



# Franchise Finance



## Franchise Finance Case Study

### Background

Jim's Mowing is the world's biggest Lawn Mowing and Garden Maintenance organisation. Jim's Mowing was started in 1982 - one man with a lawn mower and an urgent need to pay the rent! The business quickly outgrew what one man could handle. Trying to service Jim's customers without compromising the quality of his work proved quite a challenge, and after trying a number of ideas, he launched the Jim's Mowing in 1989.

Jim believed that by offering training and support to others, combined with clearly defined standards of customer service, he could build a strong reputation while attracting both clients and gardeners. There are now 2000 Jim's Mowing gardeners worldwide, servicing over ten thousand customers every day.

Franchise Finance worked closely with the team at Jim's Mowing to learn about the franchise concept. With a good understanding of the business model, The Franchise Finance team are pleased to produce professional and comprehensive business plans for Jim's Mowing franchisees.

### Here's what David Hughson had to say:



"Donna and her colleagues at Franchise Finance have made my job so much easier. Not only by providing the most appropriate framework for a franchise prospect to raise the necessary finance but by also installing a financial mindset essential in the new business owner that isn't always there."

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](mailto:info@franchisefinance.co.uk). For more details, see [www.franchisefinance.co.uk](http://www.franchisefinance.co.uk)

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HELPING YOU ON YOUR BUSINESS JOURNEY  
WITH YOUR FUNDING, BUSINESS PLANNING & TRAINING NEEDS