



BUSINESS[®]
DOCTORS
ACHIEVE YOUR VISION

Franchise Prospectus

Join our collaborative network

Use **your**
business expertise
to **empower**
others





“The mutual respect between franchisees and generosity to help each other is a big plus, and a significant differentiating factor compared to similar businesses.”

Graham Robson - Durham and Sunderland Business Doctor



The Context

Introduction

We are a network of experienced business people, passionate about sharing our skills and experiences. Our aim is to offer ‘hands-on’ support to business owners enabling them to overcome their individual challenges and helping them to achieve their aspirations for growth.

Whilst we operate within the consulting industry we are not traditional consultants. Our approach is different and involves getting into the nuts and bolts of businesses providing practical advice every step of the way.

Our clients may be striving to achieve the next level of growth in turnover and profitability, working hard without seeing the results, facing staffing issues or planning to build the value of their business for financial security.

Business Doctors has developed and helped transform hundreds of companies across a spectrum of industries, filling a gap in the market between the big four consultancies and specialist individuals.

Our approach is different and involves **getting into the nuts and bolts of businesses** providing practical advice every step of the way.

Your own professional team without the high overheads!



STEVE SUTTON - CEO



SATHYA DIAR - COO



MARIETJIE STANSFELD



USHI GOSHALIA



KASIA BARANSKA



TAMSIN GREY



ESTELANIE VAN DER MERWE



DANIELLE JOHNSON



NICOLE VAN EEDEN



ASHLEY JANUARY



ESTELLE HEYNS

The Concept

Nurture Business Growth

Small and medium size enterprises (SME's) are anxious to adopt the same business growth strategies used by large corporations to great success. This includes the use of outside expertise. Unfortunately, consultancy services cannot simply be scaled down for SME's.

The small business owner who has befriended his employees needs more than advice to cut staff. The passionate entrepreneur is ill-equipped to handle a dispassionate assessment. The multitasking MD is too busy with day-to-day issues to look five years into the future.

The leaders of our nation's 5.6 million SMEs need more than counsel from consultants or warm words from coaches. They need care and direction from Business Doctors.

Business Doctors provide small and medium size businesses with a host of proprietary programmes designed to help them develop effective strategic plans, improve their organisational efficiency, involve their staff in organisational change, master their supply chain, and more.

The success of Business Doctors is based on their holistic approach to business support. As a Business Doctor, you are not just a coach, you get on the pitch with your client, working alongside them to respond to challenges and seize opportunities across every aspect of the business, from sales to finance, marketing to procurement.

Embedded in communities nationwide, Business Doctors are vital members of the business communities which they support, making a difference locally and helping to develop thriving businesses across the region.

Trained and equipped to deliver packaged Business Doctors programmes, Business Doctors rise to the top by helping other businesses to do the same. Sharing the benefit of their own experience, they help other businesses enjoy the success they themselves have achieved.

Supported by a national Franchise support team, Business Doctors enjoy both the independence of business ownership and the benefits of a supportive, collaborative nationwide professional network.

These benefits include brand awareness, marketing support, additional revenue-generating opportunities and a wealth of tools and resources.

Business Doctors are seeking experienced, business savvy individuals who can use our systems while maintaining our high standards of service. We know the rewards that await them for their efforts.

Together, we will realise the extraordinary potential of the Business Doctors brand. And in doing so, contribute to the UK's business community and the vitality of the country's economy.



**Business Doctors
rise to the top
by helping other
businesses to
do the same.**

The Company

Business Doctors

Business Doctors was established in 2004 by talented business veterans Rod Davies and Matthew Levington who between them have led, developed and helped transform hundreds of companies across a spectrum of industries.

Throughout their careers, Rod and Matthew had to execute painstaking strategic, operational, marketing, sales, human resources and public relations reviews and tune-ups with little recourse to outside help. Corporate consultants should have helped, but they were prohibitively expensive, aloof and out of touch with the needs of SME's.

Aware of the many challenges faced by growing businesses, Matthew and Rod set out to systemise many of the diagnostic, strategic, training, advisory and recruitment tools that they had developed and used themselves to great success. The result of this fruitful collaboration is Business Doctors.

Seeking Qualified Professionals
Since launching the Business Doctors franchise network in 2008, Business Doctors has rapidly become one of the fastest growing business support services in the UK - and demand is increasing.

Businesses in towns and cities across the country require the services of a Business Doctor. Business Doctors Franchising Limited seeks to meet this latent need by establishing Business Doctors throughout the country.

The rewards that await our Franchise Business Owners and their clients are great. We invite you to learn more.

Memberships, Awards and ISO



“Business Doctors have given me the **flexibility of having my own business, but with the backing and structure of a national firm** - with similar values and scope to work within an established model, helping me to build a successful business with the benefit of continual “peer to peer” support”

Peter Fleming
Cumbria & North Lancashire Business Doctor



The Opportunity

A Proven Business Franchise

Business Doctors is a prestigious career Franchise business. It would be your role to deliver packaged business advisory and support services to SME's in your locality. Working in concert with your national Franchise support team, additional business opportunities may also be available to you.

Market Outlook

Winners and losers in the consulting industry are being determined by a war for talent. Business Doctors firmly believes that by giving talented individuals like yourself the opportunity to own their own business - while enjoying the ongoing support of a growing national brand - we will become the pre-eminent provider of business advisory services to SME's across the UK.

With a wide selection of popular services, an outstanding pool of over 5 million small and medium enterprises, a sterling reputation and fast-growing demand, the market is ripe for Business Doctors.

Earnings Potential

When the business was first established by the two founders in 2004, from a standing start, they were able to get the business up to a £350k plus turnover within just 3 years. The demand for Business Doctors was demonstrated

again, with the launch of the business format franchising model in 2008. Since then, the network of franchisees has grown rapidly nationwide.

As the economy continues to improve, the potential for continued growth is huge. Combining your effort, skills and experience with our proven systems, you will have the opportunity to earn a six-figure salary working comfortably with just a handful of clients.

We hope that you find this document informative and will find yourself inspired to learn more about this distinctive business opportunity.

To further your investigation of our franchise, complete the included enquiry form and post it to us without delay. Should there be mutual interest, we will invite you to an exploratory meeting. At this meeting, you would be provided with income projections and other financial details to enable you to draw up a credible business plan for your chosen location and to discuss the opportunity in detail with your advisors.

The Opportunity

Franchise Owners offer Business Doctors' core business support and advisory services within their territory,

and enjoy the opportunity to use their skills and network access to provide clients with a host of add-on services.

The minimum investment to launch a Business Doctors franchise is R22,000 (plus VAT).

Funding Your Franchise

Financing is available through third parties. We work closely with Franchise Finance, who provide specialist independent funding advice to those seeking to invest in a franchise. We also have excellent relationships with the major banks.

Training & Support

Business Doctors Franchising Limited provides its Franchise Owners with a comprehensive Training Programme covering all aspects of the Franchise business.

Franchise Owners will be introduced to the Business Doctors' market, methods, products and systems through a bespoke induction course at the Franchisor's head office in St Helens, Merseyside. Additional sales and business coaching and hands-on completion training is provided at the Franchise Owner's location prior to launch.

Our professional support team, made up of a number of regional directors and head office support will assist the launch of every Business Doctors Franchise and will provide Franchise Owners with a host of ongoing professional support services. The Business Doctors Operations Manual, on loan to our Franchise Owners for the duration of their trading license, outlines our every business practice.

Franchise Owners are provided with the training, tools and support required to exceed the expectations of their customers. The Franchise Owner requires only the determination to apply the proven model and the dedication to make it work for them. Together, we will lay the foundations for a thriving business.

Territory

We are seeking to establish Business Doctors Franchises throughout the United Kingdom. Not all locations are suitable, so it is essential that any chosen area be carefully assessed. We retain the final decision on territory.

Legal Agreement

Business Doctors Franchise Owners secure the right to operate a Business Doctors Franchise Business using the Franchisor's proprietary methods, tools and systems. Your rights and responsibilities will be clearly detailed in the Franchise Agreement, the legal document governing the relationship

between the Franchisor and the Franchise Owner.

Branding

We have invested heavily in the development of the Business Doctors brand, image and trading style. The Business Doctors name itself is trademarked across Asia, Europe, UAE and South Africa, demonstrating the credibility of our services and strength of our offering, and ensuring your business is fully protected.

The minimum investment to launch a Business Doctors franchise is

R22,000

plus VAT

No hidden fees!



The Next Step

How to Proceed

Naturally, neither party can make any decisions at this early stage. You need further details and professional advice whilst we need to learn more about you. The Franchise Owner plays a fundamental role in the national expansion of the Business Doctors brand. We must therefore apply a careful selection process.

Aptitudes

While Business Doctors Franchising Limited will provide training in all aspects of the operation, you will still need to consider your aptitudes and suitability for this Franchise business.

We are entrusting our name and reputation to each of our Franchise Owners and are investing both time and energy in their business. Naturally, we intend to get it right.

We have a clear idea of the attributes that make a person well-suited to our Franchise opportunity and we are prepared to take the time to find such an individual.

Successful Franchise Owners will have strong business skills, solid leadership and experience, senior level management

expertise, confidence-inspiring professionalism, strong people skills, a good local reputation and basic IT proficiency.

Business Doctors promises exceptional client care: our Franchise Owners must be capable of delivering it. A customer care mentality, strong organisational skills, and a prompt and levelheaded response to problems are essential.

The Enquiry Process

If you are interested in learning more about this exceptional opportunity, here is how to proceed:

1. Begin by completing the franchise aspiration and preliminary enquiry forms on the following pages. (Completion of the form places you under no obligation.)
2. Why not attend one of our monthly Discovery Days held in our London office. Following a short presentation about the franchise opportunity, you will have the opportunity to ask questions and speak to an existing franchisee. Visit www.businessdoctorsfranchising.com/ events for more information.

3. Applications who meet our criteria will be invited to an exploratory meeting. During this meeting we will explain the Business Doctors Franchise business in greater detail, discuss the figures, and explore possible territories. We will also be able to answer your questions at this time.
4. Following the meeting, you will need time to consider the opportunity, review the figures with your professional advisors, talk to your family and to franchisees and to research the market in your preferred location. You may also have further questions to ask us.
5. If, after all your consultations, you wish to apply for a BusinessDoctors Franchise, you will be required to complete an Intent to Proceed agreement and pay a deposit.

At no point will we apply pressure on you to come to a decision. At this stage, all we need you to do is simply submit a completed enquiry form to obtain further information.



“It feels more like a ‘partnership’ than a franchise.”

Andy Mee
Oxfordshire & North Buckinghamshire Business Doctor

Preliminary Enquiry

I have read your prospectus and would like further information about the Business Doctors Franchise. Please contact me to arrange a meeting.

Please return the form along with your CV to: Business Doctors South Africa
info@business-doctors.co.za

Full Name:			
Email:			
Home Telephone Number:		Daytime / Mobile Number:	
Address:			
Postcode:		City:	
Date of Birth:		Current Situation:	Home Owner <input type="checkbox"/> Tenant <input type="checkbox"/>
Marital Status:	Married <input type="checkbox"/> Single <input type="checkbox"/> Divorced <input type="checkbox"/>	Does your spouse / partner work? (if applicable):	es Y <input type="checkbox"/> No <input type="checkbox"/>
Number of dependents and their ages:		Current income band:	<R50k <input type="checkbox"/> 50-100k <input type="checkbox"/> R150-R250k <input type="checkbox"/> R250k+ <input type="checkbox"/>
How do you propose to fund this investment?			
Have you ever owned a business?	es Y <input type="checkbox"/> No <input type="checkbox"/>	Do you fit the profile specified on page 8 (aptitudes)?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Please describe the reason for your interest in our franchise:			
Where in SA are you interested in operating?			

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

Signed:		Date:	
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Please note that this questionnaire is for general information and will be used in assessing your suitability to become a Business Doctors Franchise Owner. It will be treated in the strictest confidence under the terms of the Data Protection Act and in no way places you under any obligation. Further information will be required should a mutual interest develop.

Franchise Aspirations

As a Business Doctor franchisee, you will need to be confident, be able to empathise, and show humility. A small business owner needs to trust a potential service provider. Our mantra is ‘pay it

forward’ this is where we prove helpful, friendly advice as a means to gain trust.

Does this sound like you? Complete our aspirations questionnaire below

and if you would like to find out more about Business Doctors, complete the preliminary application form.

1. What do you want to achieve from running your own business and operating Business Doctors Franchise?	
2. What benefits do you feel you will gain from your future business?	
3. What benefits do you feel you will gain from your future business?	
4. How do these compare with the benefits of being employed?	
5. What are the pros and cons of owning a franchise business?	
6. What do you think we mean by our phrase “We don’t just coach we get on the pitch”	
7. What appeals to you about becoming a Business Doctor?	
8. What concerns do you have about becoming a Business Doctor?	
9. How do you propose to fund this investment and at what level are you seeking to invest in the right business opportunity; what is your expected return on investment?	
10. Do you have a partner, if so do you have your partners support?	



Your business in a box

- 1. Strong brand identity
- 2. Proven business concept
- 3. Lead generation and client acquisition programmes
- 4. Full suite of marketing collateral including website
- 5. National PR and social media
- 6. Award winning training
- 7. Fully supported by founders, regional directors and HQ team

References

Bankers

FNB
2 Almondrock Avenue
Strubens Valley
Roodepoort
1735

T: 087 575 9404

Accountants

Alethia Accounting and Business Services
30 Pendoring Street
Brackendowns
1448

Pieter Swanepoel
T: 079 265 3382
E: pieter@alethia.co.za

Franchise Lawyers

Legal Legends
8 Villiera Place,
Hurlingham Manor,
Johannesburg, 2196

Kyle Torrington
T: 011 083 8332
M: 076 085 5301
E: kyle@ttlaw.co.za



Business

An organisation or enterprising entity engaged in commercial, industrial or professional activities

Doctor

Originally an agentive noun of the Latin verb docere 'to teach'

As a Business Doctor franchisee, with our ongoing support, you will deliver a first-class service to local businesses in your chosen territory.

Offering guidance and advice to businesses when it matters to them most. Allowing businesses to take advantage of our combined expertise and years of business experience.



Business Doctor Offices

Belgium

www.businessdoctors.be

Cyprus

www.businessdoctors.com.cy

India

www.business-doctors.in

Ireland

www.businessdoctors.ie

Malta

www.businessdoctors.com.mt

Myanmar

www.businessdoctors.com.mn

South Africa

www.business-doctors.co.za

UAE

www.businessdoctors.ae

United Kingdom

www.businessdoctors.co.uk



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