

Building Franchise Success with Sage

Growing a franchise business

Investing in a franchise operation can be the sure way to fast track success. Buying into an established and successful business model means that franchise operations have a significantly higher chance of survival. Once established, investment and growth plans are essential for the continued health of the franchisee's business and the overall franchise network.

Growth can be fuelled either internally through activity such as the introduction of new products to the existing mix or the renovation of all stores or externally by expanding the franchise network. Franchisees can contribute to a growing network and benefit themselves by expanding their own part of the business into multiple areas. Either by moving into new Greenfield locations or purchasing an existing established franchise. The option then exists for service franchisees to "import" resources from other franchisee locations for completion of jobs,

without violating a contracted area. Choosing also to operate a consolidated office for all franchises, allows the franchisee's business to expand without spreading managerial resources across too many business units.

In addition, successful franchise growth can come from existing employees becoming their own franchise owner, bringing with them an understanding of the company's philosophy, culture, challenges and potential.

Whichever method of expansion is chosen, the future success of the franchise is dependent on the availability of capital to build the infrastructure, and the availability of people and product resources.

Sage solutions can support the growth and needs of the franchise system and the franchisee for the life of their business. Through this bulletin, you will see how Sage solutions have supported growing franchise investments with cost-effective accounting, payroll, customer relationship management and industry specific solutions.

Empowering Dreams

Creating dream spaces of excellence for children with Sage.


Newly opened Treehouse Children's Décor Company, based in Cork, won the Master Franchise for Ireland from the South Africa-based parent company. They plan not only to ensure the success of the Cork retail operation, but also establish a retail website and retail showrooms throughout Ireland.

Working with O'Neill I.T., a Sage Business Partner, Treehouse installed an integrated Sage solution including Sage 50 Accounts, Sage POS, and state-of-the-art touchscreen till systems. As an integrated system, company directors Jeannine Schunke and Margaret Murphy are already experiencing the benefits of increased productivity and management control.

Sales transactions made at the point of sale system are automatically transferred by Sage POS to the Sage 50 Accounts back-office solution, giving Jeannine and Margaret the information to determine sales

Sage POS is the powerful, yet easy to use, software solution developed specifically for retailers by Sage. Downloaded onto appropriate electronic point of sale (EPoS) till technology, Sage POS allows retailers to track sales and margins by product or service line item, quickly change pricing, track promotional pricing, monitor and control stock, analyse VAT, and provide exceptional security at point of sale.





“I estimate that my factory showcentres will be able to increase their business volume by well over 50%”

Richard McMullan - Sliderobes

activity, stock on hand, cash and margin reports, and similar critical retail functions at a glance.

On opening new stores throughout the country, Treehouse can add new Paypoint-powered tills, and integrate those into the Sage 50 Accounts system with broadband techniques. “Our passion for this business, for the range of quality services and products that we offer, must be matched by the point of sale and back-office software solution that helps us to empower our dreams for the future. This new Sage system will help us to reach our goals.”

Sliderobes grows with CRM from Sage

Sliderobes, an Irish company founded in 1983, currently employs approximately 250 people. They have 15 franchise factory showcentres in Great Britain and Ireland with plans to grow further. Sliderobes has implemented a CRM system, Sage SalesLogix, to improve the management of the customer relationship.

“We pride ourselves on our level of customer service,” explains Richard McMullan, Managing Director of Sliderobes. “With the significant growth of our business and the quadrupling of our sales, we were finding our paper based systems were struggling to cope with the increase in business. Sliderobes chose Sage SalesLogix because of its functionality, scalability and user friendliness.

“Our people use the system for every contact we have with the customer,” continues Richard. “The system has automated the way we record, store and manage customer information from first contact through to the wardrobe installation. It has also automated our management information and it provides us with all the key customer service management information for any timescale we choose to analyse.”

“The CRM system makes life easier for us all at Sliderobes,” concludes Richard. “Staff can now spend time with customers rather than completing administration tasks.”





Chem-Dry Ireland Selects Sage 50 Accounts

Chem-Dry is a worldwide research and development based franchise network, headquartered in USA. Their first Irish franchise was set up in 1989, now with a network of 36 franchises country wide, Chem-Dry are now the largest cleaning franchise in Ireland.

Chem-Dry chose Sage 50 Accounts to assist with their accounts. Sage 50 Accounts is an ideal package for small to medium sized businesses, as it is easy to use and has an excellent support system. "I use service and product invoices, process stock receipts, returns and tracking. All of our supplier payments, customer receipts and bank account activities are performed using Sage." Brian Claney, Director Chem-Dry Ireland, goes on to say: "Certain aspects of

the package have proven to be invaluable. For example, we find the product search by number or description very useful as are supplier and product activity reports, bill of materials structures and stock adjustment facilities."

"We believe that Sage will still be a well supported programme for many years to come and will continue to incorporate improvements well in advance of our requirements. We believe that the Sage product and service is a solid, dependable platform for developing any small to medium sized business."management information for any timescale we choose to analyse."

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Sage is a global provider of end-to-end business management applications for small to mid-size businesses. Look to Sage for fully integrated software that delivers high performance, advanced functionality, cross-product integration and unmatched freedom of choice. Sage provides companies with the solutions they need to enhance competitive advantage and increase profitability.

For more information, visit www.sage.co.uk
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