

Franchise Finance Case Study

Background

Having previously assisted Victoria Cooke with a business plan for her first Marston's pub she naturally approached Franchise Finance when Marston's required a business plan for her to acquire a second pub, The Duke of Cumberland. Being aware of the tight deadlines surrounding the production of the business plan every effort was made to ensure that the plan was produced on time to enable Victoria to take over the new pub.



The Outcome

Through e-mail and telephone contact, Franchise Finance duly prepared a comprehensive business plan for Victoria which met not only her requirements but also those of Marston's and the statutory pub code. The plan was produced quickly and enabled Victoria to meet all deadlines and so take over the pub on the anticipated date.

Here's what Victoria had to say:



"The Franchise Finance consultant was extremely helpful and responsive to our short time scale. I would highly recommend their services"

Franchise Finance arrange finance for franchises, 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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