



FRANCHISE YOUR BUSINESS PROGRAMME (FYBP)

WHAT IS FYBP?

The Franchise Your Business Programme is an innovative and successful Programme for small businesses and social enterprises based in Belfast and Lisburn who have the desire to grow through franchising.

WHAT WILL FYBP DO FOR YOU?

Through this programme participants will find out about the practicalities of franchising, the opportunities it offers and the pitfalls to be encountered when franchising a business.

The Programme will run between September 2009 and May 2010 and offer participants a comprehensive package of support including:

- Franchising workshops. The Programme will provide **12 workshops** that have been designed to give you a practical approach on how to franchise your business.
- Individual business mentoring. Your mentor will then work with you for up to **7 days** to provide you with practical support as you begin to:
 - ✓ Develop systems and procedures to support the business in gearing up to franchise
 - ✓ Identify and action franchise opportunities for your business
 - ✓ Address the barriers to franchising facing the business
- Franchise Documentation. Your mentor will work with you to develop franchise documentation to support franchising your business which could include a franchise agreement, prospectus, operating manual etc.

WHO SHOULD PARTICIPATE?

Businesses in the Belfast City Council and Lisburn City Council areas that:

- Are not active Invest NI clients or currently have the ability to become an Invest NI client
- Have a successful business with strong brand awareness
- Have a business model which is suitable for franchising
- Are owned / managed by people who wish to apply a growth strategy using franchising





HOW MUCH DOES IT COST?

Belfast City Council and Lisburn City Council's are investing heavily in this Programme to support participating businesses to maximise growth opportunities.

The cost to you is only **£300 + VAT** [per participant]. This includes:

- **12 workshops – delivered by people with extensive practical commercial experience.**
- **4 consultancy days [equating to 24 hours in total] with an experienced business mentor who has a proven track record in the field of franchising and small business development.**
- **3 days of ancillary mentoring [equating to 18 hours in total] to support the business in developing systems and procedures to gear the business towards franchising**
- **The development of franchise documentation that is tailored to your business.**

INTERESTED IN FYBP?WHAT SHOULD YOU DO NOW?

1. Request an application form –
 - a) Contact Mike Heath of Belfast City Council on 028 9050 0526 / HeathM@BelfastCity.gov.uk
 - b) Contact Hazel King of Lisburn City Council on 028 9250 9484 / Hazel.King@lisburn.gov.uk
2. Complete this application form and return to **Melanie Fitzpatrick** by **12 noon, 5th November 2009**

- E-mail: melanie@ortus.org
- Fax: **028 9031 1002**
- Post: **ORTUS – The Business Development Agency, The Filor Building, Twin Spires Centre, 155 Northumberland Street, Belfast, BT13 2JF**



3. We will assess your application and will be in contact in the near future.

If you wish to discuss any aspect of the Programme, please feel free to contact us.

