

# Your route to easy expansion

**F**RANCHISING is recognised as one of the most effective and successful ways of growing a business.

Business owners considering it as a route to expansion will want to explore the option further, and with National Franchise Week – sponsored by Volkswagen Commercial Vehicles – just around the corner, now is the time to do it.

Starting on October 3, the week of events will focus, among other things, on the advantages of franchising as a method of expansion, and the benefits of BFA membership, which many business owners-turned franchisor are already enjoying.

The Monkey Puzzle Day Nurseries franchise, provisionally listed with the BFA, was launched earlier this year by husband and wife team Mark and Rebecca Crosby. The couple had been running a nursery in Hertfordshire for three years.

Mr Crosby said: "We wanted to expand the business but didn't want to go down the traditional route as we felt there would be problems

By **Alison Coleman**

finding good quality managers. Franchising seemed the best option as we felt that as owners of their own business, franchisees would be more dedicated than any manager."

Their first port of call was the franchise team at their bank, HSBC, which put them in touch with franchise consultant Peter Williams and solicitors Chambers, both affiliated professional advisors to the BFA.

"When you are franchising a business you need good representation, which is expensive, but definitely worth paying for," said Mr Crosby.

"We also felt it was important to join the BFA. This enhances our profile and gives reassurance to prospective franchisees."

At a time when quality childcare is very much in demand, Monkey Puzzle Day Nurseries' network target of over a hundred nurseries appears realistic. Following its official launch at the British and International Franchise Exhibition in April, the franchise attracted

**THE Sunday Express is the official Sunday newspaper of the British Franchise Association. Each week we provide up-to-the-minute facts and figures about a prospering sector packed with business success stories**



more than 200 enquiries. Ten franchisees are now in the process of signing contracts and looking for premises.

"We haven't had to chase any business but at the same time we are very aware of how important it is to choose the right people to care for young children," said Mr Crosby.

Monkey Puzzle Nurseries will be attending the National Franchise Exhibition, which takes place at the NEC in Birmingham next month.

"Of all the available recruitment and marketing options, the exhibitions are the most effective," said Mr Crosby. "It does require

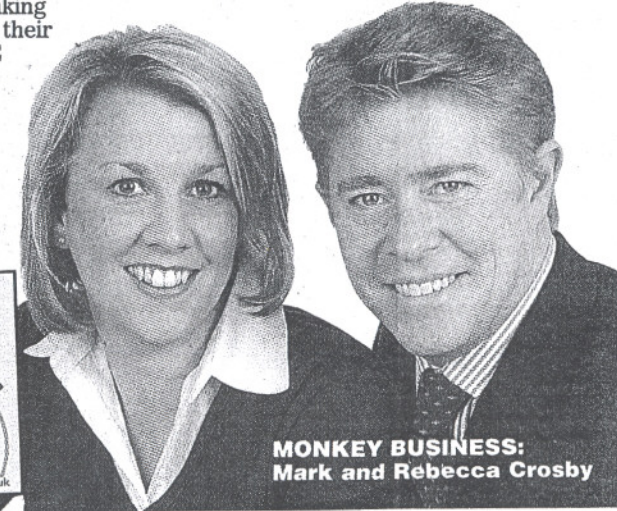
considerable investment; around £10,000, including the costs of the stand, the promotional material, travel and accommodation and all the other extras, but if you want to establish a presence in the market and attract the best quality franchisee candidates, it is money well spent."

For anyone thinking about franchising their business the NFE is well worth a visit, simply for the opportunity it presents to speak to representatives from the BFA and affiliated

banks, franchise consultants, lawyers and accountants.

National Franchise Week starts on October 3 and culminates in the National Franchise Exhibition at the Birmingham NEC on October 7 and 8.

For more information visit [www.nationalfranchiseweek.co.uk](http://www.nationalfranchiseweek.co.uk) or [www.thebfa.org.uk](http://www.thebfa.org.uk)



**MONKEY BUSINESS:** Mark and Rebecca Crosby

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