

KINDLING

FRANCHISE YOUR BUSINESS

consulting prospectus 2025



our approach

STRATEGIC, SUPPORTIVE, AND TAILORED *TO YOU*

At Kindling, we build franchise systems that reflect who **you** are.

Your values. Your personality. Your ambition. That's what inspires franchisees and sets you apart.

We don't copy and paste. We collaborate, challenge, and build with you



OUR *ETHOS*



Franchising is a big step and our role is to help you do it with confidence, clarity, and purpose.

We don't believe any consultant can "Franchise a Business" FOR YOU, your finger prints need to be throughout the concept. That's why our approach is **detailed, bespoke** and **collaborative**.

Our franchise development process includes model design, documentation, and support systems tailored to your growth goals.

It will be challenging, but it's a hugely fun journey. We will ask the difficult questions and push you to be better — but know that we are there with you every step of the way and for many of our clients it's a long term relationship developed, and a lifetime affinity on our side.

YOU ARE UNIQUE, *YOUR FRANCHISE SHOULD BE TOO*





our founder

ANDREW *WALTERS*

Andrew has been a creative driving force in the franchise industry over the last 19 years, with extensive global experience .

He has an exceptional pedigree of growing brands both domestically and globally. Taking Franchise brands into more than 20 countries, he has unparalleled insight into the industry

Over the past decades, Andrew has been a Director of franchise superbrands Pitman Training and most recently Stagecoach Performing Arts, playing a leading role in their expansion and continuing success.

All of our customers work one to one with Andrew on strategy. Guaranteeing you a consultant with exceptional experience

NEW FRANCHISES

**we love working with
new franchise concepts**

Whether you have just a vision of what your Franchise could look like, have a proof of concept and want to start Franchising, or are an early Franchisor and need help to ignite sales, our programmes will help you.

✓ evaluate franchise readiness

✓ develop your franchise
model and strategy

✓ build your franchise
recruitment

✓ create professional documentation

✓ clarify whether franchising
is the right path for you

✓ work with the best partners
in the industry



BFA facts

WHY
FRANCHISE?

87%

of franchisors anticipate
financial growth
in the next 12 months



OUR *FRANCHISE* *STARTUP* PROGRAMMES

We offer a range of programmes based on your bespoke needs and budget.

Want something different, or to select “off menu” then just let us know - we’d be happy to help

readiness workshop

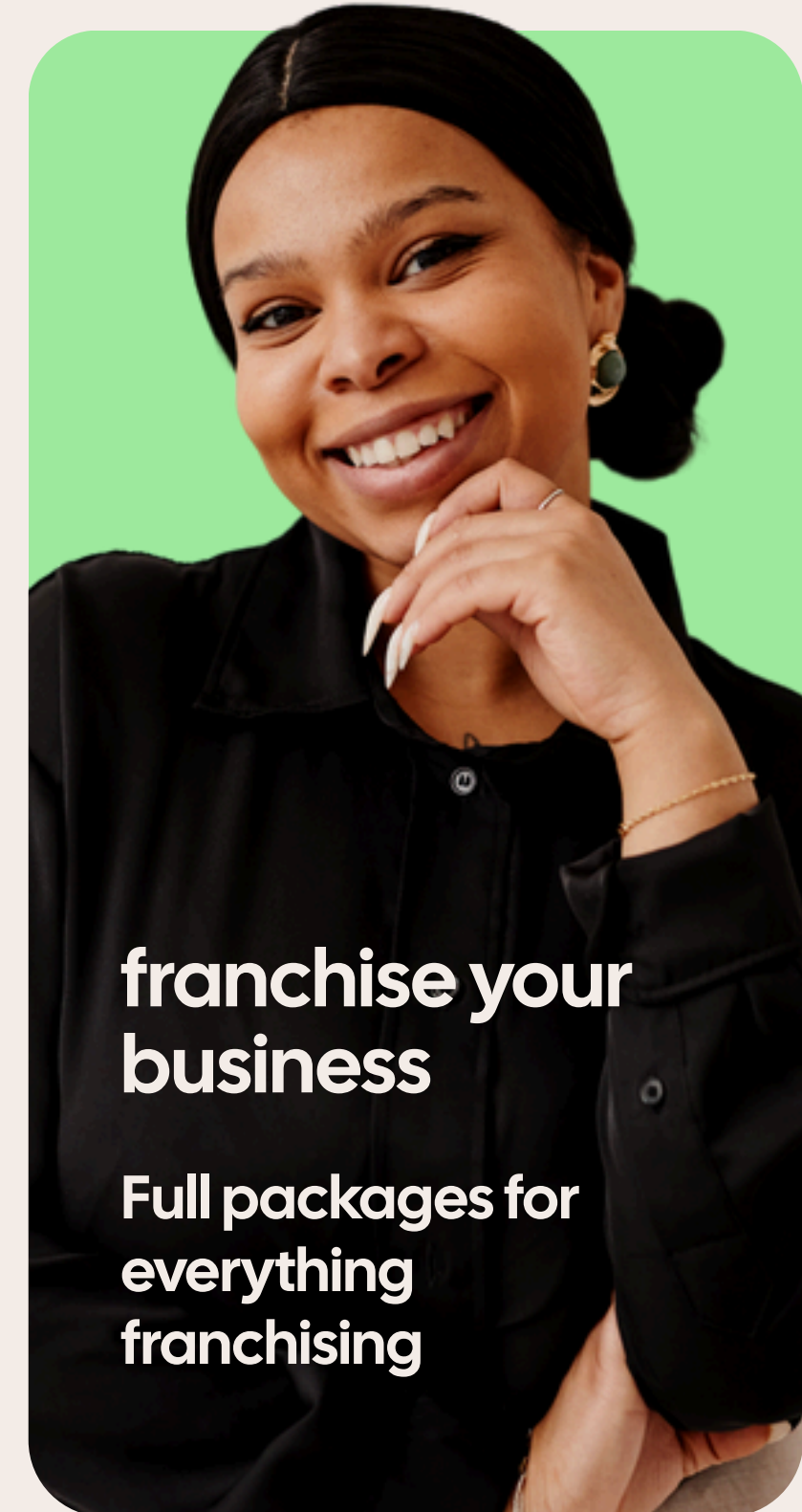
A dedicated workshop designed to assess franchise readiness

pilot your franchise

Lighter programme designed to help you test the water

franchise your business

Full packages for everything franchising

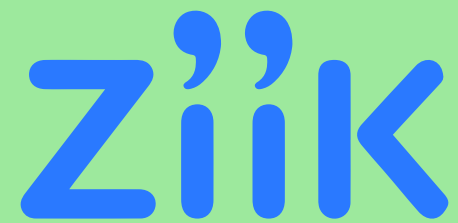


OUR *FRANCHISE STARTUP* PROGRAMMES

	readiness workshop	pilot franchise	franchise ready	full service	partner programmes
stragegy planning					
Face to Face Franchise Strategy Workshop	✓	✓	✓	✓	
Review of appropriateness of Internal Systems	✓	✓	✓	✓	
Guidance on Franchise Model next steps	✓	✓	✓	✓	
franchise model development					
Outline Operations Manual		✓			
Full Bespoke Franchise Operations Manual			✓	✓	
Franchise intranet & Digital Platform*		✓	✓	✓	
Territory Mapping Planning*			✓	✓	
Financial forecasting model for your Franchisees		✓	✓	✓	
Franchisee business plan template		✓	✓	✓	
3 year cash flow modelling for Franchisees		✓	✓	✓	
New Franchise onboarding and training strategy		✓	✓	✓	
Introduction to Legal Counsel		✓	✓	✓	
Liaison with Legal Counsel				✓	
finding franchisees					
Franchise Recruitment strategy planning	✓	✓	✓	✓	
Franchise Marketing strategy planning	✓	✓	✓	✓	
Franchise recruitment prospectus copywriting			✓	✓	
Graphic design of recruitment prospectus				✓	
Franchising website review and feedback			✓	✓	
Franchise website copy writing				✓	
New website creation*					
mentoring throughout the project		✓	✓	✓	
					Ziik.io Smappen & Atlas
					It'seeze

MEET *OUR PARTNERS*

We use the latest technologies and the best suppliers in the industry to craft a fully fleshed out franchise **built for the future**

The logo for 'ziik' features the word in a stylized, lowercase, blue font. The letters 'i' and 'i' have small blue circles above them, resembling eyes or dots.

Our social online platform and the central hub of your workspace. A place to house your manuals and tech that helps maintain control of your concept and strengthen communication

The logo for 'it'seeze websites' features the text in a lowercase, sans-serif font. 'it'seeze' is in black and 'websites' is in orange.

Having a great website is vital for a successful franchise. That's why we work with the 5 star rated and UK's longest running digital marketing franchise to design and deliver amazing sites whenever needed

The logo for 'smappen' features a stylized, multi-colored starburst icon above the word 'smappen' in a lowercase, bold, black font.

One of the fastest growing & most widely respected suppliers. Their state of the art territory mapping provides insight, competitor analysis and guidance on how to properly locate your franchisees

The logo for 'ATLAS MAPPING' features a red, stylized mountain range icon to the left of the text 'ATLAS MAPPING' in a white, uppercase, sans-serif font.

Atlas provide strategic guidance and support to help our clients understand their demographic and to build territories that will ensure franchisee success and maximise long term growth

THE *PROCESS*



1 strategy workshop

2 defining your why

3 what's in the box

4 document production

5 recruitment planning



UNDERSTAND YOUR *WHY*

Franchising in 2025 is highly competitive

It IS what you say, and it IS how you say it!

So build something bold and unique

Understand your Franchisee and their needs

Define WHY someone should join you

We help you craft the franchise you deserve



THANK

for thinking
of us

YOU

ready to ignite
your franchise?

KINDLING

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