**What FranchisE**   
  
November 2015

**ONE IN THREE UK ADULTS DREAM OF STARTING A BUSINESS**

The forthcoming National Franchise Exhibition and The British & International Franchise Exhibition mean aspiring entrepreneurs can start the New Year exploring exciting business opportunities

With recent research by Groupon revealing a third of UK adults are, or want to become entrepreneurs1, events such as The National Franchise Exhibition and British and International Franchise Exhibition are an essential stepping stone to help turn this ambition into a reality.

As a nation of aspiring business owners, UK employees cite a desire to be their own boss and a dislike of working for others as the motivation for pursuing their entrepreneurial dreams. However, with almost half of start-up businesses failing in the first five years2, franchising should be on the top of every would-be business owner’s list.

Operating in the UK for over 60 years, today franchising generates over £13billion in annual revenue, and employs over 500,000 of the British public.3 It is also a proven business model with exceptional success rates according to the British Franchise Association (bfa) who regulates the industry. Their latest report shows that 92% of franchise businesses register profits, and between 2008 to mid-2013 at a time when the country’s economic output shrank by 2.5%, franchising grew by 20%.4

Pip Wilkins, Head of Operations at the bfa states: *“Because franchising is based on proven, replicable business models, it offers a far higher chance of success than going it alone. If you’re looking to start your own business, this is a sector you should be considering.*

*In fact, growth from 2003 to 2013, when the most recent comparable data is available, shows that franchising expanded by 42 per cent in terms of its turnover, well ahead of the 11.5 per cent growth in real GDP.”*

Showcasing at the NEC Birmingham and London Olympia, The National Franchise Exhibition and The British and International Franchise Exhibition will bring together franchise experts and well-established brands with potential franchisees from across the UK and beyond. Both exhibitions give visitors the chance to learn about the world of franchising and provide an essential stepping stone to becoming a successful and supported business owner.

Hundreds of successful global and national franchise brands across a wide range of sectors will be exhibiting such as property, care, travel, retail, food and drink, vehicle-based franchises and many more. With exclusive support from the British Franchise Association (bfa), only franchises with a proven commercially viable business model and have met the associations strict code of ethics can exhibit.

Pip notes: *“One trait that many franchisors look for is passion. Potential franchisees need to be driven and passionate about the product or service they are looking to invest in. Starting a franchise business from scratch is no mean feat, there will be long hours and hard work to get the business up and running so good franchisors want to know their franchisees share their passion to drive the business forward even in the toughest of times.”*

Top of Form

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Attendees to the exhibition will be able to experience a variety of free and informative features throughout both exhibitions facilitated by industry professionals. This will include an extensive seminar programme featuring experts from the bfa, legal and financial professionals, as well as from experienced franchisors and franchisees. The seminars aim to equip visitors with a fundamental base of knowledge to build a successful franchise and answer any burning questions.

Other exciting features which are not to be missed include:

* **The ‘Real Franchise Stories’** panel sessions will give attendees direct insight into the day-to-day activity of running a successful franchise. A panel of knowledgeable franchisees will be on hand to give detailed accounts of their personal journeys to self-employment.
* **McDonald’s ‘Open Sessions’** will return to the 2016 exhibitions, giving attendees a rare insight into one of the world’s most successful franchise brands, and offer a chance to meet face-to-face with McDonald’s staff and learn about its first-class franchisee training programme.
* **The ‘Growing Your Own Business’** **Seminars** will once again incorporate keynote presentations and an advice hub where savvy attendants can take advantage of free advice and learn about contemporary business strategies. Topics include marketing strategies, SEO trends, publicity generation, social media content, crowdfunding and generating sales.
* **Franchise Finance ‘Finance Clinics’** are designed to offer expert advice on how to raise funds to start up a franchise as well as giving the key to writing a business plan.
* **Personal Career Management** ‘**Career** **Clinic’** will help visitors to establish key skills and match them to the best suited opportunity available.

The National Franchise Exhibition take place at the NEC, Birmingham on 19 & 20 February 2016 and The British & International Franchise Exhibition will return to London’s Olympia on 11 & 12 March 2016. Visitors can gain free entry for both events by registering online at www.franchisetickets.co.uk and entering the promotional code **WFN1 (saving £25)**. For all the latest news follow the exhibition on Twitter; @UKFranchising, join the Franchise Exhibitions Group on LinkedIn or ‘like’ the Franchiseinfo group on Facebook.

**ENDS**

1 <http://elitebusinessmagazine.co.uk/people/item/uk-is-a-nation-of-entrepreneurs>

*2* <http://www.telegraph.co.uk/finance/businessclub/11174584/Half-of-UK-start-ups-fail-within-five-years.html>

3 NatWest Survey

4 NatWest Survey

**ENDS**

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