



# Welcome to this special Franchise Exhibition issue of Driving Forward

The fact that you are taking time out to visit the Franchise Exhibition means that you are already attracted to the idea of franchising. All you have to do now is decide which particular franchise matches your own needs and aspirations. There's certainly plenty of choice available and this exhibition is a perfect opportunity to talk with as many people as possible and to seek expert professional advice.



## When evaluating a franchise there are many factors to consider:

- Is the market for the company's products or services growing?
- What is its position in the market?
- Does it have a unique offer?
- How long has it been established?
- Is there a proven business formula?
- What level of franchisor support can you expect?
- Is it a full BFA member?
- Are its franchisees trading profitably?

It's important to find something that is not only a sound financial investment but also really appeals to you on a personal basis. After all, it's going to take over the next few years of your life so it really has to be something you're going to enjoy too! You also need to feel comfortable with the people running the franchise as they are going to be your future business partners. Do you think you can get on with them? Does their business ethos match yours? Can they deliver what they promise?

Whatever direction you decide to take in the end, we warmly welcome you to Stand L55 at the show and hope to have the opportunity of meeting with you and discussing the benefits of the Driver Hire franchise over the next couple of days.

## NEW OPPORTUNITIES IN THE MIDLANDS!

It's not often that start-up franchises become available within the Driver Hire network but we do have two excellent territories available right now.

One covers an area in Northamptonshire immediately around **Kettering, Corby and Wellingborough**.

The other is in the West Midlands and covers an area from **Redditch and Bromsgrove** around to **Dudley**.

**For more details**  
please call John Warren on  
**01274 551166**  
john.warren@driver-hire.co.uk

**£24.5bn** – the size of the UK market for recruitment services

**£2.6bn** – the estimated size of the market for driving-related recruitment services

**£2.34m** – the total sales value of Driver Hire franchise re-sales over the past 12 months

**30.44%** - the combined year-on-year sales growth of the 25 Driver Hire franchises that have changed hands over the last 2 years

**IT'S A NUMBERS GAME**



# FRANCHISE RE-SALES

Two in five new people come into franchising by purchasing a franchise re-sale, according to the latest NatWest/bfa survey. Not surprising really given that many franchisors now have well established and mature networks with only limited opportunities for new starts. Driver Hire is a typical example with re-sales offering a fantastic opportunity for new entrants to join the network. They provide the incoming franchisee with the benefit of an established local business, a strong customer base and revenue streams from the first day of trading.

A fresh injection of energy and enthusiasm from a new owner can work wonders for an existing business, as witnessed by many recent Driver Hire re-sales. Says Franchise Resourcing Director John Warren, "The most rewarding part of my job is to bring new people into the business and, in a relatively short period of time, see them take an established franchise and drive growth and profitability beyond their (and often our) expectations."

Many of the Driver Hire franchisees who have bought their businesses within the last 12 months are showing a year-on-year sales uplift of between 30% and 100% - and that translates into some very attractive bottom-line growth. Whilst a re-sale will invariably cost more than a new franchise, finance is not normally a barrier as the major banks see them as a very safe bet."

Driver Hire franchise re-sales are currently available in a number of key locations including Brighton, Warrington, Middlesbrough, Shrewsbury and Derby. Even if there are no advertised opportunities in your region, we would like to hear from you. Suitable re-sales may be available in the very near future and we will keep your details on our database.

**Please call John Warren on**

**01274 551166**

**or email [john.warren@driver-hire.co.uk](mailto:john.warren@driver-hire.co.uk) for further information**



## SEE FOR YOURSELF

One of the best ways to evaluate whether a franchise is right for you is to speak to existing franchisees. Even better, visit one of our offices and you'll get an even better idea of what the Driver Hire business is all about. That's all part of our 'discovery' process so if you're interested in becoming a Driver Hire franchisee, contact John Warren on 01274 551166 and we'll organise an initial meeting. Who knows - this time next year you could be the owner of a thriving and profitable Driver Hire franchise!

## NEW FRANCHISEE



### BURY ST EDMUNDS

George Griffiths is a qualified accountant with a background in car and truck dealerships, including brands from DAF through to Ferrari.

George, who's originally from New Zealand, felt that franchising offered a way of working "for myself but not by myself", while the Driver Hire business model, and the untapped potential he identified in his territory made this the right opportunity for him.

## GRANT WILSON, ABERDEEN OUR FRANCHISEE OF THE YEAR

The experience of being made redundant back in the early 90s provided Grant Wilson with the inspiration to go it alone and become his own boss. "After all, it's impossible to give yourself the sack," Grant observes wryly.

Grant was soon sold on the benefits of becoming a franchisee. "It reduces the risk factor immensely," he says. "You're buying into a proven business model, there are plenty of other franchisees to check things out with before you buy and, if you choose to go ahead, full back-up and support from the franchisor."

Grant took on the Aberdeen franchise in 1994 - and what a difference a few years make! Now employing eleven people and achieving a series of 'best ever' weeks, in September 2007 Driver Hire Aberdeen became the top performing office in the entire network, with weekly sales of over £70,000. The achievement is even more impressive when you consider that Aberdeen's population numbers only 200,000.

"Success really is quite simple," says Grant. "We focus and target activity, following the campaigns provided by Driver Hire. Over the years we've had to adapt to meet changes in the marketplace. But, if you believe in yourself and build a great team around you, there really are no limits with Driver Hire."



Grant Wilson and Driver Hire CEO, Chris Chidley

## SUPPORT ALL THE WAY

When you become a franchise owner with Driver Hire one of the key benefits is the support that you receive, not just at the start of your journey but all along the way. We have a team of 55 people at Head Office whose task is to ensure that you maximise your business potential, your profitability and the capital value of your investment. This support includes initial and ongoing training, a sophisticated bespoke IT software package, invoicing and administration, marketing and PR, National Accounts and assistance with local business development.

We are constantly looking at ways of improving and enhancing our support package to meet with the changing demands of the business. One good example is the 2-week Foundation Training course that each franchisee attends before commencing with us.

This provides you with all the necessary theoretical and technical knowledge required to run the business, including candidate recruitment, legislation and compliance, systems and processes, sales, marketing and business development, accounts and payroll. Following a major review, the course was re-launched in July and it was a resounding success with all those who attended. Tony McCafferty, our new franchise owner in Inverness described it as, "The most professional course I have been on in many years – well done to all involved"

Our bi-annual Conferences are always a popular feature of the Driver Hire year and provide a great forum for two-way communications and for networking with fellow franchisees. This summer's conference was held at the De Vere Herons' Reach Hotel in Blackpool with the theme... Communication! With a panel of internal and guest speakers this proved to be a very lively, informative and participative day. Our next Conference is in December and will be held in York.



In a sales-led business such as ours, motivation is always an important feature and that's where the 'a+g=r Club' comes in. This is a centrally funded incentive scheme aimed at franchisees and their staff and is a great way of recognising sales activity and business growth by offering tangible rewards.

These rewards come in the form of points which can then be exchanged for goods or experiences ranging from home entertainment gadgets to parachute jumps and flying lessons.

### NEW FRANCHISEE



### GRIMSBY

A desire to find interesting new challenges was at least partly behind Paul Dyson's decision to buy Driver Hire Grimsby in Summer 2007. Paul has been used to working under pressure and taking quick decisions in so he is well equipped to make a success of his new job, whilst at the same time benefiting from the comprehensive support services offered by Driver Hire.

## ENFIELD FLIER

Manjit Singh is no stranger to hard work, having worked seven day weeks for 2½ years running a successful retail business with his wife. Manjit correctly reckoned that this experience of the logistics and distribution business from the customer's perspective would serve him well as a Driver Hire Franchisee. He is a CPC-qualified Transport Manager, and has also previously worked for Business Post.



Manjit bought into an existing Driver Hire business in Enfield and has set about re-establishing it as the premier transport and logistics recruitment agency in his area. With a positive economic environment locally, and major events such as the London Olympics in 2012 on the horizon, Manjit felt that there was great potential in the Driver Hire concept.

Some six months on, Driver Hire Enfield is achieving a sales rate which, if maintained, puts the business on track for a £500k turnover in the next twelve months.

## PLOUGHING A NEW FURROW



John Fraser is a relative newcomer to the Driver Hire network, having purchased his Hull franchise from the previous owners in December 2006. Having originally trained as an accountant, the majority of his career was spent

managing farm estates on behalf of large organisations. He made the decision to start out in business by himself and when the opportunity arose to buy Driver Hire Hull, John grasped it with both hands.

John Warren, Driver Hire's Franchise Resourcing Director comments, "John took over a territory that was well-established, but had seen little growth for several years. He didn't waste any time in transforming it."

The results speak for themselves – in little over six months John's business is flying high with 50% plus year-on-year growth and regular record sales weeks. His experience proves that you don't necessarily need a background in either recruitment or transport to succeed at Driver Hire.

## AN AWARD-WINNING BUSINESS

2007 is proving to be another great year for Driver Hire on the awards front. Top performance must go to Malcolm Davidson, a driver with our Ashford branch. Malcolm was crowned "Agency Driver of the Year" by the Recruitment and Employment Confederation at a splendid ceremony held at the House of Commons in June. This is the third year in succession that

one of our drivers has won this prestigious award and proves that our drivers are one step ahead of the rest.

Driver Hire's name was also up in lights at the Scottish Recruitment awards where Fiona Mackay from our Aberdeen office made it to the finals in the Managers' section. And last but by no means least, Driver Hire was again selected as a finalist in the bfa's Franchisor of the Year competition, following hot on the heels of our overall win in the 2006 event.

Awards like these are not gained by accident. We have to work hard to achieve them and they demonstrate the in-depth quality and commitment to service that runs right through the Driver Hire network.



### NEW FRANCHISEE



#### INVERNESS

Tony McCafferty is the new owner of Driver Hire Inverness. He has a background in retail, having worked for several blue chip companies, including WHSmith and Homebase, and most recently he was Store Manager of the Inverness branch of Matalan. With a strong local economy, Tony felt there was a growing need for Driver Hire's services and, with record weeks in August and September, all the indications are that he is right.

## PRODUCT INNOVATION - NEW SERVICE DELIVERS THE GOODS

Developing new products and services is vital if Driver Hire franchisees are to stay ahead of the game. That's why Driver Hire CEO, Chris Chidley is so excited about the company's new 'Man and Van' service. "This product is truly unique in that we provide the customer with both a vetted driver and a fully insured van," says Chris. "It enables parcel and multi-drop companies to cope with peaks and troughs in demand – it's the ultimate in flexibility and

enables customers to maximise the productivity of their drivers. From a franchisee's perspective it's a great addition to the business. Vehicle hire and insurance is organised directly through Group HQ, even invoicing is processed centrally – the franchisee just supplies the driver. With 43m parcels being delivered every month, we expect this to play a significant part in the growth of our business over the next few years"



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### NEW FRANCHISEE



#### WORCESTER

Before deciding to purchase the Worcester franchise, Mike Dean had previously run Driver Hire's company owned office covering Wolverhampton and Walsall, so he is no stranger to the business. Having always fancied working for himself, Mike took the plunge when the opportunity arose – even though he had just become a father for the first time! We're pleased to report that both Mike's 'babies' are doing well.