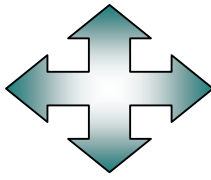


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FRANCHISE PROSPECTUS



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Would you like to run your own successful Courier Post Business with the potential to earn £100k+ profits per annum?

“We will teach you everything you need to know to build a very profitable “Same Day” Courier Business. You can run the business from home to begin with, using our proven methods and systems”.

Graham Hayes, Managing Director
Courier Post Ltd

Hello,

Thank you for requesting this “Courier Post” franchise prospectus.

My name is Graham Hayes and I am delighted that you have taken the time to investigate this fantastic Courier Post Franchise Opportunity. We believe this is a unique opportunity because it offers you the potential to build a significant business working from home initially.

We have put together an excellent franchise package which will enable you to build your own successful Courier Post Business and earn a sizeable income at the same time.

As well as providing yourself with a high standard of living you are building a business which can be sold at a later date for a significant sum of money.

We have divided the UK into sizeable exclusive territories so this franchise opportunity gives individuals who meet our strict entrance requirements the potential to build a sizeable business.

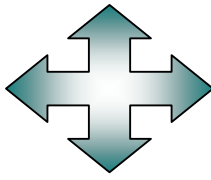
Brief Overview

Courier Post is an established and experienced “Same Day” Courier and Light Haulage Specialist based in Widnes providing a flexible, adaptable courier service.

We offer a secure, on demand collection of any item delivered same day, to anywhere in the UK and Europe (International). We operate a fast response time to maximise efficiency and productivity for our clients.

We also specialise in hazardous goods, chemical goods and confidential mail such as court service, medical mail, cheque collection and banking service.

Our **experience and expertise** together with our proven lead generation strategies is one of the main reasons for our continued growth. **Huge demand for**



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our services means that we are now in a position to expand our operation further through a franchise network of high performing individuals.

Prospectus

This prospectus will tell you exactly what this opportunity is all about – a little bit of our history, about the business as it is now and the key benefits you will enjoy as a franchisee. We will also provide details of how much you can earn and what your initial investment will be.

The prospectus should provide you with all the information that you need to help you decide whether this opportunity is one you would like to take further.

Next steps

The next step in the process is to fill in the form at the back of this prospectus and then arrange a visit to our head office. This will give us both the opportunity to meet each other, give you the chance to see the business first hand – and provide you with the chance to ask any questions that you may have.

Who are we looking for?

We are looking for hard working individuals with drive, determination to succeed and who enjoy dealing with people. This is a business where you have to be able to go the extra mile to provide the level of service that our customers have come to expect.

We will only accept people who will be able to meet the level of quality and service that we have set; who want to provide an experience that is second to none.

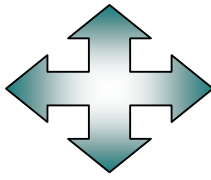
If having read through the Prospectus you believe you have the necessary skills and desire to become a Courier Post Franchisee, then I will be delighted to meet you.

Best regards,

Graham Hayes

Managing Director

PS. This really is a fantastic opportunity to build yourself a successful business and lifestyle.

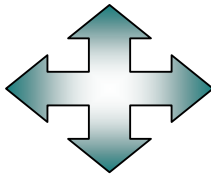


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Courier Post **Franchise Prospectus**

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Why Choose a Courier Post Franchise?

Below we have highlighted the main benefits of being a Courier Post franchisee which should help you answer the above question.

(1) High income potential and saleable business

As a Courier Post franchisee you will have the opportunity to build a successful business and earn a high income, working for yourself, but with the training, support and experience of an established business behind you. The group has a proven business formula which will form the basis on which every franchise operates. Demand for our services is very high and you will have a large exclusive area to work within.

The earning potential for a Courier Post franchisee can be seen in the earning potential section of this prospectus.

The other great benefit to owning a successful business is that you will have a valuable asset that you can sell in the future. Not only are you earning a high income, you are building a nest egg too.

(2) Large exclusive territory

Each franchisee is given an exclusive large territory to work within. This means that only you can operate and market within your chosen area.

The size of your area means that you have the opportunity to build a sizeable business over the coming years without being restricted by a small territory which would limit your potential.

(3) Repeat Business

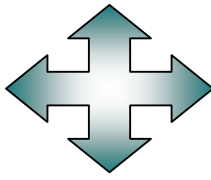
One of the great benefits of this franchise is ongoing repeat business from your clients. We show you who and how to target the 'best prospects' to maximize your business success and earnings.

(4) Low overheads and part time

Each franchise is designed to operate from home initially with the main equipment requirements being a computer, printer, fax, mobile phone, telephone, digital camera and internet access. As your business grows you will then have the option to continue working from home or moving into business premises.

(5) Credibility and use of company brand

As part of the franchise agreement you get to use the "Courier Post" processes, systems, name, logo, website, history and stationery. This gives you credibility and



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confidence to go out into the market place and get off to a good start. It also enhances your position in the mind of potential clients that they are dealing with an established and reputable company.

(6) Training and ongoing support

Ongoing comprehensive training and support will be given to franchisees which combine on the job and office based training.

Support and assistance is continually available to franchisees as part of the franchise offering. See the training section of this prospectus for more details.

Experts from Courier Post are in place to support franchisees on a day to day basis. There is also a highly skilled and experienced management team in place to offer support and guidance in the running of the business. Best practice sharing takes place and helps to keep all the Courier Post franchisees operating effectively and efficiently.

(7) Assistance with raising finance

Finance packages are available for prospective franchisees if required. A business plan template has been developed which is then amended to suit your particular circumstances. This can then be shown to any High Street Bank or Lender either by yourself or with our assistance. This approach helps secure the lowest finance rates available.

(8) Additional services to sell

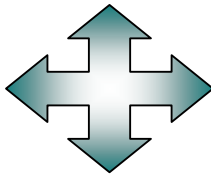
We will also train you in selling additional services which will further boost your turnover and profitability.

(9) Proven lead generation

Courier Post has a proven business formula for generating leads and business for franchisees. This is arguably the most important part for any franchisee in order to maximise their earning potential.

The key area which covers this is contained within your training and operations manual, maximising earnings which cover target markets, sales activity, lead generation tools and techniques, lead conversion and maximising the amount of money in the deal. This also includes backend income too.

The Courier Post website is focused on the customer's need and is a source of information as well as directing them towards enquiries and bookings.



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The Courier Post Market opportunity

Company background and marketplace

Courier Post is an established and experienced “Same Day” Courier and Light Haulage Specialist based in Widnes providing a flexible, adaptable courier service.

Our **experience and expertise** together with our proven lead generation strategies is one of the main reasons for our continued growth. **Huge demand for our services** means that we are now in a position to expand our operation further through a franchise network of high performing individuals.

Courier Post - services

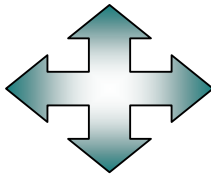
We offer a secure, on demand collection of any item delivered same day, to anywhere in the UK and Europe (International). We operate a fast response time to maximise efficiency and productivity for our clients.

All our drivers are fully ADR trained and DVLA certified. We have invested heavily in driver training and in the handling of hazardous materials all of which gives our clients additional peace of mind.

We have a large fleet of vehicles which include small vans and long wheel based sprinters. We can also provide 7.5 tonne, 17 tonne vehicles and HGVs too.

We offer:

- Professional Same Day Service
- Door to door 24 hours a day, 7 days a week, 365 days a year
- All goods are fully insured
- Discounts for contracts
- Hazardous goods delivery
- Confidential mail eg. Court Service, Medical Mail, Cheque Collection and Banking Service



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Why Franchising?

Franchising is a fantastic way to start and run your own business – it provides you with an opportunity to earn a high income but with the support and backup of the franchisor behind you.

A franchise reduces the risk of failure

Starting a new business always carries a risk – new businesses are vulnerable. The degrees of vulnerability vary depending on:

- Knowledge
- Skill
- Financial resources
- Relevant abilities

Many who start up their own business lack some or all of these qualities. Many fail because they cannot learn quickly enough – before the money runs out. 80% of new businesses starting today will fail within the first five years.

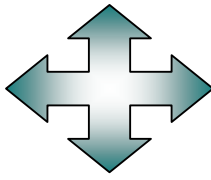
With a franchise this risk is substantially reduced – because you are buying the experience and expertise of the franchisor. This will also stop you making the same mistakes that they have made during their trading life.

And because you become part of a successful business, you will be able to take advantage of their knowledge and link into the strong relationships that they have developed over the years.

Other franchise benefits

As we said right at the beginning of this section, a franchise provides the opportunity to earn a high income working for yourself but with the training, support and experience of an established business behind you.

You are selling an established product or service with a turnkey business plan and format for you to operate. This includes the brand, systems and processes, lead generation and marketing assistance plus help with raising finance if required.



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The Training Process and Ongoing Support

Courier Post have spent several months developing their franchisee training programme and operations manual.

It has been designed to consider somebody with some or no courier experience and give them the required skills and knowledge to operate their own Courier Post Franchise.

Initial training

The initial training takes place over five full days at Courier Post, the training covers the following areas:

- (1) Courier Post overview and the market place
- (2) Setting up your Courier Post business
- (3) Running your Courier Post business
- (4) Sales and marketing for your Courier Post business
- (5) Maximising income for you Courier Post business.
- (6) Administration for your Courier Post business
- (7) Reporting for your Courier Post business
- (8) On the job training for your Courier Post business

This training gives you sufficient knowledge to confidently begin trading as Courier Post within your exclusive territory.

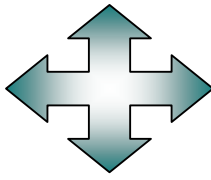
Ongoing bespoke training

Once you have had your initial training from Courier Post it doesn't stop there. Ongoing bespoke training is available to you at any time if you want more advanced training or just some refresher training to go over anything again.

We are committed to the success of all our franchisees and feel that our training, support and backup are key features of our franchise offering.

Ongoing support

As mentioned above ongoing training is available at any time. Courier Post also provides comprehensive telephone and e-mail support too. This ensures you are never left on your own and support is available whenever you need it.



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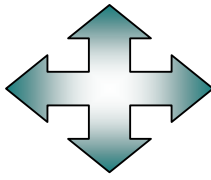
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Courier Post – Franchise Earning Potential

The potential earning figures for a Courier Post franchisee can be seen below:

<u>Year</u>	<u>Turnover</u>	<u>Gross Profit</u>	<u>Net Profit</u>
1	£150,000	£ 52,500	£36,622
2	£225,000	£ 78,750	£58,393
3	£300,000	£105,000	£81,164

* These figures are potential earning figures.
No guarantee of actual earnings can be given.



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The Franchise Package

The cost of the Courier Post Franchise is £9,995 (+vat)

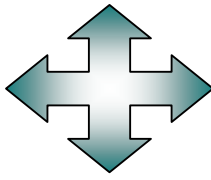
NB. All VAT is reclaimable

The Courier Post franchise includes the following:

- Full training which is both office based and on the job. This covers all aspects of running a Courier Post franchise.
- Trading under the Courier Post brand name.
- An exclusive territory for you to trade in.
- Permanent ongoing head office support in all aspects of running your Courier Post business.
- Complete start-up package – including stationary and sales literature.
- Full training – on our company, operations, services and all aspects of running your own Courier Post franchise.
- Operations and resource manual.
- Your own dedicated & integrated web presence and e-mail.
- Courier Post Polo Shirts

Ongoing fees

- There is an ongoing fee of 5% of turnover, payable monthly from month 4.



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Next Steps

Who are we looking for to join us at Courier Post?

We are looking for hard working individuals with drive, determination to succeed and who enjoy dealing with people. This is a business where you have to be able to go the extra mile to provide the level of service and performance that our clients have come to expect.

We will only accept people who will be able to meet the level of quality and service that we have set; who want to provide an experience that is second to none. The characteristics we are looking for are as follows:

- Hard working
- Ambitious
- Professional
- Good at dealing with people
- Attention to detail and committed to customer service
- Looking to build a valuable business

Taking your application further

If having read through the prospectus you believe you have the necessary skills and desire to become a Courier Post franchisee then you are ready to take your application further.

The next steps are to answer any questions you may have regarding the franchise and then arrange for you to come and view the Courier Post operation first hand.

Please fill in the brief form on the next page or do it online at the Courier Post Franchise website at www.courierpostfranchise.co.uk The quickest way is to fill it in online but if you decide to fill in the form on the next page please post it back to:

Mark Harris
Courier Post Limited
Head Office
Unit 3
Sunset Business Centre,
Waterloo Road,
Widnes, Cheshire
WA8 0QR

Alternatively please ring Mark Harris on 0151 423 0222 or 07985 615866 (mobile).
You can also e-mail him at franchiseseeker@aol.com

Further Enquiry Form

Personal Details

Name :

Address :

Post Code :

Home Phone Number :

Mobile Number :

Fax Number :

E-Mail :

Date of birth :

Nationality :

Marital Status :

Are you in good health? :

Where did you here about the franchise? :

Ideal franchise location :

Best time to call :

Home Office Equipment

Computer :

Laptop :

Fax :

Printer :

Software Packages :

Brief Career Summary (last five years)

Current Occupation :

If in business how long have you been trading? :

Have you got a criminal record? : YES NO

(if yes please expand on)

Have you ever been bankrupt? : YES NO

(if yes please expand on)

Have you sufficient capital to invest in the franchise and working capital? : YES NO

Would you need additional finance to invest in the franchise? YES NO

How many hours a week are you willing to work in the business? :