

2025

Business Doctors Prospectus



**BUSINESS[®]
DOCTORS**
ACHIEVE YOUR VISION

www.businessdoctors.co.za

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Introduction

We are a network of experienced business people, with a passion for helping business owners.

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 is one of the most progressive business support services in the UK and in other countries like South Africa, Malta, Ireland, to name only a few. Since we launched our business format franchising model in 2008, Business Doctors has developed and helped transform thousands of companies across a spectrum of industries, filling a gap in the market between the big four consultancies and specialist individuals.

As the economy continues to adapt to the social impacts of the Covid 19 pandemic, and increasing interest rates and inflation, the need for our planning and support services has never been greater.



Certificate Number 10760
ISO 9001:2015



We don't just coach, we get on the pitch!

Small and medium size business owners are keen to adopt the same growth strategies used by large corporations to scale their businesses.

This includes the use of outside expertise. Unfortunately, consultancy services cannot simply be scaled down for SMEs.

The small business owner who has befriended his employees needs more than advice to reduce headcount. The passionate entrepreneur is ill equipped to handle a dispassionate assessment. The multitasking MD is too busy with day-to-day issues to look beyond the next few months let alone the next five years.

The leaders of our nation's 2,67 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.

We 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 South Africa's business community and the vitality of the country's economy.

Our Why

Vision

Whilst we have a clear vision for the business, we will not seek to achieve that at any cost, we will only do it by following the right path which is guided by our core values, ethical approach, and absolute commitment to make a real difference to both the lives of our customers and our franchisees.

Mission

We firmly believe that recruiting the right support team at head office, recruiting the right franchisees and selecting the right strategic partners for our business is paramount to our success.

Business Doctors Ltd was established in 2004 by 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 Davies and Matthew Levington 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 systematise 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.

Your Business

Your role would be to deliver packaged business advisory and support services to SMEs in your locality. Working in concert with your national franchise support team, this is your opportunity to build a portfolio career and create a more balanced lifestyle.

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 international brand - we will become the pre-eminent provider of business advisory services to SME's across South Africa.

With a wide selection of popular services, an outstanding pool of around 1 million VAT registered 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 our 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 with the launch of the business format franchising model in 2008. Since then, the network of franchisees has grown rapidly nationwide with an expansion into SA in 2014.

As the small business landscape continues to grow, 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 salary, working comfortably with just a handful of clients.

Your initial investment

Franchise partners 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 initial investment to launch a Business Doctors franchise is R250 000 (ex VAT).



Funding is available

Financing is available through third parties and we have excellent relationships with the major banks, and options with specialist franchise financing partners.

Funding
partners



Training

We provide our Franchise partners with a comprehensive training programme covering all aspects of their franchised business.

Franchise partners will be introduced to the Business Doctors' market, methods, products and systems through a bespoke induction course at the Franchisor's HQ. Additional sales and business coaching and hands-on completion training is provided at the franchise partners location prior to launch.



Our professional support team, made up of a number of regional directors, will assist the launch of every Business Doctors Franchise and will provide franchise partners with a host of ongoing professional support services.

All engagement tools and collateral can be accessed via our internal communication platform, Remedy.

Franchise partners are provided with the training, tools and support required to exceed the expectations of customers.

The Franchise partner 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.

Support

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.



TERRITORY

We are seeking to establish Business Doctors Franchises throughout South Africa. 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 partners 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 partner.

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 Europe and Asia, demonstrating the credibility of our services and strength of our offering, and ensuring your business is fully protected.

Essential Tools

1

**STRONG
BRAND
IDENTITY**

2

**PROVEN
BUSINESS
MODEL**

3

**BRANDED
COLLATERAL**

4

**SEMINAR &
WORKSHOP
MATERIAL**

5

**WEBSITE &
CAMPAIGN
PAGES**

6

**MONTHLY
CONTENT
PROVISION**

7

**MARKETING
AUTOMATION**

8

**SOCIAL
MEDIA
PLATFORM**

9

**MONTHLY
CLIENT
UPDATES**

10

**INTERNAL
COMMS & FILE
SHARE
PLATFORM**



**BUSINESS
DOCTORS®**
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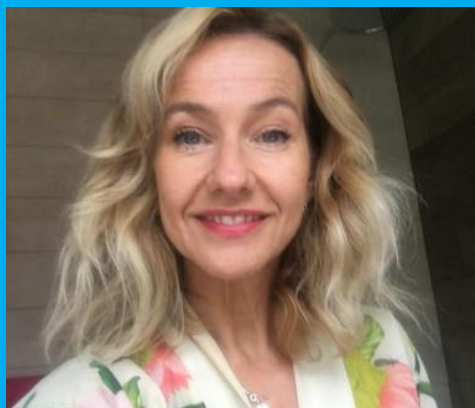


Management Team



CO-FOUNDERS

Matthew Levington (left) and **Rod Davies** (right) founded Business Doctors Ltd in 2003.



TRAINING & SUPPORT

Jo Kerrigan provides intensive franchisee support for the first six months and beyond.



OPERATIONS

Estelanie van der Merwe takes care of all our South African network operational needs.



MARKETING

Lynne Rawlinson manages the brand collateral, content marketing automation and digital platforms.



INNOVATION

Moses Chinta
Moses heads up our digital innovation and AI transformation programme.

Regional Directors

With a dedicated head office team and a large network of collaborative franchisees, support is never far away.



RICHARD TIDSWELL



GRAHAM ROBSON



PAUL NECK



KEVIN COOK



WICUS VAN BILJON



ANDY MEE

References

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It feels more like a
partnership than a
franchise.



its not just about sales
and conversions, it's about
helping people to get the best
from their business.



Next Steps

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 partner 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 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 partners, 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 partners will have strong business skills, solid leadership and experience, senior level management expertise with confidence inspiring professionalism, strong people skills, a good local reputation and basic IT proficiency.

Business Doctors promises exceptional client care: our franchise partners 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 enquiry form at <https://www.businessdoctorsfranchise.com/registerinterest/apply-now/>. (Completion of the form places you under no obligation.)
- 2** Or why not attend one of our regular discovery sessions, where after a short presentation, you'll have the opportunity to ask questions and speak to an existing franchisee.
To find out more and book your place visit <https://www.businessdoctorsfranchise.com/registerinterest/discovery-day/>.
- 3** Applicants 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 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 Business Doctors Franchise, you will be required to complete an Intent to Proceed agreement and pay a deposit.

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'

OUR OFFICES



[Belgium](#)



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[Bulgaria](#)



[Middle East](#)



[Ireland](#)



[South Africa](#)



[Malta](#)



[United Kingdom](#)



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