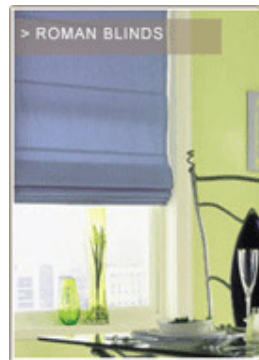
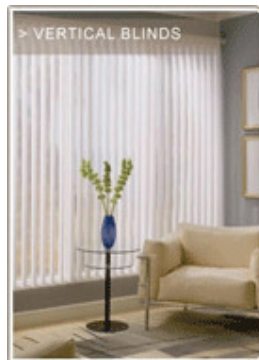




SIESTA BLINDS **BBSA**



Leading the way in domestic blinds

FRANCHISE PROSPECTUS



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“Our first three sales pilots are all doing over £120,000 each in sales. We will teach you everything you need to know to build a successful Blinds Business with the potential to earn over £100,000+ per annum.”



Jim Forbes, Managing Director

“We believe this is the best value Blinds Franchise in the market place. There are no backend fees and you can run the business from home AND using your own vehicle. It can even be started on a part time basis initially. This drastically reduced your risks without limiting your income.

Our winning formula gives you the opportunity to transform your life both professionally and personally.

Give me a call to come on 01325 309003 to come and see our business for yourself.”

Hello,

Thank you for requesting this “Siesta Blinds” franchise prospectus.

My name is Jim Forbes and I am delighted that you have taken the time to investigate this fantastic Blinds Franchise Opportunity. We believe this is a unique opportunity because it offers you the potential to build a significant business working part time initially and from home using your own vehicle. In addition there are no backend franchise fees for you to pay.

We have put together an excellent franchise package which will give you the opportunity to build your own successful Blinds Business and earn a sizeable income at the same time.

We have divided the UK into large exclusive territories so this franchise opportunity gives individuals who meet our strict entrance requirements the potential to build a sizeable business.

Siesta Blinds - Brief Overview

Siesta Blinds was set up in 1986 by Jim Forbes selling supply and fit vertical, venetian, roller and roman blinds to Teeside, North Yorkshire and County Durham. We manufacture a number of our own blinds and have a manufacturing unit in Aycliffe.

Our **experience and expertise** together with our proven lead generation strategies is one of the main reasons for our continued growth. **Demand for our**



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services and products means that we are now in a position to expand our operation further through a franchise network of individuals.

Prospectus

This prospectus will tell you exactly what this opportunity is all about – a little bit of our history, about the business as it is now and the key benefits you will enjoy as a franchisee. We will also provide details of how much you can earn and what your initial investment will be.

The prospectus should provide you with all the information that you need to help you decide whether this opportunity is one you would like to take further.

Next steps

The next step in the process is to ring us or fill in the form at the back of this prospectus (or online at www.blindsfranchise.co.uk) or call us on 01325 309003. We will then arrange a visit for you to come to our head office. This will give us both the opportunity to meet each other, give you the chance to see the business first hand – and provide you with the chance to ask any questions that you may have.

Who are we looking for?

We are looking for hard working individuals with drive, determination to succeed and who enjoy dealing with people. This is a business where you have to be able to go the extra mile to provide the level of service that our customers have come to expect.

We will only accept people who will be able to meet the level of quality and service that we have set; who want to provide an experience that is second to none.

If having read through the Prospectus you believe you have the necessary skills and desire to become a Siesta Blinds Franchisee, then I will be delighted to meet you.

Best regards,

Jim Forbes

Managing Director



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Siesta Blinds **Franchise Prospectus**

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Why choose a Siesta Blinds Franchise?

Below we have highlighted the main benefits of being a Siesta Blinds franchisee which should help you answer the above question.

(1) High income potential and saleable business

As a Siesta Blinds franchisee you will have the opportunity to build a successful business and earn a high income, working for yourself, but with the training, support and experience of an established business behind you. Siesta Blinds has a proven business formula which will form the basis on which you operate.

The earning potential for a Siesta Blinds franchisee can be seen in the earning potential section of this prospectus.

The other great benefit to owning a business is that you could have a valuable asset that you can sell in the future.

(2) Large exclusive territory

Each franchisee is given an exclusive large territory to work within. This means that only you can operate and market within your chosen area.

The size of your area means that you have the opportunity to build a sizeable business over the coming years without being restricted by a small territory which would limit your potential.

(3) Low overheads and part time initially

Each franchise is designed to operate from home and with your own vehicle so that you don't have the expense of premises and a van. In addition there are no backend franchise fees to pay.

You also have the opportunity to begin running this business on a part time basis AND if required, we will take enquiries and handle calls on your behalf and set up your appointments to meet your availability.

(4) Credibility and use of company brand

As part of the franchise agreement you get to use the "Siesta Blinds" processes, systems, name, logo, website, history and stationery. This gives you credibility and confidence to go out into the market place and get off to a good start. It also enhances your position in the mind of potential clients that they are dealing with an established and reputable company.



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(5) Training and ongoing support

Ongoing comprehensive training and support will be given to franchisees which combine on the job and office based training.

Support and assistance is continually available to franchisees as part of the franchise offering. See the training section of this prospectus for more details.

Experts from Siesta Blinds are in place to support franchisees on a day to day basis. There is also a highly skilled and experienced management team in place to offer support and guidance in the running of the business.

(6) Assistance with raising finance

Finance packages are available for prospective franchisees if required. A business plan template has been developed which is then amended to suit your particular circumstances. This can then be shown to any High Street Bank or Lender either by yourself or with our assistance. This approach helps secure the lowest finance rates available.

(7) Additional products and services to sell

We will also train you in selling additional products and services which will further boost your turnover and profitability. These include items like curtains and cushion covers.

(8) Proven lead generation

Siesta Blinds has a proven business formula for generating leads and business.

The key area which covers this is contained within your training and operations manual and includes target markets, sales activity, lead generation tools and techniques, lead conversion and maximising the amount of money in the deal. This also includes backend income too.

The Siesta Blinds website is focused on the customer's need and is a source of information as well as directing them towards enquiries and bookings.



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The Siesta Blinds Market opportunity

Company background and marketplace

Siesta Blinds was set up in 1986 by Jim Forbes selling supply and fit vertical, venetian, roller and roman blinds to Teeside, North Yorkshire and County Durham. We manufacture a number of our own blinds and have a manufacturing unit in Aycliffe with state of the art machinery including one machine which cuts and bonds the vertical louvres for added strength and better looks.

Our totally independent position allows us to source materials from a range of national companies including Hunter Douglas, AMO, Eclipse, Velux and Louvolite.

Siesta Blinds are a member of BBSA ,  The British Blinds and Shutter Association which ensures that they comply with defined service standards and have in place a customer complaints procedure underpinned by an arbitration scheme.

Siesta Blinds - products and services

We offer a range of Blinds Products and Services such as:

- Free supply and fit
- Vertical Blinds with a free 6 year warranty
- Roller Blinds with a free 6 year warranty
- Venetian Blinds
- Roman Blinds
- Wood Venetians
- Plantation Shutters

You can see a full range of our products and services at www.SiestaBlinds.com



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Why franchising?

Franchising is a fantastic way to start and run your own business – it provides you with an opportunity to earn a high income but with the support and backup of the franchisor behind you.

A franchise reduces the risk of failure

Starting a new business always carries a risk – new businesses are vulnerable. The degrees of vulnerability vary depending on:

- Knowledge
- Skill
- Financial resources
- Relevant abilities

Many who start up their own business lack some or all of these qualities. Many fail because they cannot learn quickly enough – before the money runs out.

With a franchise this risk is substantially reduced – because you are buying the experience and expertise of the franchisor. This will also help you to avoid making the same mistakes that they have made during their trading life.

And because you become part of a successful business, you will be able to take advantage of their knowledge and link into the strong relationships that they have developed over the years.

Other franchise benefits

As we said right at the beginning of this section, a franchise provides the opportunity to earn a high income working for yourself but with the training, support and experience of an established business behind you.

You are selling an established product or service with a turnkey business plan and format for you to operate. This includes the brand, systems and processes, lead generation and marketing assistance plus help with raising finance if required.



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The training process and ongoing support

Siesta Blinds have spent several months developing their franchisee training programme and operations manual.

It has been designed to consider somebody with some or no Blinds experience and give them the required skills and knowledge to operate their own Siesta Blinds Franchise.

Initial training

The initial training takes place over two full days at Siesta Blinds, the training covers the following areas:

- (1) Siesta Blinds overview and the market place
- (2) Setting up your Siesta Blinds business
- (3) Running your Siesta Blinds business
- (4) Sales and marketing for your Siesta Blinds business
- (5) Maximising income for you Siesta Blinds business.
- (6) Administration for your Siesta Blinds business
- (7) Reporting for your Siesta Blinds business
- (8) On the job training for your Siesta Blinds business

This training gives you sufficient knowledge to confidently begin trading as Siesta Blinds within your exclusive territory.

Ongoing bespoke training

Once you have had your initial training from Siesta Blinds it doesn't stop there. Ongoing bespoke training is available to you at any time if you want more advanced training or just some refresher training to go over anything again.

We are committed to the success of all our franchisees and feel that our training, support and backup are key features of our franchise offering.

Ongoing support

As mentioned above ongoing training is available at any time. Siesta Blinds also provides comprehensive telephone and e-mail support too. This ensures you are never left on your own and support is available whenever you need it.



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Siesta Blinds– Franchise earning potential

The potential earning figures for a Siesta Blinds franchisee can be seen below.

Sales £	Average Margin %	Gross Profit £	Expenses £	Net Profit £
60,000	45%	27,000	4,000	23,000*
80,000	45%	36,000	7,000	29,000*
120,000	45%	54,000	8,300	45,700*
150,000	45%	67,500	9,000	58,500*
200,000	45%	90,000	11,000	89,000*

In Year One we would expect you to do sales of between £60,000 and £100,000*. Beyond Year One we would expect your sales to continue to grow and expand.

* These figures are potential earning figures.
No guarantee of actual earnings can be given.



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The Franchise Package

Our Siesta Blinds Franchise Package is just £4995 (+vat)

NB. All VAT is reclaimable

The Siesta Blinds franchise includes the following:

- Full training which is both office based and on the job. This covers all aspects of running a Siesta Blinds franchise including sales and marketing, products, and measuring and fitting.
- Trading under the Siesta Blinds brand name.
- An exclusive territory for you to trade in.
- Permanent ongoing head office support in all aspects of running your business.
- Complete start-up package – including stationary and sales literature.
- Operations and resource manual.
- A dedicated & integrated web presence and e-mail.
- Membership of BBSA, The British Blind and Shutter Association
- 250 letterheads
- 250 business cards
- Marketing Launch in your area with 30,000 leaflets
- Magnetic Sign for your vehicle
- Fitting Tools
- Sample Books
- 2 Siesta Blind polo shirts
- Overnight accommodation provided during your training

Ongoing fees

- There are no ongoing fees to pay with this franchise
- A monthly management fee will become payable if you require Head Office to take your calls. This will be negotiated separately, if required.



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Next steps

Who are we looking for to join us at Siesta Blinds?

We are looking for hard working individuals with drive, determination to succeed and who enjoy dealing with people. This is a business where you have to be able to go the extra mile to provide the level of service and performance that our clients have come to expect.

We will only accept people who will be able to meet the level of quality and service that we have set; who want to provide an experience that is second to none. The characteristics we are looking for are as follows:

- Hard working
- Ambitious
- Professional
- Good at dealing with people
- Attention to detail and committed to customer service
- Looking to build a valuable business

Taking your application further

If having read through the prospectus you believe you have the necessary skills and desire to become a Siesta Blinds franchisee then you are ready to take your application further.

The next steps are to answer any questions you may have regarding the franchise and then arrange for you to come and view the Siesta Blinds operation first hand.

Please fill in the brief form on the next page or do it online at the Siesta Blinds Franchise website at www.blindsfranchise.co.uk The quickest way is to fill it in online but if you decide to fill in the form on the next page please post it back to:

Mark Harris
Siesta Blinds Limited
1 Brighthouse Court
Aycliffe Business Park
Co. Durham
DL5 6HZ

Alternatively please ring Mark Harris on 01325 309003 or 0845 095 3411. You can also e-mail him at franchiseseeker@aol.com

Further Enquiry Form

Personal Details

Name :

Address :

Post Code :

Home Phone Number :

Mobile Number :

Fax Number :

E-Mail :

Date of birth :

Nationality :

Marital Status :

Are you in good health? :

Where did you hear about the franchise? :

Ideal franchise location :

Best time to call :

Home Office Equipment

Computer :

Laptop :

Fax :

Printer :

Software Packages :

Brief Career Summary (last five years)

Current Occupation :

If in business how long have you been trading? :

Have you got a criminal record? : YES NO

(if yes please expand on)

Have you ever been bankrupt? : YES NO

(if yes please expand on)

Have you sufficient capital to invest in the franchise

and working capital? : YES NO

Would you need additional finance to invest in the

franchise? YES NO

How many hours a week are you willing to work in

the business? :