

FRANCHISING PROGRAMME

WHAT IS THE FRANCHISING PROGRAMME?

The Franchising Programme is an innovative and successful Programme for individuals living in Belfast and Lisburn who have the desire to start a business through **purchasing a franchise**.

WHAT WILL THE FRANCHISING PROGRAMME DO FOR YOU?

Through this programme participants will find out about the practicalities of purchasing a franchise, the opportunities it offers and the pitfalls to be avoided when purchasing a franchise 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 **10 workshops** that have been designed to give you a practical approach on how to understand franchising documentation.
- Individual business mentoring. Your mentor will then work with you for up to **15 hours** to provide you with practical support as you begin to:
 - ✓ Research potential buying options
 - ✓ Identify and action sources of finance
 - ✓ Address the barriers to purchasing a franchise
- Franchise Documentation. Your mentor will work with you to understand franchise documentation – which could include a franchise agreement, prospectus, operating manual etc.

WHO SHOULD PARTICIPATE?

Individuals living 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
- Are committed to investigating purchasing a franchise
- Are willing to dedicate the time required to fully participate on the programme



HOW MUCH DOES IT COST?

Belfast City Council and Lisburn City Councils are investing heavily in this Programme to support participating individuals. Therefore, the programme is FREE of CHARGE.

The support you will receive includes:

- **10 workshops – delivered by people with extensive practical commercial and franchise support experience.**
- **15 hours one-to-one support with an experienced business mentor who has a proven track record in the field of franchising and small business development.**
- **The development of business plan / action plan that is tailored to your individual needs.**

INTERESTED IN THE FRANCHISING PROGRAMME?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, 2nd 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!

