



Flameskill Franchise Opportunities

“This is a great opportunity for you to join a successful, established business in an exciting and growing market sector. You can build a highly profitable and rewarding business for yourself using our expertise.”

Hello

Thank you for requesting the Flameskill Franchise Prospectus. We are delighted that you have taken the time to explore what we believe is an outstanding opportunity for ambitious individuals.

Flameskill Ltd has been established for over 30 years and providing franchises for over 15 years. Our franchises vary in size and turnover, that is up to you, and how large you want to become.

A Flameskill Franchise offers you the opportunity to build your own successful business utilising our systems, processes, skills, knowledge, brand and support.

This prospectus will tell you exactly what we are all about, a little bit of our history, and the key benefits you will enjoy as a franchisee. We will also provide details of how much you can earn and what your initial investment will be. It will also provide you with all the information you need to help you decide whether this opportunity is one you would like to take further.

The next step in the process is to contact us and arrange a visit to our head office in Great Yarmouth. This will give us both the opportunity to meet and ask any questions.

We look forward to hearing from you.

Regards

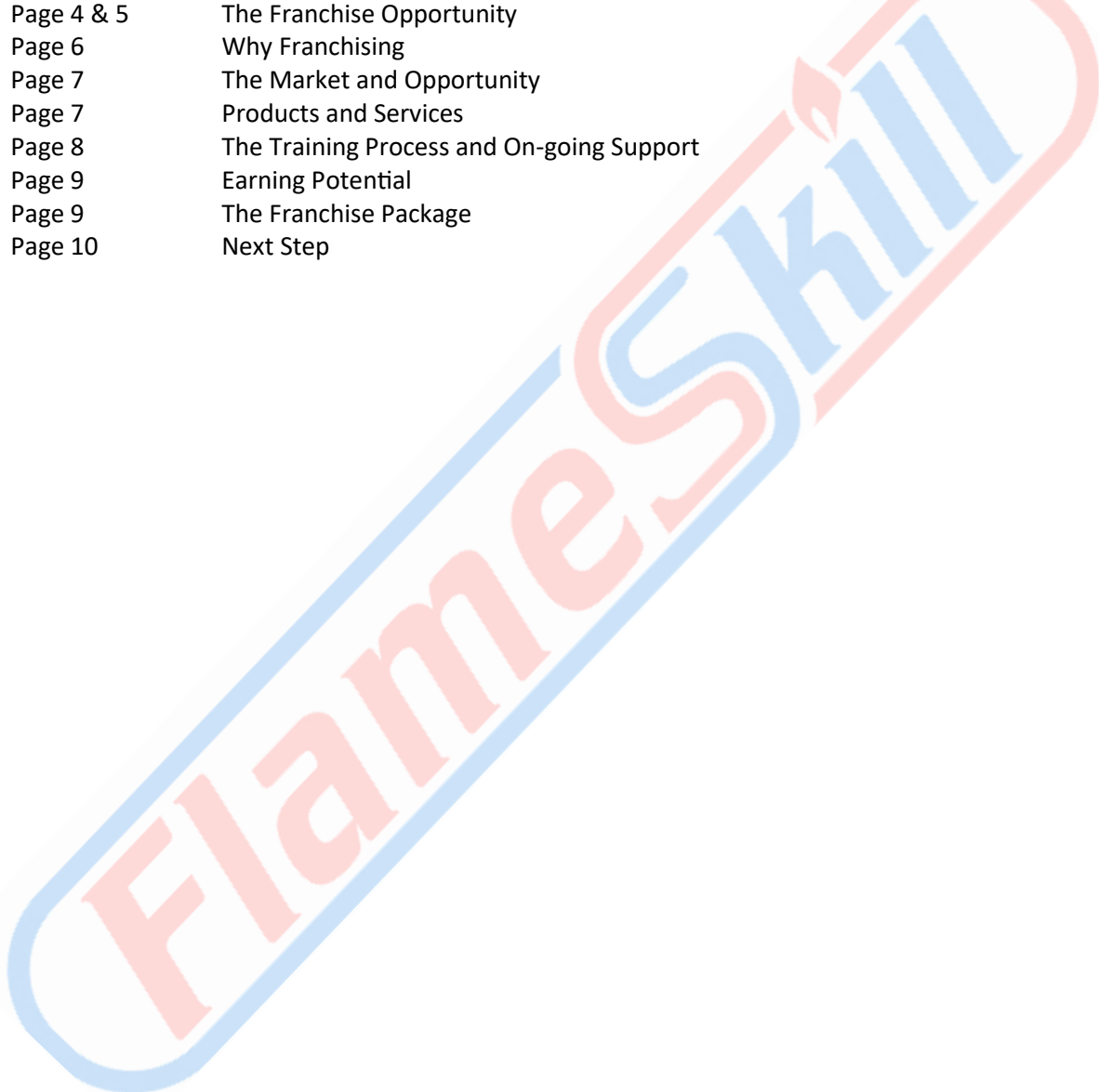
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Flameskill Overview

Flameskill provide the Supply, Service, Maintenance, Testing and Recertification of all types of Fire Fighting and Safety Equipment.

Flameskill, a totally independent company which has been established for over 25 years, lead the way in providing fire fighting and safety equipment. Our commitment to our customers is to supply product and service to the very highest standards, whilst remaining cost effective. Our customers include,

- Hotels
- Care Homes
- Offices
- Workshops
- Large Industry
- Marine & Offshore
- Petrochemical
- County Fire & Rescue Services
- Port Authorities
- Airports

These are just some of the many industries Flameskill deal with on a daily basis.

Flameskill supply, service and maintain fire fighting and safety equipment which carry all the relevant approvals, and meet current regulatory standards. All of our Service Technicians are fully trained, third party accredited and registered in the BAFE SP101 / ST104 National Accredited Service Technician Scheme.

Our testing / maintenance / refurbish / refill workshops are registered by BAFE to SP103. Our focus on quality of product and service is underpinned by our ISO9001:2008 Quality System.

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The Franchise Opportunity

Below we have high-lighted the main benefits of being a Flameskill Franchisee, which should answer some of your questions.

High Income Potential

As a Flameskill franchisee you will have the opportunity to earn a high income working for yourself but, with the training, support and experience of an established company behind you. Flameskill has all the relevant certification and insurances required to support your venture.

Demand for fire services is very high and subject to government legislation, this truly is a recession proof business.

As a Flameskill Franchisee you will be able to supply a quality service to any customer at very competitive prices. You will have access to a wide product portfolio and updates on any changes to legislation.

Working Area

We do not set out fixed boundaries or areas for you to work in. Usually the franchisee will work to a radius of their home or work base. These may sometimes overlap, but if you approach a potential customer that Flameskill already looks after, you simply walk away.

We do not like to fix any boundaries or areas because we do not want to restrict your business from growing to where you want it to be.

Low Overheads

The franchise has been designed to operated initially from home. As your business grows you may decide to move to a commercial premises, but that decision is yours. You can if you wish, develop a multi van operation, employing additional service technicians. There is no extra cost for doing this.

On-going Revenue

One of the great benefits of this franchise is the on-going revenue. Excellent customer loyalty means clients continue with Flameskill year after year.

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Credibility and Use of Company Brand

As part of the Franchise Agreement you get to use the Flameskill copyright name, as well as the systems, processes, invoicing, logo, website, history, public liability insurance, head office support and stationary. This gives you credibility and confidence to go and get out into the market place and get off to a good start. It also enhances your position in the mind of potential clients and differentiates you from the vast majority of your competitors. This will ensure that they are happy to be dealing with an established and reputable company, using our accreditation, quality systems and insurances.

Training and On-going Support

Previous experience is not essential. Every new franchise will be fully trained, ensuring that you have the confidence from day one. On-going support, assistance and refresher training is continually available to franchisees.

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Why Franchising

A franchise reduces the risk of failure.

Starting a new business always carries a risk. The degrees of vulnerability varies depending on:

- Knowledge
- Skill
- Financial resources
- Relevant abilities

Many who start up their own businesses lack some or all of these qualities. Many enterprises fail because they cannot learn and adapt quick enough. Statistics show that 80% of new businesses starting today will fail within the first five years.

With a franchise this risk is substantially reduced because you are buying the experience and expertise of the franchisor. This market knowledge will help you avoid making mistakes that can cost time, money and valuable resources. Nat West maintains that over 90% of franchise businesses succeed.

When you become part of a successful business, you will be able to take advantage of our buying power and link into the strong relationships developed over the years.

Other Franchise Benefits

As stated at the beginning of this section, a franchise provides the opportunity to earn a high income working for yourself but with the training, support and experience of an established company behind you.



The Market & Opportunity

There has never been a better time to buy a Flameskill Franchise.

The demand for fire services has never been higher both for business users and individuals.

Business Targets

We target nearly every commercial business as they all have to comply with the Regulatory Reform (Fire Safety) Order 2005.

The scope of the opportunity is enormous, from small independent retailers up to multi national corporations.

Products and Services

The following list represents the portfolio and services that franchisees can offer potential clients, with the appropriate training. These services can be offered completely by the franchisee or if outside your skill set can be subcontracted out to fellow franchisees.

- Extinguisher Servicing
- Extinguisher Sales
- Fire Alarm Servicing
- Fire Alarm Sales
- Emergency Lighting Servicing
- Emergency Lighting Sales
- Systems
- Signage
- Fire Training
- Fire Risk Assessment
- PAT Testing
- First Aid Training

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The Training Process and On-going Support

All franchisees undergo training for Fire Extinguisher servicing to BS 5306 Part 3. They will then be registered in the BAFE National Accredited Service Technician Scheme. Refresher training will take place every 3 years.

Training for Fire Alarm, Emergency Lighting and PAT testing can all be arranged but may be charged on top of the franchise fee.

Our Accreditations and Memberships are as follows

- BAFE SP101/ST104 and SP103
- IFEDA Full Membership
- ISO 9001:2015
- ISO 14001:2015
- F-Gas Registration
- Det Norske Veritas (DNV) Approved
- Lloyds Register
- ABS
- UVDB Verify
- FPAL
- Draeger Approved
- 3M Scott Approved
- US DOT Approved
- ISO 17020:2012

This is just some of what may be applicable to you.

On-going support

Employees of FlameSkill are always at hand to help and support the franchisees on a day to day basis. We have the expert knowledge to help source your products as well as a library of standards and regulations.

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Flameskill Franchise

Earning Potential

The earning potential for a Flameskill Franchisee is very impressive. We have franchisees with various turnover from 50K to 1M. These franchisees vary from a one man operation to operating around the country, employing many personnel.

Depending on where you want to be you can do the same.

The Franchise Package

The cost of a Fire Extinguisher Franchise is as follows. (for fire alarms technicians this may need to be adjusted slightly because of additional training)

£2,500 + VAT

This includes the following,

- ⇒ Free company uniform
- ⇒ Van sign Writing
- ⇒ Full training
- ⇒ Trading under the Flameskill brand name
- ⇒ Permanent on-going head office support and administration
- ⇒ Full invoicing
- ⇒ Certification
- ⇒ Operations manuals
- ⇒ Website presents
- ⇒ Business stationary
- ⇒ Public liability insurance

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On-going Fees

In common with the majority of franchisors, Flameskill charges a fixed percentage of your turnover. This fee covers the cost of administration, customer support, invoicing, certification, liability insurance etc. As part of the agreement all purchases will be done through Flameskill head office.

Next Step

If having read through this prospectus you believe you have the necessary skills and desire to become a Flameskill Franchisee, then please contact us at our head office and we will be happy to answer any questions you may have and then arrange to come and view the Flameskill operation first hand.

Alternatively call Sam Monument on 01493 440464 or email sam.monument@flameskill.co.uk.

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