



Franchise Finance Case Study

Background

Chris has worked in several project-based, financial services, and sales roles in the past. Additionally, Chris enjoyed a period of self-employment in the property market, which has given him a strong level of business awareness and a good set of transferable skills.



He felt that it was the right time to do something for himself and provide an important service to the local business community. After looking at the various options, he felt that the product quality, support from the franchisor and strong customer service element offered by a Cafe2U franchise business, met these requirements and represented an exciting new challenge and opportunity for him.

Franchise Finance were asked to prepare his business plan, firstly to determine the viability of the business opportunity, and secondly to raise any necessary finance to successfully set up the business.

The Outcome

Franchise Finance were set the challenge of preparing a comprehensive business plan, which showed a viable outcome for Chris, and obtain approval of the necessary lease and loan finance within **9-working days** to allow him to meet his proposed start date.

The business plan was completed, and the lease and loan finance approvals obtained from an established leasing company and the government's Start-Up Loan scheme respectively, **within 5-working days** to enable him to open his new Cafe2U franchise business.



Here's what Chris had to say:

"Professional from start to finish - Glyn Jones made each step simple and easy for me - thank you for making my new venture come true!"

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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