

WE ARE THE FRANCHISE EXPERTS

Build your franchise with confidence – £1,000
to launch, £1,000 on your first franchisee



For more information visit:



HOW2FRANCHISELTD.COM

Tel: 01295 722 846

Email: enquiries@how2franchise.co.uk

Web: how2franchiseltd.com

Why Franchising – And Why How2Franchise

Franchising is one of the most effective ways to scale a proven business – but only when it is structured correctly, legally protected, and commercially viable.

Consistency, brand integrity, customer experience, operational standards, and supply chain control are critical in any growing business. Franchising should strengthen these areas – not weaken them.

How2Franchise removes the risk, complexity and uncertainty from the process.

We don't simply provide documents; we build a complete franchise framework around your existing operation and guide you through your first franchise recruitment.

With How2Franchise, you gain a strategic growth partner focused on:

- Long-term sustainable expansion
- Protection of your brand and intellectual property
- Operational consistency and compliance
- Commercially viable franchise recruitment
- Building a credible, scalable national brand

No shortcuts. No unrealistic promises. Just structured, scalable growth.



Our Structured & Low-Risk Offer

Stage 1 – Franchise Build & Documentation

Investment: £1,000 + VAT (payable now – card accepted)

This stage converts your business into a fully franchise-ready and protected model.

Work begins immediately upon payment, and you will receive approximately 30 professionally prepared franchise documents, fully customised to your brand.

Key Documents Included

Franchise Agreement

The core legal document governing your relationship with franchisees – covering territories, brand protection, fees, supplier controls, and operational standards.

Operations Manual

A detailed, systemised guide showing franchisees exactly how to operate your business in line with your standards, including:

- Day-to-day operations
- Product or service delivery processes
- Supplier and sourcing standards
- Customer experience expectations

- Branding and presentation
- Quality control systems

Franchise Prospectus / Information Memorandum Template

A professional document presenting your brand as a compelling, structured and commercially viable franchise opportunity.

Training & Support Framework

Structured onboarding, operational training, and ongoing franchisee development.

Brand & IP Protection Guidelines

Ensuring consistent use of brand, assets, and communications across all territories.

Compliance & Policy Documentation

Core compliance frameworks, health & safety policies, complaints procedures, and operational governance templates.

Territory & Fee Structure Documents

Clear and protected territory allocation aligned to population and commercial viability.

Together, these documents form a structured, compliant and scalable franchise system – essential for protecting your brand as you grow.

How We Work With You – Step by Step

This is not a “documents only” service. You are guided throughout:

- Franchise model alignment – built around how your business operates in practice
- Fee and territory planning – structured for long-term sustainability
- Document drafting and refinement – we draft, you review, we refine together
- Franchise readiness sign-off – your business is protected and ready to recruit

Your involvement focuses on strategic decisions – not technical drafting.

Stage 2 – Franchise Recruitment & Sales

Second £1,000 + VAT payable either:

- At completion of Stage 1, or
- Upon securing your first franchisee

Once franchise-ready, we move into recruitment:

- Positioning your brand professionally in the franchise market
- Introducing suitable franchise buyers
- Qualifying and managing enquiries
- Supporting you through your first franchise sale

Commission-Based Sales Model

Franchise sales are handled on a commission-only basis:

- No upfront marketing spend
- No sale = no commission
- Our incentives are aligned with yours

This keeps your financial risk low while giving you professional franchise recruitment support.

Why This Works for Your Business

- Protects your brand and reputation
- Enables growth using franchisee investment, not your own capital
- Maintains consistency and quality across locations
- Generates upfront franchise fees and ongoing royalty income
- Positions your business as a credible, structured national franchise

With the right structure, strong systems, and clear brand standards, your business can scale in a controlled and profitable way.

YOU WILL RECEIVE OVER 30 DOCUMENTS AND SUPPORT TO HELP YOU FRANCHISE:

COMPLETE
MARKETING
PROGRAMME

INFORMATION
REQUIRED FOR
FRANCHISE

EXAMPLES
OF BROCHURES
ARE PROVIDED

COMPLETE
FRANCHISE
BROCHURE

FRANCHISE
AGREEMENT
TEMPLATE

CUSTOMER
SERVICE
PROCEDURES

FRANCHISEE
WEEK
DIARY

FRANCHISE
OPERATIONS
MANUAL
TEMPLATE

COMPLETE
FRANCHISE
AGREEMENT

FRANCHISE
AGREEMENT
QUESTIONS

START-UP
CHECKLIST

HEALTH AND
SAFETY
DOCUMENTS

HANDLING
CUSTOMER
COMPLAINTS

PERSONELL
AND STAFF
MANAGEMENT

BUSINESS
PLAN
TEMPLATE

FLOWCHART
GROWTH
DOCUMENT

FLOWCHART
MATURE
CONTENT

ANNUAL
MARKETING
PLAN IDEAS

HOW2FRANCHISE
SIMPLE
MANUAL

NDA

PREOPENING
DOCUMENT

PEST

YOUR GOALS

TRAINING
DOCUMENT

ANNUAL
MARKETING
PLAN IDEAS

MARKET
RESEARCH
DOCUMENT

GROUPON
STRATEGY

GROUPON
TRACKING
FORM

ADVERTISING
AND
PROMOTIONS
DOCUMENT

COMMUNITY
INVOLVEMENT
DOCUMENT



THIS THE ORIGINAL & STILL THE BEST DIY COMPLETE HOW2FRANCHISE LTD PACKAGE



CONTACT US TODAY

THE NEXT STEP

If you're happy to proceed, we simply confirm **Stage 1** and begin immediately.

Alternatively, I'm very happy to talk through any questions before you decide.



**BOOK A TIME TO DISCUSS
THIS IN DETAIL HERE**



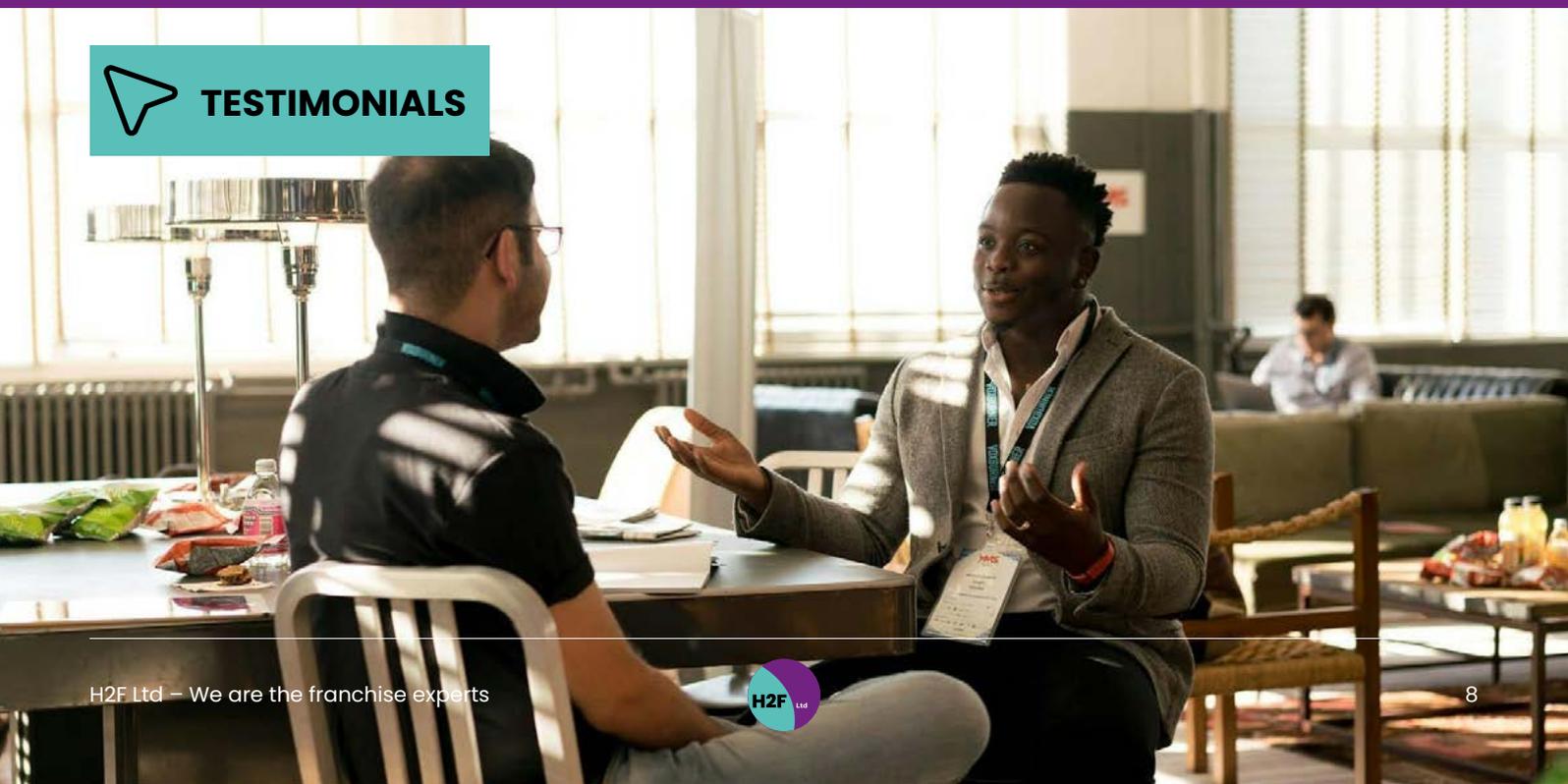
WHAT OUR CUSTOMERS SAY:

“How2Franchise has been a key factor in helping us to grow our business and supply a solid framework for our company to continue expanding internationally. The team at H2F are a pleasure to deal with, our franchise manager Rod is one of a kind and we would not consider going with any other company after meeting with him. He explains everything in a way that is jargon free and really cares about the success of our business, franchising can be an absolute minefield of information and manuals that need to be right, the team at H2F do everything they can to prepare you for upscaling of your business in a way that isn't overwhelming. Their support and knowledge along this journey has been invaluable”

Katie Lyth
Roxy Bond



TESTIMONIALS





**BOOK A TIME TO DISCUSS
THIS IN DETAIL HERE**

how2 Franchise Ltd

over 30 years in the world of franchising.

franchises4sale

franchises4sale.co.uk

fn24.news

fn24.news



franchiseorchard.com

Bloxham Business Centre, Barford Road,
Bloxham, Banbury OX15 4FF

Tel: 01295 722 846

Email: enquiries@how2franchise.co.uk

Web: how2franchise.co.uk