



Franchise Finance Case Study

Background

Having worked in the health and care sector, Jignisha had built up a good understanding of the benefits that a carer can bring to the quality of an individual's life. She subsequently moved into several customer-focused roles, where she took on additional management responsibilities, which has placed a strong set of transferable skills at her disposal.



Jignisha wanted to start her own business, so after investigating the various options where she could combine her management and care skills, she decided to purchase a Caremark franchise business which represents an exciting challenge and opportunity for her.

We were asked to prepare a business plan for Jignisha, to determine the viability of the business opportunity, and to help her and the franchisor raise any necessary finance that might be required to fund the business start-up costs.

The Outcome

Franchise Finance duly prepared a comprehensive business plan, which showed a viable outcome for Jignisha. This helped the client and the franchisor to arrange the necessary finance with HSBC, to enable her to open her new Caremark franchise business.

Here's what Jignisha had to say:



"You wrote a business plan for me earlier last year. I thought I'd write to you and say thank you, the business plan was great and we got approved for funding from HSBC and are now waiting to trade. We've come so far and the business plan was only the beginning and I am extremely grateful for your support. Thank you."

Franchise Finance arrange finance for franchisees, prepare business plans and run business and financial training courses and workshops through their Business Training Academy. They are affiliate members of the BFA and have a 95% success rate in raising finance for their clients. They can be contacted on 01844 355575 or by email at info@franchisefinance.co.uk. For more details, see www.franchisefinance.co.uk

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