



*British Motorist Association*

# **Franchise Prospectus**

**2014**



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# Welcome to the BMA

Hello and welcome!

This prospectus will provide you with an understanding of our business so that you can get a feel for what a BMA franchise offers. It may not answer all of your questions, but it will hopefully give you the ability to determine whether you wish to progress with your application to join us.

## Would you like to...

- ✓ Work from home?
- ✓ Choose your own working hours?
- ✓ Own a business in a popular & growing industry?
- ✓ Help local businesses and local people?
- ✓ Have the ability to succeed, whatever the economy?
- ✓ Develop initial turnover of over £30,000 - £50,000 p.a. with the capacity to easily earn much more.\*

Then read on...

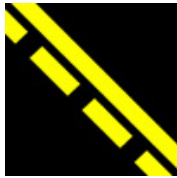
As a BMA franchisee you will have the opportunity to build a successful business working for yourself, but with the training, support and experience of an established business behind you.

We have divided the UK into large exclusive territories, meaning that only you can operate and market within your designated area.

Each franchise is designed to operate from either the home or office with the main equipment requirements being a computer, printer, telephone, and internet access.

As part of the franchise agreement you get to use the “BMA” systems, name, logo, and web- site. This gives you credibility and confidence to go out into the market place and get off to a good start with full and ongoing support and advice

\* based on franchise area of upto 1,000,000 population. Smaller and larger areas are available.



## What does the BMA do?

The BMA is a money saving website aimed at the UK motorist. We provide effective value for money advertising and promotion to local businesses in a variety of ways – each being a revenue stream for your new business.

### The Website

The website is where it all happens. Each franchisee has their own page in which to display the motor trade adverts in their area. There are links to both trade and standard membership pages and any member that joins in your area will result in more income for you.

### We help local businesses because:

- It targets exactly the market that they want to promote their services to. It also has a pricing structure to fit every budget.

### We help the UK motorists because:

- it supplies them with discounts and incentives for all aspects of their motoring costs. We incorporate areas for cars, motorbikes and motor homes, so there really is something for everyone.

### Featured listings:

- The advertisers pay only £20+vat per month for a featured advert on the website. A featured advert is displayed within the first 5 pages of the appropriate advertising section in their area. Discounts are available for longer periods of advertising. Advertising at this price should be very easy to sell. All advertisers when placing any kind of advert MUST offer an incentive to our members.

### Free listings:

- Advertisers also have the ability to place free adverts. Free adverts are placed further down the listing pages, so are not so prominent for members to see. Free advertising may sound strange but it really does serve a purpose. Firstly it gives you the reason to approach a business that is not presently interested in paying for advertising, Getting content onto your page is key to attracting members in your area to join, It also gives you a reason for contacting them at a future date to ask about upgrading their advert, to get it more prominently placed. All advertisers when placing any kind of advert MUST offer an incentive to our members.



### Banner adverts:

- Banner adverts are again £20+VAT per month. These are placed on the home page of the website on a revolving carousel. This means that the banner will appear periodically throughout the day.

### Standard membership:

- Members pay a annual membership fee of £15.00 inc VAT in order to qualify for the incentives offered by our advertisers. Adverts with fantastic incentives will obviously encourage members to join. Every member that joins within your exclusive territory will gain you some commission, and with around 34 million UK drivers, you certainly have the ability to make a healthy business. The BMA HQ will also be promoting nationally to encourage members to join.

### Trade membership:

- Trade membership is £36+VAT and allows trades to use the BMA member logo on their website. It also allows an unlimited placement of classified adverts on the site, which greatly appeals to Car dealerships.

## BMA Radio

The BMA is launching its own dedicated motoring radio internet radio station this Year. Playing driving music and dedicating all advertising space to motor related trades.

Commissions on radio advertising is dependent on what type of advert, length of advert and whether the producing is done in house or out sourced.

## Motoring expos

The BMA attends the big National expos to maximize on brand awareness. All members who sign up at these events will result in the appropriate areas receiving commission. We actively encourage and expect all our franchisees to attend local motor shows and related expos in order to promote brand awareness and attract members



## Who is ideal for us?

“Ambitious and enthusiastic individuals that want to build their new advertising business will be welcomed to the BMA team.”

### ARE YOU...

- Sales driven
- Dedicated and committed to achieve
- Possessing the ability to engage with people, network and manage and motivate staff
- High achievers who will go the extra mile to provide the level of service that our members and customers have grown to expect
- PC literate
- Someone with a passion for motoring

So if you fancy a career change, or simply want to be your own boss, and you think you have what it takes, then we would love to hear from you and hopefully welcome you into BMA Team.

Our brand and reputation are very important to us, and franchising has to be right for both parties. Not everyone who applies for a BMA franchise will be successful, however we will provide full training and ongoing support for the right candidates, giving them every opportunity to succeed.

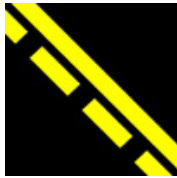


## Reasons to join us!

“Our main goal is to help you build a profitable business that you enjoy”

- As a BMA franchisee you will have the opportunity to build a successful business and an excellent income, working for yourself, but with the training, support and experience of an established business behind you.
- Tapping into a large and growing market; there are around 34 million UK drivers, and this number is rising. The automobile industry is a rapidly growing market.
- Exclusive territory; each franchisee is given an exclusive large territory to work within. This means that only you can operate and market within your chosen area.
- Fantastic earning potential; unlimited rewards for franchisees prepared to put in the hard work.
- Being able to attract customers as part of a professional organization; we demand great service in every aspect of our business and our customers demand this. Having a respected brand speaks volumes when dealing with the market today, and we are dedicated to maintain this image
- A presence through the internet from both website and radio; Along with our website presence, we have our very own internet radio station dedicated to the UK motorist and motoring trades.
- Regular national advertising; we are constantly promoting the brand nationally, in areas such as expos and magazine prints
- You are selling a service that all companies, regardless of size require.

“It’s important that you feel that you are your own boss but that you are not on your own – we are here to help”



## What does a BMA franchise cost?

The table below details the sizes of territories and the costs involved.

No of people in area	Cost of 5 year Franchise
Up to 500,000	£5,000+VAT
500,000 – 1,000,000	£10,000+VAT
1,000,000 – 2,000,000	£20,000+VAT
2,000,000-4,000,000	£40,000+VAT
Over 4,000,000	£80,000+VAT

- Our joining fee varies on the size of the territory. Each territory consists of separate counties in the UK.
- This means that an entry level franchise costs as little as £5,000 (+ VAT).\* for a 5 year license (equal to £1K per year)
- Areas can be split if you would prefer a more focused territory (POA)
- An additional upfront payment of £3,000 (+ VAT) will also be payable to cover your IT support for the 5 year duration, and set up costs.
- Larger territories are expected to purchase a branded vehicle. Smaller territories, a branded vehicle is optional, but recommended. The vehicle can be purchased outright or leased.

In terms of on-going fees, we do not charge you a penny. All monies you receive from advertising and trade membership\*\* is 100% yours.

You will also receive 25% commission excluding vat for standard membership sign ups within your region, even if purchased online. Radio commission will be POA

\*. This is assuming that you already have internet, phone and PC

\*\* Any Trade membership sign ups obtained through the website will incur a small fee to cover admin costs.





## **What's included in the Franchise fee?**

- Your own exclusive territory (county)
- 5 Year License
- The right to use the BMA brand
- Online Operations manual
- Access to the BMA forums
- Full Sales and Systems training including training manual
- Comprehensive ongoing training.
- Database of any existing advertisers in your area
- Lead generation

## **What's included in the Set Up fee?**

- Your own web page within the BMA site, and set up
- Your own region@britishmotoristassociation email
- Starter pack of business cards (250)
- Branded clothing
- Exhibition stand & Branded merchandise



## **What's the market like?**

In any economy, all businesses need to constantly promote their products and services to find new customers.

The BMA is unique in offering our services to businesses at every level – and in every sector of the motoring industry.

All companies spend on essential marketing costs and are looking to get a much better return on any investment they make into any advertising.

This is why the BMA is so successful. We offer value-for-money targeted advertising that works.

## **How do the territories work?**

Simple, you get your own exclusive territory. A territory will typically consist of a whole county. Any motor related business or potential joining member within this territory falls into your marketing area. There are territories of different sizes, and the possibility to split areas into smaller sections if required. We do however recommend that you live within your chosen territory.

## **How can my Franchise Grow?**

We accept that our territories are unusually large as franchises go. We will give you the support to manage your own team or to create sub franchises in your territory\*

We will also be holding monthly telephone meetings and annual face to face meetings to discuss ways to help and expand your business.

Our website will be updated regularly increasing the revenue areas in order for you to be able to sell additional advertising space.

\* subject to signing a master franchise contract



## How we support you

Once you have had your initial training from the BMA it doesn't stop there. Ongoing bespoke training is available to you if you want more advanced training or just some refresher training to go over anything again. BMA also provides comprehensive telephone and e-mail support. This ensures you are never left on your own and support is available whenever you need it.

“It is in our best interests for your business to succeed, therefore we are committed to helping your business grow.”

## Is the BMA for you?

Owning your own business in any franchise does not guarantee automatic success. It will require your total commitment and hard work, and you will also need to make a financial commitment to the growth of your business. However, as a member of the BMA team, you will find the support from both HQ and fellow franchisees to make the process easier and far less stressful. We will make every effort to assist you in making an informed decision on whether the BMA is the right choice for you with absolutely no pressure.



## Q&As

Q. How long is the franchise agreement for?

A. Initially 5 years

Q. Can I renew my Franchise agreement?

A. Yes there is an option to renew for a further 5 years ongoing

Q What skills or experience do I need?

A. As a BMA franchise owner you will require good communication skills and be somewhat PC literate. You will be taught the rest during training.

Q Can I sell my business?

A. Yes. It is your business to sell. We however, need to approve any prospective purchaser and be involved in their training in the transitional period.

Q. Can I franchise more than one territory?

A. That really depends on you. Our territories are large, and taking on more than you can reasonably handle does not benefit anyone. We strongly recommend that you work within your limits.

Q. Do I have to live in my territory?

A. We prefer franchisees to live in the territory that they are operating in.

Q. Are there any advertising requirements?

A. Yes, you will be responsible for promoting your business locally. You will also be expected to attend local motor shows and expos.

Q Will I need to employ staff?

A. Again this depends on you. At the start – probably no. As the business builds you may need to employ staff in order to expand your business further.

Q. How do I apply?

A. fill in the form at the back of this prospectus and email it to us at [admin@britishmotoristassociation.co.uk](mailto:admin@britishmotoristassociation.co.uk)



## Interested in finding out more?

If you are interested in finding out more, here is how to proceed:

Begin by completing and submitting the preliminary enquiry form on the following page. Completion of the form places you under no obligation.

A confidential exploratory meeting will be arranged with applicants who meet our criteria. We will run through the figures with you, show you the systems and discuss possible locations.

Following the meeting, you will need time to consider the opportunity, go over the figures with your professional advisors, talk to your family and start to review the market potential in your preferred territory. You may also have further questions to ask us.

If, after all your consultations, you wish to apply for BMA franchise, you will be required to complete an Intent to Proceed agreement and pay a deposit to secure an available territory.

At no point will we apply pressure on you to come to a decision. At this stage, the next step is simply to submit a completed preliminary enquiry form to obtain further information.

We look forward to hearing from you



## Preliminary Enquiry Form

I have read your prospectus and would like further information about the **BMA** franchise. Please contact me to arrange a meeting

**Name** (please write below)

**E-mail**

**Home Telephone No.**

**Daytime or Mobile No.**

**Address**

**City**

**County**

**Postcode**

**Date of Birth**

**Current Situation**

House Owner       Tenant

**Marital Status**

Married       Divorced       Single

**Does your spouse/partner work? (If applicable)**

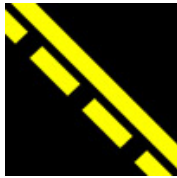
Yes       No

**Dependents**

0       1       2       3       4       5+

Ages:

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## **Preliminary** Enquiry Form cont...

**Current Income Band**

<25k [ ]    25-50k [ ]    50-75k [ ]    75k+ [ ]

**Do you own, or have you ever owned, a business?**

If yes, please provide details

**How do you propose to fund this investment?**

**Where in the UK are you interested in operating?**

**I confirm the information I have provided is to the best of my knowledge true and complete.**

Signed: ..... Date: .....

Please return the form with your CV to:

**admin@britishmotoristassociation.co.uk**

*Please note this questionnaire is for general information and will be used initially in assessing your suitability to become a BMA Franchise Owner. It will be treated in the strictest confidence under the terms of the Data Protection Act and does not place you under any obligation whatsoever. Further information will be required should a mutual interest develop.*

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