

Your first step to a
successful future with



filtafry

Franchise Information Pack

THE GREENER FRANCHISE

Since 1996, the Filta Group has been providing unparalleled service around the world to restaurants and other food establishment. "Going Green" was never a commercial or trendy consideration for us. Filta's services naturally preserve the environment, by extending the life of cooking oil into biodiesel with FiltaBio. In an age of climate change, and economic stresses, FiltaFry services are being recognized at the forefront by the food and hospitality industry. Customers are realising more than ever before the many benefits to be gained from our services.



Multi-Service, Multi-Van Franchise

It is The Filta Group's commitment to increase the profitability of each franchise owner, year after year. We are dedicated to providing our Franchisees with new and improved Environmental Kitchen Solutions, so they can maximise the earnings potential at each client. For the past 20 years, the FiltaFry service has spearheaded our growth. Environmental Kitchen Solutions describes our line of innovative services that inherently preserve the environment wherever food is fried.

What do we offer?

-  **filtafry** Cooking Oil Filtration & Fryer Management.
-  **filtabio** Fresh Cooking Oil Supply
-  **filtagold** Waste Oil Removal



FiltaFry provides Tan eco-friendly, mobile onsite service for the micro-filtration of cooking oil, the vacuum-based cleaning of deep fryers, and full fryer management.

BENEFITS TO CUSTOMERS

- Increased life of cooking oil
- Potentially large money savings
- Removal of 99% of carbon from fryer
- Consistently cleaner fryers
- No down time
- Reduced accident and insurance claims
- No more boil outs
- Improved food quality
- Increase of employee retention
- Reduced kitchen odours

Once the cooking oil has come to the end of its life, we collect the oil and immediately remove it safely from site. From there, the oil is purified and the majority sent to be made into biodiesel.

BENEFITS TO CUSTOMERS

- Regularly scheduled pickup alongside FiltaFry service
- No smelly bins on site
- No call and wait hassles
- Friendly, professional service by our uniformed technician
- Full track & trace
- Electronic waste transfer notes
- Additional income stream
- The sites are fully compliant

Franchisees are able to supply Fresh Oil to their customers. Filta Environmental has deals with leading oil brands to supply all Franchisees at a favourable price for supply of their cooking oil.

BENEFITS TO CUSTOMERS

- Saves money by cutting down delivery costs
- Saves storage space
- Professional advice in choosing the correct oil for your needs
- Leading brands of oil at exclusive prices.
- Door to door delivery
- No minimum order
- Additional income stream
- Stock replenishment system

See full details of services at: www.filtafryplus.co.uk

THE BUSINESS

Build a MultiVan "Management" Business

Although some of our Franchise Owners are comfortable as single van operators, many have grown their operations to become Multi-Van "Management" businesses.

It has been proven that our Multi-Van operators introduce existing and new products at a faster rate. This is why we are looking for driven business people to help us grow our business.

As FiltaFry introduces additional products and services in the coming years. It is important that we have the best quality network possible... Generating greater profits for Franchise Owners and Filta alike.



Weakly Repeat Business

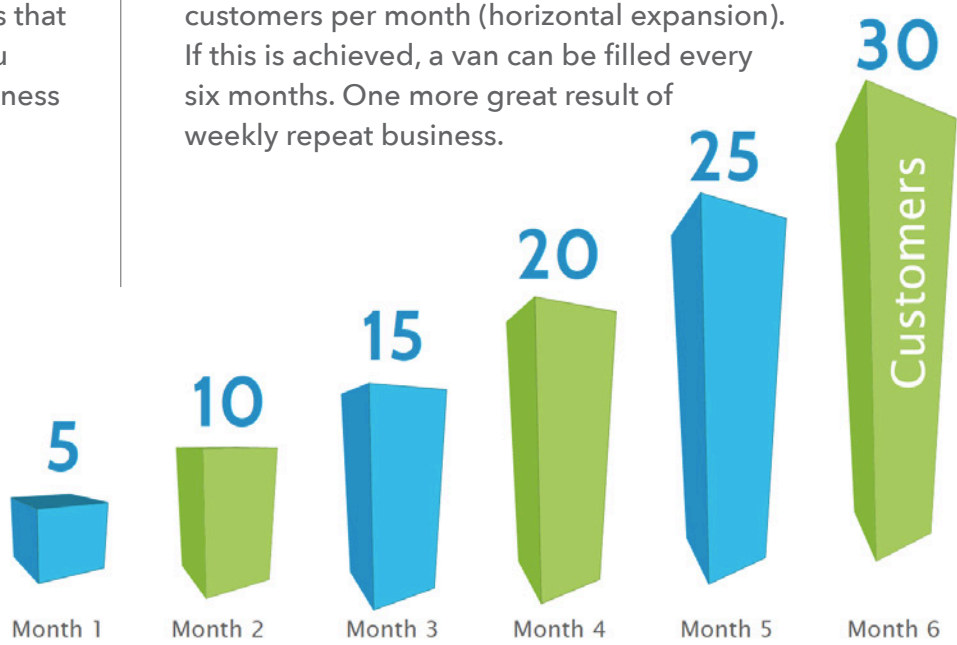
One of the great things about the FiltaFry service is that it is weekly repeat business. That means that every new customer you service adds to the ones you already have.

Add to that the our additional products and services together with the ones that FiltaFry will be introducing, and you start to see the value of repeat business and the overall value of a loyal and quality customer base.

Growing Your Business

A van can provide the FiltaFry service to between 30 and 40 customers (depending upon size and how many times each customer is serviced per week). The FiltaBio and FiltaGold services should then be introduced to these same customers (vertical expansion).

Each FiltaFry Franchise Owner should aim to add 5 new customers per month (horizontal expansion). If this is achieved, a van can be filled every six months. One more great result of weekly repeat business.



Simply adding 5 new customers per month shows how each van fills. The great thing about repeat business.

THE FRANCHISE

Franchise Features

- Options to build a multiple van business
- Internationally recognised
- Weekly repeat service
- Small customer base needed per van
- Comprehensive in-field & business training
- Minimal overheads and stock
- Exclusive territory(s)
- Simple hand-held administration
- Environmentally friendly
- Guaranteed initial support
- National phone - Free call handling
- Ongoing support and advice
- IFA member/BFA member/AFA member ISO9001
- Safe contactor certification
- Blue chip national clients



Market Potential

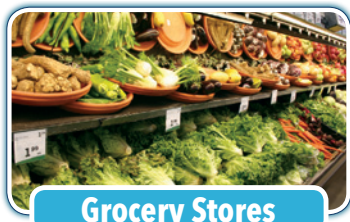
The Potential customer base is ever-growing and is comprised of:



Hotels & Resorts



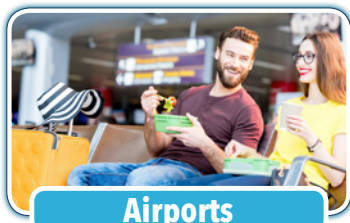
Catering Outlets



Grocery Stores



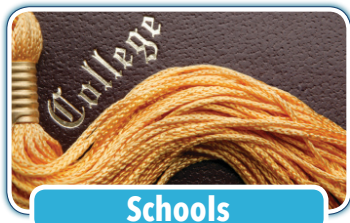
Restaurants



Airports



Fast Food Outlets



Schools



Sports Venues



Hospitals

Anywhere food is fried...
...Anywhere there is a kitchen

HOW WE HELP YOU

Our Commitment

Typically most Franchise opportunities in the market emphasise on training and support which is predominantly weighted towards the front end of the franchise with very little additional support beyond this to help you develop your business. However, here at FiltaFry we totally believe that training and support should continue well beyond the initial start-up period and throughout the life of the franchise. There will be times in the development of any business where a little more help and support can make all the difference. We understand that once a franchisee is established they can generally run their business very well themselves, but will from time to time need that little bit more. This is exactly how FiltaFry operates, not interfering as you go about your day to day business, but always there when you need us.

A major part of our strategy for supporting and investing in the growth and development of our Franchisees is the introduction of the "5000 CLUB" designed to help boost Franchisees at different stages of their development, just when they need it most. The club has three key development levels.

National Marketing

With over 20 years of experience in Franchising we understand that people have different aspirations in terms of what they want from their investment and they also have different expectations of what their return on investment will be. For some it maybe that they wish to earn an average wage which will keep them going until they retire, at which point their valuable mature franchise business could be sold on or continued to be run with an employee or family member taking on the operational side of things, and still providing an on-going income.

Others may have aspirations of running a multi van territory and eventually being able to "come off the tools" and purely manage their staff and customers, maximising the efficiency of each van and employee in the field. We have found by experience that there are sometimes hurdles along the way to success in any business, which need to be overcome. Identifying these hurdles has lead us to the introduction of the "5000 CLUB" to all FiltaFry Franchisees. By providing the benefits of this club we believe that we can give our Franchisees the help and support as they need it during the growth and development of their business.

Support Programs

One of the most attractive features of becoming a Franchisee is the Training and Support that you receive as a Franchise Owner. This is something we take very seriously at FiltaFry, because if our Franchise Owners aren't successful, then we cannot be successful as a Franchise Organisation.

Remember, when you become a Franchisee, you are in a PROVEN SYSTEM. A system that has already established best practices and a team that will help you avoid common pitfalls.



Comprehensive 2 week Training Program. One week in classroom / one week operational in field with an authorised franchisee trainer.



An on-going 8 week mutually agreed development plan with an independent coach and mentoring specialist in sales and personal development, helping you to achieve your goals.



Technical, Sales and Business Support. Starter database. Marketing and promotional materials.



Online support through FryTrack, including a custom tailored CRM System & online shop.



In territory start-up support with your personal Business Development Manager.

Franchisee Support System

FryTrack is our bespoke CRM and electronic invoicing system built and designed especially for us. It monitors the performance of each franchisee but also helps franchisees manage their customer database, call logs, van routes and electronic invoicing for both Independent and National Account customers. The system also contains Operations manuals and everyday files which are useful for the daily running of the business making the business as simple as can be leaving you more time to work on and run your business more efficiently.

FiltaFry Track Features Include:

- Secure Intranet Mail System
- Electronic Invoicing
- Files Library
- Customer Database
- Prospecting system
- Client Testimonials
- Work Log Diary / Calender
- Health & Safety Documentation
- Training Material
- Operations Manuals
- Finance and accounting system Online shop/ spares and supplies

Club Levels and the Benefits that come with Achieving Sales Goals



LEVEL 1 | START-UP CLUB

- All franchisees receive this when first joining Filta
- Full service package
- Exclusive territory
- Comprehensive training course including class and infield training
- Focused business development , mentioning and support
- Exclusive Booster and Developers packages



LEVEL 2 | £3K CLUB

- A "booster" package for all Franchisees as they pass £3000 per month
- Additional inside sales support
- Enhanced business Management support
- Exclusive business review meeting
- Complete technical inspection of your equipment
- Customer relations support



LEVEL 3 | £5K CLUB

- A "developers" package for all Franchisees as they pass £5,000 per month
- Booster package ...PLUS...
- Funding support and advice
- Accounting advice
- Help with staff recruitment & contracts
- HR / PAYE PAYROLL
- Free training to new employees

INTERESTED?

We would love the opportunity to talk in further depth with you about the support programs above, and some of the other exciting things going on at Filta. **Make your first step to a successful Future and CALL NOW: 01788 550100**

WHAT'S NEXT?

The Process

- 1. Review initial Information**
Prospectus
Website
- 2. Submit Preliminary Information Form Application Form**
- 3. Initial Phone Pre-screening Call to Discuss:**
Territory Availability
Initial Fees
Franchise Qualifications
- 4. Upon Approval**
Initial Due Diligence
Speak with some other Franchisees in the network
- 5. Discovery Day at FiltaFry Head Office in Rugby & Infield with a Franchisee**
1st part - Visit a franchisee to witness the service live time.
2nd part - visit the team and meet with the Franchise Manager Ruby
- 6. Receive Offer for Franchise by letter**
- 7. Review Sample Franchise Agreement**
- 8. Submit Territory Commitment Deposit**
- 9. Secure van purchase / lease**
- 10. Execute Franchise Agreements**
- 11. Pay Franchise Fee Balance**
- 12. Attend Training**
- 13. Open Franchise**

Are you Ready for a Discovery Day?

In our experience many individuals are nervous that a visit to a Head Office will be a high pressure situation. That may be the case with other companies, but certainly not FiltaFry Plus

The discovery day is designed to be YOUR day, a chance to see the business, meet with senior management and staff who, if you are awarded a franchise with us, will be your day to day support group. If you return home and decide that it may not be for you, please let us know and we will simply close your file and wish you well. However, if you still feel enthused about the business, then and only then will we ask you to send to us your formal application. This will then be our chance to get to know you better and, following further discussions over weeks or months if necessary, we can both decide if we are a good match for each other.



The Filta Group

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www.filtafryplus.co.uk**

