



Welcome to the UK's National Pet Care Company

Thank you for your interest in **Animals at Home**. Here you have a short introduction of the Franchise opportunity, and a checklist which will help with understanding the early process in opening a Franchise.

Our aim is to provide people with the opportunity to have their own business, and give them the opportunity to earn a living while working with animals and being in charge of their own destiny.

Animals at Home is 20 years old and we currently have a network throughout the whole of the UK, covering approximately 20% of the UK's population.

Our full service provides all elements of domestic pet care including equine and hobby farms, our portfolio of pet care services can be found at www.animalsathome.co.uk. Our business is built on repeat business and our typical customer retention is over 95%.

Mature Franchises can turnover in excess of £7,000 per month*. We will help you build your business to suit your personal lifestyle and requirements.

*Please note this is only indicative and is not a guarantee of set income during this period. Income is affected by seasons and demographics of location. These figures do not include VAT. You should seek financial advice and amend your outgoing to suit your requirements on a monthly basis. These figures are based on the turnover reports of a Franchisee, offering all the Animals at Home core products. They will refer to cash flow taken for bookings for future events as well as service provided that month. These should not be relied upon and are only a guide.

Contact Ann Luffman on 07769 291424 or email ann@animalsathome.co.uk

Our Brand Offering

We as the Franchisor are constantly increasing the Animals at Home brand awareness into the public domain and other market leaders in our industry, this assists our franchisees to continue to grow their companies to their own set targets.

As an example:



Although Animals at Home are involved or informed of most changes that are being reviewed or that occur within the Pet Care Services industry at the point of inception. We also accept that another view on these matters and a helping hand is useful, so we have joined the Pet Industry Federation to ensure that both ourselves and our Franchises have access to the bank of knowledge and experience available from this organisation. We feel it is important to share and grow the experience gained by Animals at Home Ltd from over 18 years of experience in the Pet Care Service industry.



We have been working with Wiltshire College who alongside an independant training company provide our Franchises with City & Guild qualifications as part of your Start Up Training Package.



To indirectly help domestic pets that are involved in smoke related incidents to promote the good causes of Smokey Paws to a wide audience through local franchises, national Animals at Home coverage, Social Media, Newspaper and potentially TV reports.

There are many reasons why new businesses that are franchises have a greater chance of success than going it alone, you get the opportunity to build your own business whilst having the template of a successful thriving brand in the Pet Care Service Industry.

Over 2/3rds of customers prefer to deal with a Franchised operation rather than either a single business or a national company. With a Franchise, customers feel they get the personal service of dealing with the owner, and the comfort of a **“National Brand”**.

Our Services

Animals at Home first ran profitably as a pilot operation on the Isle of Wight in 2002, and has been opening Franchises throughout the UK since 2005. The company is run by an experienced Management Team with the knowledge and understanding of the Industry and it's regulations. We also provide for the first 6 months full support through our Mentoring Scheme. We also have people in accounts, administration and website management. So you can see we take our support responsibility very seriously.

The franchise includes

Dog Walking



Many people own dogs but work all day. Most of those dogs need a walk sometime between 11am and 2pm. This is a valued part of our service. We recommend Franchisee's walk dogs from one family at a time and charge a premium for this exclusive service.

Home Visit Service

The home visit service extends from "a small pet (mainly cats to a small holding", indeed it is recognised that one major difficulty facing small holders and small hobby farmers is the inability to take time off, as they cannot find someone to replicate the day to day care for their animals

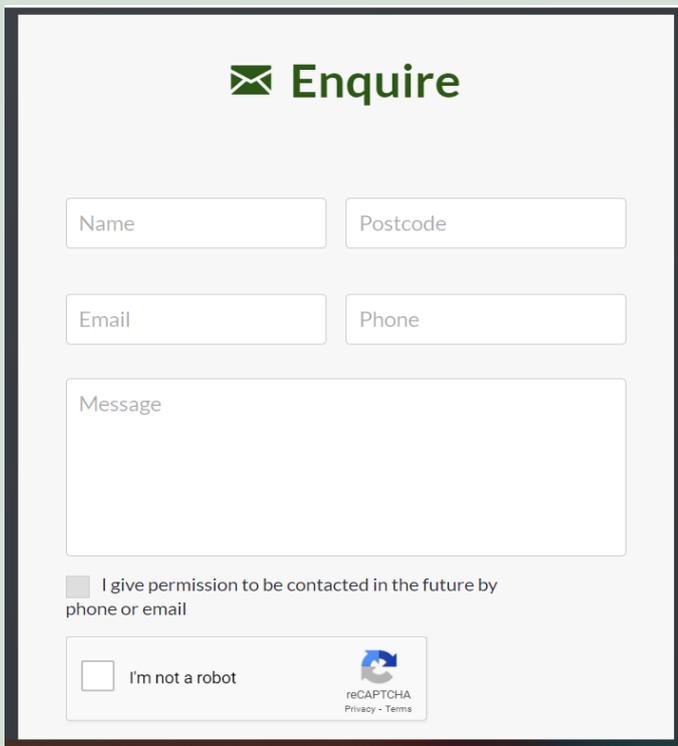
Dog Hosting

Alternative to a kennel, holiday care with a host family. This is a growing and preferred way of looking after a dog while owners are away. You may require a number of local host families which will care for dogs in their home while the owner is away on holiday or business. Animals at Home host families pet care service is professionally recognised and recommended by vets, dog clubs, groomers, trainers and re-homing organisations. As well as many, many satisfied customers-as the perfect alternative to kennels or pet sitting. You will require a Boarding Licence from your Local Authority to provide this service, all documentation required for the Boarding Licence Application is provided by Animals at Home.

Pet Taxi / Animal Ambulance

There is a real requirement for an Animal Ambulance and Pet Taxi in most areas. The Animal Ambulance is unique to Animals at Home, professionally equipped to transport pets safely (DEFRA approved), many Vets and other Pet Charities and services now recommend our services. This can be sourced via our current supplier Vantastec or alternatively you can source your own.

Franchisee Marketing



The image shows a screenshot of a contact form titled 'Enquire'. The form includes the following fields and elements:

- Title:** An envelope icon followed by the word 'Enquire'.
- Input Fields:** Four text input boxes for 'Name', 'Postcode', 'Email', and 'Phone'.
- Message:** A large text area for entering a message.
- Consent:** A checkbox with the text 'I give permission to be contacted in the future by phone or email'.
- Security:** A checkbox with the text 'I'm not a robot' and a reCAPTCHA logo with the text 'reCAPTCHA Privacy - Terms'.

Pet ownership continues to be stable, with 58% of UK households** owning some sort of pet. Cats and dogs continue to be the most popular pets by a considerable margin. Household expenditure on pets increased, albeit marginally, once again in 2018. This followed a more significant increase in 2017, much of which was due to increased spending on veterinary or other Pet Care Services.

The market for pet care has grown steadily, helped by growth in the number of pets in the UK and the trend for owners to treat their pets as part of the family. The market is predicted to grow by 15% during 2019 - 2024.

Consumers are increasingly treating pets as part of the family, while the market for pet care services is forecast to grow by 34%, reaching £991 million by 2023.

The rising number of households and the growing population are anticipated to contribute to the growth in the pet population over the coming years, translating into higher revenue.

Each Franchisee gets their own managed website and the training to use it to maximum advantage. There is a full operations manual which explains in detail all aspects of the business.

** source Statista Research Department

Becoming a Full Time Franchisee

Animals At Home banks with Natwest and is an approved Franchisor by their Franchise department. If you are looking for funding then we can provide the personalised Financial Projections and Business Plan to assist with your Natwest Finance Application.

HSBC also have a Franchising division which is aware of us and fully supportive.

A potential Franchisee will normally be required to contribute about 30% of the total required funding from their own sources. Your funding forecast will be individual and we can help you work that out, at that stage it will be detailed for 2 years and individual to you*.

After our initial call or email correspondence, if you decide you are interested, you will then be invited to a Zoom meeting with Ann Luffman and Iain Sherring the co-owners of Animals at Home to discuss the Start Up Process, Extensive Training and Financial Elements to owning your own Animals at Home franchise.

After that meeting, we offer another Zoom meeting to build the personalised Financial Projections enabling you to see the growth of your business and manage your finances*.

*Financial forecasts are only indicative and subject to demographics of your area and the amount of effort provided by the owner of the area.

For a Rural Franchisee

Lynette Watson in King's Lynn & West Norfolk, Call 07882 238397

Amanda Gaul in Worcestershire, Call 07539 267061

More Urban Franchisee

Damian Farman in Croydon, Call 07914 974 944

Paul Barnes in Bromley, Call 07736 459 744



Going Live

If you have decided to go ahead and we have agreed your area, we then send your Franchise agreement, which you should have checked professionally. We ask for a deposit of 10%+vat of the total amount due. At this point, we will form you a limited company (Animals at Home (Bristol) Limited) for example, of which you will be the sole shareholder. We then agree the start date, book the training, and instruct the printer.

You will then get the study pack for the training courses and franchise starter packs.



Seven days before you start, you need to pay the Balance of the Franchise fee. Two days before your agreed start date, you will receive your On-Site Operational Training, where we will come to a hotel near you or your premises for 2 intense training days .

During the training we'll advise you how to develop relationships with vets and businesses in your local area, and how to approach those future partners and associates to build lasting relationships.

During this period, you will also be taken through the Operations Manual and the operating practices on Animals at Home, enrolment and attendance of the City & Guilds Level Two Technical Competency in Dog Walking Course is provided every Autumn as part of your Training Pack.

Your website will be launched in such a way as to make it visible to people searching for your service. We then launch a very positive Google Adwords campaign as this is where most of your customers will find you. Building your visibility on Google for the first 3 months, which is funded by Animals at Home the Franchisor as part of the start-up package.

You then start running your business, we as mentors are available for the first six months via a WhatsApp group, and you will hear from us regularly, you can sign into the Animals at Home Franchisee facebook Group on a regular basis to see what's going on and communicate with us and the other Franchisee's.

Full Time Franchise Package

- Licensed Area Containing up to 80,000 households
- Limited Company Formation at Companies House
- Full Training Package:
 - City & Guilds Level 2 (Technical Competency in Dog Walking)
 - Professional Dog Walking Guidelines
 - Lantra Courses
 - Pet First Aid
- Marketing Launch:
 - Google My Business
 - Google Adwords
 - facebook
 - Instagram
- Animals at Home Website and Email, are all set up and supported on our server
- Animal Ambulance/Pet Taxi leased or purchased by the franchisee
- Uniforms
- Advertising Literature
- Franchise Starter Pack, including Operations Manual and Sales Support Documentation.

Animals at Home recognise that potential franchisees should already have confidence in the latest techniques of digital marketing and social media; and have access to continued professional development throughout their pet care career.

Alongside the Animals at Home in-house training, franchisee skills are enhanced through our partnership with a leading animal care college.

Through e-learning and practical training, we offer nationally recognised City & Guilds qualifications, both as part of initial training and ongoing development.'

The exact cost of a Franchise is £12,500 plus vat. In addition, some further funding may be required to support living expenses while you become established. There is a management fee of 10% of turnover payable from your 6th month and thereafter. The questions you should now ask yourself are:

- **Is this what I want to do?**
- **Can I make a living doing it?**
- **Can I afford to do it?**

If you think the answers might be yes, then:



Animals at Home Limited has been awarded this 2019!

Dear Animals at Home

As you know, our research team have had their heads buried in the exciting UK SME landscape to weigh up the candidates on this year's shortlist.

I've just received a notification this morning to advise me that Animals at Home Limited has successfully passed from the stage of nominee to winner, as follows:

Best Animal Ambulance & Pet Care Franchise 2019

The **3rd annual UK Enterprise Awards** is delighted to have you as one of this year's victors and I am personally so pleased to have supported you through this journey so far.

SMEnews