



## Background

Poshfrocks4chairs was started in 2007 by Catherine Brookes, after relocating with her husband to South Yorkshire. Having worked for a number of years as a dental receptionist, and with her family having left home, Catherine decided that she would use the relocation as an incentive to change her career.

Having attended various family weddings and celebrations, Catherine had always thought that standard banqueting chairs, sometime of different colours and types had the effect of spoiling the overall look of what would otherwise be a most attractive venue. With an interest in interior décor, she started looking into what would be involved in establishing her own company to dress venues for special events, particularly weddings and celebrations.

After considerable research, she has designed and sourced ranges of chair covers to suit all types of banqueting style chairs. With chair covers being the core product, she has developed a number of additional items to add to the overall effect.

From its launch in 2006, Poshfrocks4chairs has grown rapidly, becoming the major supplier of this type of service in Yorkshire. Catherine was joined in the business by her husband Glyn, and they have recruited a number of staff so that Catherine can fulfil a supervisory and managerial function, and they have the capacity to serve multiple venues each week.

Based on this success, it was decided to expand into Staffordshire, where a family member has duplicated the Poshfrocks4chairs formula and established a prototype for a successful franchise.

Poshfrocks4chairs are now ready to expand the franchise network by offering exclusive areas to successful applicants.

## How would your Poshfrocks4chairs franchise work?

Poshfrocks4chairs has developed a successful formula for generating enquiries from customers planning a wedding or event. This involves an ongoing marketing programme, and attendance at various events, although business is also generated by recommendation and word of mouth. No cold calling is required.

Once you start introducing your business, you can expect to start taking bookings within the first couple of months. Customers pay in advance when they make a booking, so there is no risk to you of bad debts.

Working from home, you will be able to determine how many bookings you accept, the level of income you will generate and the hours that you will need to work to meet these requirements. Typically, all the items required to dress an event can easily be transported in a car, so there is no need for vans, or "muscle" to set up an event.

Depending on access arrangements with the venue, the day before the event, or on the day itself, you will attend and set the room up as has been arranged with your client. For most events, this can be undertaken by yourself, and one other. Set up needs to be completed well in advance of the clients' arrival, and you will have left well before they arrive.

After the event is finished, either the same or next day, you will need to collect the covers and sashes, and arrange for the covers to be laundered and prepared for the next event. This could be done either by yourself, or by a laundry service.

## What we supply

*As part of our franchise fee, we supply the following items:*

400 High quality chair covers colour of your choice  
500 Organza sashes colours of your choice  
200 Advertising leaflets  
200 promotional pens  
Stationery pack – 100 Letterheads with Poshfrocks official trademark logo,  
50 Order forms, 50 compliment slips  
Fees for Wedding Fayres in your area up to total of £250  
Sample box and samples of coloured sashes  
On the job training  
Continued support  
Use of web site  
Exclusive area  
Continued investment and development



As you grow you may wish to purchase additional covers to expand your business, and to replace any that become damaged or soiled. These are available from Poshfrocks4chairs.

## Your earnings potential

Your earning potential depends on how many events you wish to service. Clearly, if you wish to service multiple events on one day, you must have the covers, staff and time to achieve this.

Based on the items supplied in our franchise pack, we would expect you to generate an average booking value of £200 - £250, 4 weddings per month would therefore generate an annual turnover of £9,600 – £12,000, and we estimate would be achieved by working the equivalent of one day per week.

If you were to expand, the income grows in proportion to the number of weddings/events, so that 10 events per month would generate an annual turnover of £24,000 - £30,000

## Training and Support

Starting a new business is stressful enough, and even more so if you are trying to do it alone. We have been there and done it, so we understand the problems you will face and we have already found the solutions for you. As part of our franchise, you will receive practical on the job training, and the opportunity to attend one of our marketing events so that you can see how we deal with real customers and obtain their orders.

Our franchise pack provides you with the crucial items of stock in appropriate sizes so that you can start taking bookings and running events immediately.

We provide ongoing support and if you have any questions or queries, we are always available to be of assistance. In developing Poshfrocks4chairs franchise, we are determined to maintain and develop our reputation for customer service and quality. We want our franchisees to be eager and to take great pride in the work they produce, and they must be prepared to go the extra mile to provide outstanding levels of customer service.

We will be running customer satisfaction surveys across the franchise network to ensure that all franchisees meet our gold standard of customer service on a continuing basis to ensure that our collective reputation is maintained.

Our price of this fantastic franchise opportunity £10,000



Find our more today by calling **Catherine** on **01226 710617**