

Franchise Prospectus

Build the life you've always dreamed of...

Easy to start, easy to run

No more nine-to-five

Financial freedom

Financial freedom

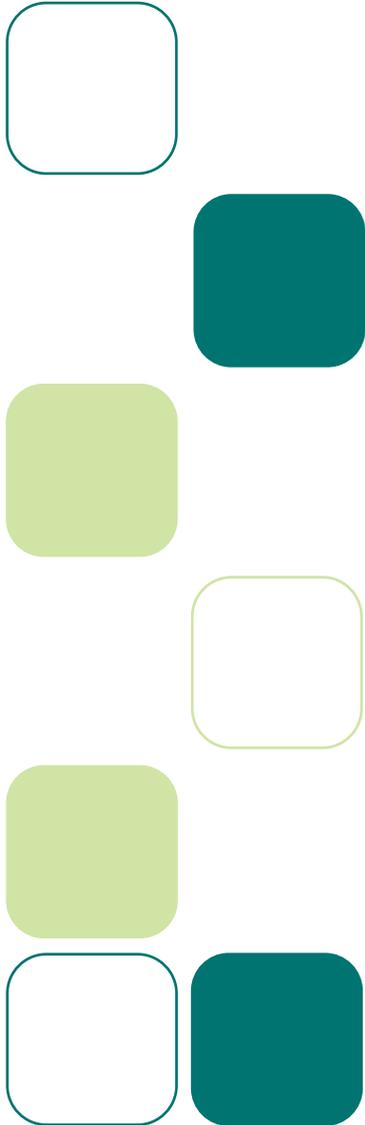
Find out what Dolly Char could mean for you...

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Welcome

Thank you for your interest in the Dolly Char Business System.

In this prospectus we'll take you through the details – how much you could earn with Dolly Char, what skills you'll need, how we'll help you succeed and more.

The Dolly Char system is easy to set up, straightforward to operate, and all sorts of people have proven its ability to deliver real financial freedom.

So read on, and see what you could do with Dolly Char.

Robin Harrison

Managing Director



“Don't waste a moment. Turn to the next page and find out how you can start building the life you've always dreamed of!”

All figures quoted exclusive of VAT, E&OE

Questions? Call us on 0800 027 6672 • www.domesticcleaningfranchise.com



What could Dolly Char mean to you?

Dolly Char means different things to different people.

For some it means the ability to earn significantly more, making that new house, those luxury holidays and that prestige car realistic goals instead of pipe dreams.

For others, Dolly Char means the freedom to work the hours they want, with no shackles tying them to the nine-to-five.

For others again it means the unique satisfaction and recognition that comes from running their own business.

And for you? Running your own business means you can decide what it means to you. What do you want? What are your dreams for the future? Make them a reality with Dolly Char!

The benefits

- ✓ Easy start-up: get your business up and running in double-quick time
- ✓ On-going support: we're here to help you make your business a success
- ✓ Flexibility: work the hours you choose, not the hours someone else dictates
- ✓ Enjoy the rewards: never again spend time and effort building someone else's empire
- ✓ Simplicity: no PAYE, stock or expensive office space required, minimal record keeping
- ✓ Significant financial potential: guideline earnings are £60K to £80K, but the sky's the limit!

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How it works

We've designed the Dolly Char system to be easy to understand and simple to operate, right from the start. It's been honed, refined and proven over many years in a variety of real-world situations, so you won't have to spend time tweaking and tuning it. It's ready to go.

At the heart of the Dolly Char system is the vetting of domestic cleaners and their introduction to clients who need them.

Using the proven Dolly Char Business System, you will find excellent cleaners and introduce them to your clients, who will pay you a quarterly fee.

Self-employed, the cleaners are paid by your clients, so you'll have no payroll to handle. Aside from small amounts of stationery and marketing materials, there's no stock to manage, and you can earn up to almost £80K (2012/13) without any worries about VAT.



What is a franchise?

Franchising is a way of making a successful business model, or system, available to selected individuals or groups. A franchise package usually includes the right to use the business' trademarks and other marketing materials and the right to use the business system – the processes by which the business makes profits.

Many world-famous companies are run on a franchise basis. McDonald's, Holiday Inn and Dyno-Rod are three prominent examples.

Buying a franchise can dramatically reduce the risks involved in starting a business and enable you to get up and running – and earning – much more quickly than you would starting from scratch.

This is exactly what Dolly Char is all about: we give you everything you need to get your business off the ground right away.

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How will I earn?

One of the great benefits of running your own business is that you choose how much you earn. The Dolly Char Business System is scalable: you decide how much you want to earn and drive the system to deliver that level of earnings.

Each client pays you a quarterly management fee, so as you build your client base, you're also building 'residual income' – earnings that come in even when you aren't working.

So, while £60K to £80K would be a reasonable guide to annual turnover, the real answer to the question, "How much will I earn?" is "How much do you want to earn?"

How much does it cost?

Just as the Dolly Char Business System is designed to be straightforward to operate, so our franchise fee structure is simple and clear, as well as rather attractive!

We charge a one-off franchise start-up fee, for which you get one of the most comprehensive start-up packages around. We also charge ongoing monthly franchise licence fees. There are no percentage charges, just simple flat fees, so you'll always know exactly what you'll be paying: we don't tax you for great sales performance, unlike many other franchises.

As well as being probably the most competitive around, our monthly fees are reduced for the first two years, to help you while you grow your new business.

For full details, please refer to our current price list.



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Who will buy?

The current economic climate is resulting in strong growth in the domestic cleaning market.

Firstly, there are the many households in the 'cash rich, time poor' category. Such people generally work hard and long, and value their leisure time: they don't want to spend it doing housework.

Secondly, with prices rising, many other couples are finding that they both need to work in order to maintain their lifestyles. This leaves them with reduced leisure time, which they too do not wish to spend on housework. As a result, demand for domestic cleaning is on the up. 'Troubled' economic times bring opportunities as well as threats!

Both groups are prepared to pay for a quality domestic cleaning service to handle the housework for them, and for help in finding the right cleaner – someone who will do a good job, and be reliable and trustworthy. They don't want to risk choosing the wrong person and having to go through the whole process again.

These people are the key market for your Dolly Char business. They will be delighted that they can tell you what they need and then leave you to find the best cleaner for them. And don't forget that they'll talk to their friends. As you build your reputation by giving excellent service, word will get around: be ready for those friends to start coming to you, too!

The UK domestic cleaning market is worth around £9 billion*, and is growing: the opportunities for Dolly Char franchisees are extensive. All you have to do is go out and grab them!



*Source: www.startups.co.uk
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Start building the life you've always dreamed of...

Getting started is easy. Just complete the Franchise Application Form or download a printable form. We'll contact you to arrange an informal meeting so that we can discuss in more detail how a Dolly Char franchise will work for you in your particular circumstances.

Neither the application form nor the meeting put either you or us under any obligation: we want you to be absolutely comfortable that Dolly Char is for you before you formally sign up for your franchise.

The entrepreneur check-list

Not sure if running your own Dolly Char franchise is for you? See how you stack up against our Entrepreneur Check-list.

- ✓ Challenges make me more determined than ever
- ✓ I'm good with people; I can listen and understand as well as talk
- ✓ I'm willing to learn; I don't always want to do things 'my way'
- ✓ I'm organised and I have basic computer skills
- ✓ When I make a mistake, I always try to put it right, not cover it up
- ✓ I know what you want in life, and I am absolutely determined to get it

If you thought "Yes, that's me!" for all six statements, you should make a highly successful Dolly Char Franchisee: apply today!

If you thought "Yes" to some but not all of the statements, get in contact with us for a no obligation chat. Full training is part of your Dolly Char Franchise Package: as long as you're willing to learn, you'll be on your way to success!

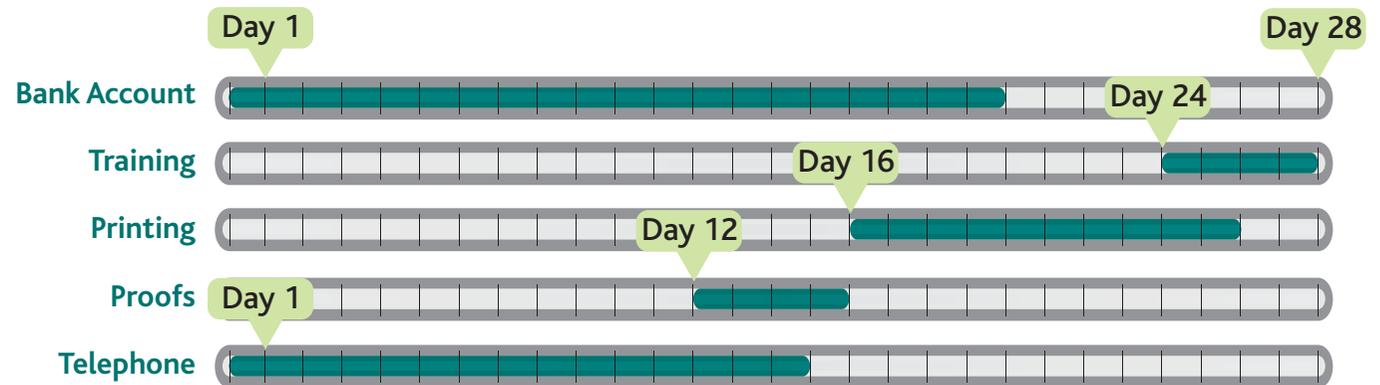
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How long will it take?

Getting started isn't just easy. It's quick! Most franchises are up and running within a month.

The time-line to the right shows what happens when in a typical start-up scenario.



The Dolly Char Franchise Package

Dolly Char's comprehensive start-up package will help get your business off the ground in double-quick time and then help you go from strength to strength. Here's what you get:

- ✓ Comprehensive training
- ✓ Initial promotional pack, including DVD, 100,000 customer leaflets, 4,000 cleaner leaflets and 500 business cards
- ✓ Branded mugs, shirts, fleece and tie
- ✓ Your own Dolly Char website and video
- ✓ Guidance and support on your business administration and systems
- ✓ A year's business insurance, and help with recruitment and legal expenses
- ✓ Pre-launch assistance, for example with business planning and raising finance
- ✓ Launch assistance, including help with leaflets and advertising
- ✓ An initial stationery pack including compliments slips, letterheads, client and cleaner contract forms
- ✓ A mobile phone and an 0800 telephone line
- ✓ Your own defined 'territory', in which no other Dolly Char franchisee may operate
- ✓ Advice on your on-going marketing activities to help you get the best results
- ✓ Access to all Dolly Char marketing materials
- ✓ The right to use the Dolly Char name and corporate identity in your local area
- ✓ Our unique, comprehensive Business Operating Manual – this contains all our 'trade secrets' on how to operate the Dolly Char Business System, how to market your Dolly Char service and much more
- ✓ Access to the Dolly Char web forum, where you can discuss a wide range of business topics with other Dolly Char franchisees
- ✓ On-going telephone support to help you with those "What do I do about this?" moments

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Frequently Asked Questions

This prospectus gives an overview of the Dolly Char Franchise opportunity, but you probably still have some questions.

Starting your own business is a significant step, so it would be surprising if you didn't!

Take a look through our frequently-asked questions, and give us a call on 0800 027 6672 to discuss anything you're still unsure about.

Can I run the Dolly Char Business System from home?

Absolutely. Your home office could be a spare room or even the kitchen table. You'll need a computer, Internet access and space to store a few files. You'll also need an additional telephone - we provide an 0800 line as part of your Dolly Char package. That's it!

How much money will I need to invest in the business?

This will depend on your circumstances. Full details on Dolly Char fees are on our current price list. You will also need items such as a car, computer, desk and telephone – of course you may already have many or all of these. We can help you calculate the amount that you will need to get up and running.

Do I get a territory?

Yes. As part of your Dolly Char Franchise Package, you will get a generous, clearly defined, protected territory: we'll discuss this with you before finalising it. Yours will be the only Dolly Char business working your territory.

How many people will I need?

You can easily run your Dolly Char Franchise single-handed. The Dolly Char Business System is simple and easy to operate: the cleaners you introduce are self-employed and paid directly by your clients, so there is no payroll to run, and no stock to hold.

How quickly can I get up and running?

This will depend on a number of factors but typically a new franchise is up and running within four weeks of the signing of the Franchise Agreement.

What about VAT?

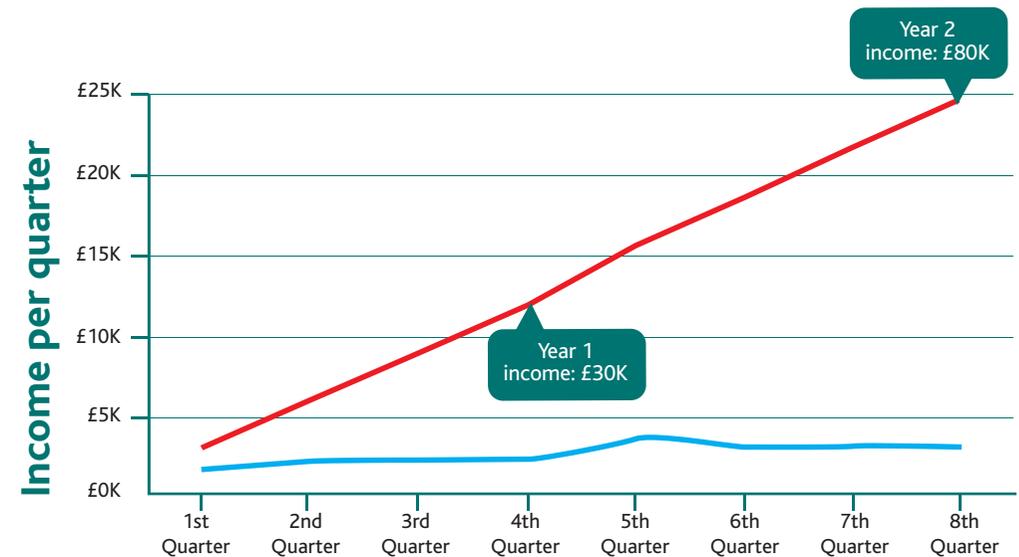
As long as your annual turnover is below the 'VAT threshold' (£77K for 2012/13) you will not need to account for VAT.

How quickly will I get my investment back?

Again, this depends on a variety of factors but experience has shown that typically, a successful franchise recoups its initial investment within three to six months.

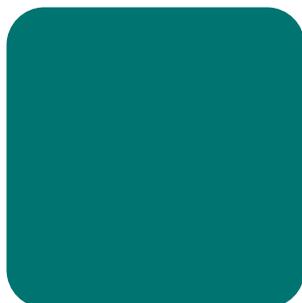
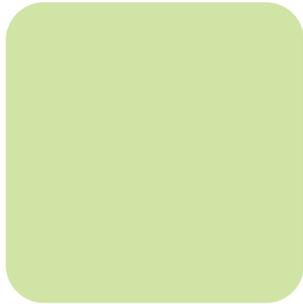
How much will I earn?

Profits will depend on a range of issues, including the amount of work you choose to put in: we'll discuss these issues with you. However, pre-tax trading profits should be in the region of £60K-£80K per annum, and there's potential for much more!



Income	£3,000	£6,000	£9,000	£12,000	£15,500	£18,500	£21,500	£24,500
Expenditure	£1,500	£2,000	£2,000	£2,000	£3,500	£3,000	£3,000	£3,000

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