're going to run a business. You can't just sit around at home waiting for the phone to ring."

AMBITIOUS PLANS

Scott is clearly not the type to sit around at home. In fact, his plans to grow the business are nothing if not ambitious.

He says: "By June this year we'll have been trading for a year and the plan is to have an annual turnover of £100,000 and a workforce of between 22 and 25 people. I'm thinking big, but that's because it's a good business with lots of opportunities. I really do think it could happen."

If the achievements of this couple so far are anything to go by, Scott's goal does not seem so far out of reach. **MM**

FOR MORE INFORMATION

■ Call **0800 317236**, email **franchise@dublcheck.co.uk** or visit **www.dublcheck.co.uk**

FREE INFO NO: 4048

Carol Stewart-Gill:
Dublcheck's founder



THREE ACTUAL AUDITED DUBLCHECK FRANCHISE ACCOUNTS

Case A (this business is managed with 95 per cent of the cleaning done by employed cleaners)

	Turnover	Net Profit	% Profit
Year 1	£63,000	£17,000	27%
Year 2	£104,000	£33,000	31%
Year 3	£128,000	£54,000	42%

Case B (this business is 50 per cent managed and 50 per cent hands-on cleaning)

	Turnover	Net Profit	% Profit
Year 1	£25,000	£6,000	24%
Year 2	£38,000	£20,000	52%
Year 3	£45,000	£25,000	55%

Case C (this business is 100 per cent hands-on at the start, moving to 95 per cent in year three)

	Turnover	Net Profit	% Profit
Year 1	£17,000	£8,600	50%
Year 2	£18,200	£9,500	52%
Year 3	£25,000	£10,300	41%