

Maid2Clean Franchise Package - No other Franchise offers more!

The Franchise costs of £9,999 + VAT cover the following benefits to the Franchisee as outlined in the financials in the cashflow below.

The Maid2Clean ® Turnkey Franchise Package to compare with our competitors

- | | |
|---|--|
| <p>1 Massive exclusive trading area c100k households</p> <p>2 Local advertising to get you started</p> <p>3 Subsidised Yellow Pages & Yell Advertising</p> <p>4 BFA Approved agreement</p> <p>5 Initial Head Office training including: advertising, client acquisition, database management, interviewing, billing, accounts, filing & admin. Learn the business directly from the Franchisor.</p> <p>6 Personalised training and mentoring for every franchisee</p> <p>7 Illustrative marketing plan for your business & national advertising & marketing support</p> <p>8 Rapid Start up & nurturing program incorporating a personal visit from Franchisor.</p> <p>9 2-months initial cleaner & client marketing acquisition program paid for</p> <p>10 Minimal risk set up - launch assistance provided at your site giving your business 100% undivided focus allowing you to run the business from the start during your 90 days nurturing period</p> <p>11 Pre-launch marketing campaign to promote your business</p> <p>12 Post-launch national advertising campaign</p> <p>13 Business Plan for the bank & on site launch support</p> <p>14 Cleaner training information</p> <p>15 Comprehensive operations manual on CD</p> <p>16 Business forms and letters</p> <p>17 Use of the trademarked Maid2Clean ® automated cleaner Check-in Check-out (CICO) facility</p> <p>18 Stationary to include 500 letterheads and 50,000 leaflets</p> <p>19 Your first 20 Maid2Clean ® ID Badges</p> | <p>21 Superior Online Client Communication interfaces</p> <p>22 Your own six page website on the Maid2Clean ® site</p> <p>23 24-hour access to our Franchisee ZeeForum & Knowledge base, 365 days/year giving you continual help, guidance and assurance</p> <p>24 Bespoke Maid2Clean ® Client & Cleaner Database</p> <p>25 Bespoke Cleaner application database</p> <p>26 Unique Maid2Clean Ordering Portal (MOP) online ordering portal for stationery and advertising literature.</p> <p>27 Comprehensive Ongoing help and support daytime, evening & weekend support for all franchisees.</p> <p>28 Obtain immediate customer affinity and recognition with the best name in the business (we provide what our trademarked name says)</p> <p>29 First Years Insurance</p> <p>30 Industry leading software (enabling cleaners to receive texts when allocating jobs).</p> <p>31 Online diary system.</p> <p>32 Use of the trademarked Maid2Clean ® Sweep2Left ethos.</p> <p>33 Use of the Maid2Clean Maid2Blitz trademark.</p> <p>34 Use of the Maid2Clean Cleaner Recruitment Portal</p> <p>35 Use of the Maid2Clean MaidVersity Cleaner online training and development portal</p> <p>36 Use of the Maid2Clean MaidAware cleaner online best practice portal</p> <p>37 Use of MaidSecure the Maid2Clean secure online data repository</p> <p>38 Use of the Maid2Clean MaidVersity Cleaner online training and development portal</p> |
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The figures and information set out are purely illustrative. They do not represent any representation or guarantee that the figures on any other aspects will be achieved. The success of a franchise is linked to many factors such as the location, ability of the franchisee and resources devoted to the franchisee.

Maid2 Clean Franchise Package Costings



Initial investment	£
Franchise Package (A)	
Licence Fee	5,999
Operations Manual - on loan	----
Training & Opening Support	1,999
Training (Hotel)	248
	£8,246
Operational Launch Costs (B)	
Launch Leafleting & Staff Advertising - <i>N.B. Monies in red are not paid to the Franchisor. This money is maintained by the Franchisee in the Franchisees Bank Account & used to fund initial operational costs (leaflets, stationery & advertising etc). These are shown in red in the Cashflow. The figures and information set out are purely illustrative. They do not represent any representation or guarantee that these are the costs that you will incur because costs vary from franchise to franchise.</i>	953
Business Stationery & misc. costs	250
Business Insurance	550
	1,753
	£9,999.0
VAT	1999.80
	£11,999
TOTAL	
<i>Note - the following costs are an indication only. Some costs may not be applicable at all if you have any of the items listed, but equally costs can be higher.</i>	
Potential Establishment Costs	
Computer Hardware & Software	400
Telephony & Equipment	100
Furniture	200
	£700
Other Potential Costs	
<i>Note - the following costs are an indication only. Some costs may not be applicable at all if you have any of the items listed, but equally costs can be higher.</i>	
Legal & Accounting Fees	600
Miscellaneous Items	250
Working Capital Provision	2,000
	£2,850
Possible total Investment	£15,549
All amounts are excluding VAT where applicable unless stated	

NB Figures in red are used to launch franchisee's business

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Maid2Clean P&L



Note - See corresponding
Guidance notes number Example
Year 1
£

SALES

Average No Permanent Customers		51.5
Sales hours cleaning		8034
Agency Commission (average) £3.00 per hour	1	24102
Agency Commission £30 per visit	1b	1260
Gross Profit	2	25362
Gross Profit %		100.0%
Management Service Fee	3	1902
Net Income	4	23,460
% of Turnover		97.3%

OVERHEADS

Rent & Rates	5	0
Light, Heat & Water	6	0
Insurance	7	550
Occupancy Costs		550
% of Turnover		-2.3%

Wages & NI	8	0
Employment Costs		0
% of Turnover		0.0%

Local Marketing	9	1,125
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National Marketing Levy		1%
National Marketing Levy @ 1.5%	10	362
Marketing Costs		1,487
% of Turnover		6.2%

Motor Vehicle Petrol	11	580
Telephone & Fax	12	400
Printing, Postage & Stationery	13	1760
Accountancy	14	
Bank Charges	15	0
Sundries	16	865
Total Other Costs		3,605
% of Turnover		15.0%

Total Overheads		5,642
% of Turnover		23.4%

<u>OPERATING PROFIT</u>	17	17,818
Operating Profit %		73.9%

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Note All figures are approximate & for guidance purposes only.

Cash Flow Forecast - Year 1



Maid Clean®

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Based on hourly rate

£ 3.00

NB Areas shown in red are paid from initial franchise investment

Year 1	New customers every month	Average no. of hours												Total		
Franchise Fee Return £1,900	8 One off Blitz	3 x £30 per clean	quarterly	j	j	a	s	o	n	d	j	f	m	a	m	
				78	429	780	1131	1482	1833	2184	2535	2886	3237	3588	3939	24102
				0	60	120	120	120	120	120	120	120	120	120	120	1260
			Gross	78	489	900	1251	1602	1953	2304	2655	3006	3357	3708	4059	25362
		Car Exps		40	40	50	50	50	50	50	50	50	50	50	50	580
		Telephone exp		25	25	30	30	30	35	35	35	35	40	40	40	400
		Worker Adverts		120	120	60	90	65	65	65	75	90	90	90	90	1020
		Client Leafleting		120	120	60	60	60	60	60	60	60	60	60	60	840
		Printing costs		600	0	0	0	0	0	0	500	0	0	0	0	1100
		Insurance		550	0	0	0	0	0	0	0	0	0	0	0	550
		Stationery & Post		30	30	20	20	20	20	20	20	20	20	20	20	260
		Misc costs		30	20	20	20	20	20	20	20	20	20	20	20	250
		Management Franchise Fee				75	75	75	150	150	150	225	225	225	300	1902
		National Marketing Levy (1.5%)		0	7	14	19	24	29	35	40	45	50	56	61	380
		Hotel (Training)		248												248
		Costs		1763	362	329	364	344	429	435	950	545	555	561	641	7277
		Net		-1685	127	572	887	1258	1524	1869	1705	2461	2802	3147	3418	18085
ROCE %	349%	Cumm		-1685	-1558	-987	-100	1158	2682	4552	6257	8718	11519	14667	18085	
Net profit as % of T/o	140%	Cumm		-235	544	713	1600	2858	4381	6251	7956	10417	13219	16366	19784	

Maid2Clean Forms & Letters



Maid2Clean®

<u>Form/Letter Description</u>	<u>Form/Letter File Name</u>
Printer Quote	PQ
Printer Quote request letter (Leaflet)	16
Sample Printer Letter	24
Sample Printer Letter Variation 2	25
Sample Printer letter Variation 3	26
Sample Printer letter Variation 4	80
Advertising form	Advertising form.xls
Competitor Information form	Competitor Info Form.xls
Billing Client Letter	Form1.l.em.doc
Manual Database Form - If no computer is used	Manual Database Form - If no computer is used.xls
Daily Message Sheet	message sheet (1).xls
Send cheque to suppliers	B1
Label Supplier Letter	steepleprint.doc
Control Sheet of Leaflet Areas	Leaflet Area Form.xls
Mandate 2 hours (based on £2/hour agency fee)	2@52 M2c BAN .XLS
Mandate 3 hours (based on £2/hour agency fee)	3@78 M2c BAN.XLS
Mandate 4 hours (based on £2/hour agency fee)	4@34.67 M2c BAN TKA.XLS
Mandate 5 hours (based on £2/hour agency fee)	5@43.33 M2c BAN TKA.XLS
Mandate 6 hours (based on £2/hour agency fee)	6@52 M2c BAN.XLS
Mandate 7 hours (based on £2/hour agency fee)	7@60 67.xls
Mandate 8 hours (based on £2/hour agency fee)	8@69 33.xls
Mandate 9 hours (based on £2/hour agency fee)	9@78.xls
Mandate 10 hours (based on £2/hour agency fee)	10@86 66.xls
Leaflet Design Copy for Printer	M2c le~7.doc
Sample Copy for cleaner leaflet	Cleaners Wanted.doc
Vacancy Postcard for shop windows	vacancypostcard.doc
Blank Monthly Mandate	Blank Mandate monthly.XLS
Blank Quarterly Mandate	Blank Mandate Quarterly.XLS
Letter to Steepleprint for 'Complete the terms' stamp	F6
Leaflet enquiry letter	LF
Leaflet Payment form	LR

Letter to non-competitor to suggest joint leaflet distribution	chemdry.coc
Letter to mailbox & answering service supplier	FD
Client incurred agency fee if decides not to go ahead	81
Client Instruction Form	Client Instruction Form M2C.xls
Cleaner application letter	Bd
Cleaner application letter - variation 1	27
Bankers New	BV
Blitz Pay now	B4
Blitz cleaner	C0
1 off billing letter - Blitz	Bz
Back-up	BU
Blitz billing letter - variation	35
Blitz billing letter - 2 weeks cleaning Receipt	37
Client - Acknowledgement of cancellation (client tried to back-date cancellation to avoid termination notice)	38
Cleaner reference details for client	F9
Capturing worker & Client enquiries at accommodation address	Fax of calls from accommodation address.xls
How mandates are calculated (Sample document based on £2 per hour agency fee)	mandatesheet.xls
Client Business Trading Arrangement	TERMS&C16.DOC
Client Information	cliinfo1.doc
Overdue Mandate Return	AH
Apology no worker at moment (Not Paying)	AW
Non availability - now fixed up	AY
Courtesy letter - no worker at Present	KL
Not completed BTA form	RT
Spring clean invoice	D7
Client invoice - from request variation	56
Leafleting Service provision letter	leaflet.doc
Apology no worker at moment (Paying)	AU
Acknowledgement of cancellation	AK
Changing number of hours	Bk

Change of Hours Letter	Bu
Info. Pack only letter	IP
Explains why we don't accept cash	TQ
Unable to contact client	DE
You have incurred Agency Fees	DG
Will return Keys when paid Agency fees	43
No BTA but still contract	48
Client billing letter sent	E1
Rec'd Cheque - You must return Mandate	D1
Reminder Letter	ST
Return Terms of Agreement	NP
Billing less than 3 hours service	E3 FU
Client Billing letter £5.25	EH
Referral letter	17
New Billing Letter £1.85/hr & 4.00 Cleaner	EH
Regret letter	EG
Chase up letter if used worker billed at blitz rate	60
Informing client that her worker is leaving & agency is in process of obtaining new worker	98
Blitz letter - threatening court action	A7
Response to request to pay by cheques	DK
Statement of account letter	DL
Charging client for blitz fee as used worker but did not wish to continue with agency on mandate system	DV
Worker Earnings form	Worker Earnings form.xls
Worker Application form	Maid2Clean worker application form.doc
Application letter for workers	cleaner application letter m2C.doc
Information for Cleaners document	Clnrinfo.doc
Bank Holiday Policy explanation to client	41
2nd Chase up letter	BR
Sending invoice to client	CI
Invoice for 32 weeks cleaning work	DF
Follow up blitz job	C6
Allows monthly payment (if 4 or more hours/wk)	45

Sample Advert control Sheet 1	Adverts-Stockport Express.doc
Sample Advert control Sheet 2	stockport.doc
Sample Advert control Sheet 3	northwich
Sample Advert control Sheet 4	stretford.doc
Advertising form	Advertising form.xls
Sample Copy for adverts	advertwording.doc
Other cleaner interview Questions	interview.doc
Referral form for clients	m2cref.doc
Status of account letter	42
Travel vouchers letter	RF
Blitz follow up letter	VG
Overdue Letter	B6
Final Chase up letter	B8
Somerset House Letter	-
Threat of Court action	10
M/cr Evening News Ad	ME
Cleaner Reference Letter	59
Cleaner reference letter	62
Cleaner Reference Letter Variation	63
Cleaner ref. Letter	V1
Worker reference request letter	DW
cleaner placement form	cleanerplacementform.doc
Client Number Graph	Client Numbers.xls
Client Payments Control Sheet	M2C client PAYMents.XLS
Wills welcome letter	-
Wills welcome letter	-
Thanks for patience - interview son	-
Client Buy Out of Agt With Agency	19
Tel. No. is out of order	DA
Letter to cleaner not allowing to work privately	44
bleach Incident	23
Found cleaner working for client	CP
Return of keys	D5
Request Client to come back to agency	CB
How to record business mileage against the business	mileage2000.xls
Cleaner increase wages letter	PI
Letter to bank charging them for their over payments	65

Cleaner wage increase letter	PK
Letter to accountants enquiry	75
did not cancel mandates	66
Insurance - letter explaining	88
Insurance - letter regarding	90
Insurance explanation to client re. Liabilities of the agency	A6
Letter to client's bank enclosing refund less charges	DU
Letter to Accountants explaining accounts details	Accounts Info letter M2C.doc
No refund if client not informed agency	29
Response to client accusation of breach of contract	30
Cant offer refund if can offer worker	32
No to refund request if client not cancelled properly	47
No refund - payment goes beyond termination date	49
Client refunded but not paid us letter	55
Response to client criticism of high agency fees	57
Notification to client that their cheque has bounced	DY
Client Letter Re Bounced Cheque	AB
Cleaner not turning up	NU
Refund Letter	D3
Letter chasing client payment after paying successfully for several months the mandate payment just stopped	F5
Issuing final bill to client upon cancellation after finding they used more	EZ
Ask client to claim refund from their bank as problem was caused by banking error	50
Notice to client that Agency checks client payments when terminating the contract.	DZ
No refunds given	C8
Can't offer refund	CG
No refunds given	CK

No refunds given	Cs
Letter to angry client who feels let down for the insurance provided	EK
Cleaner ill - apology to client	AJ
Refund letter with refund amount shown	46
Clients continue to pay whether using service or not	DX
Client Refund request - already paid to insurers	61
Refund given as good-will gesture only	64
Client cancellation but still owes agency money	67
Benefits Agency Letter re. Worker info requests	71
Benefits Agency Letter re. Worker info requests Variation 1	72
Benefits Agency Letter re. Worker info requests Variation 2	73
Client cancelled but owed agency money	74
Client cancelled but owed agency money - variation	76
Wont keep accepting cheques	77
Cleaner letter - contact us urgently	78
Acknowledgement of cancellation - offering credit for weeks outstanding	79
Challenge to client to supply copy of agency acknowledgement of cancellation when client requests refund.	85
Refusal for refund - client not written to cleaner	86
Client overpayment - cant offer refund (client been paying not Agency taking	83
Acknowledgement of cancellation - after discovering client used more hours than agency was paid for	87
Client refund where client continues with worker	FC
Cant issue refunds when client goes on holiday	FE

Cleaner taken more money than worked	69
Cleaner lost keys - letter to concerned client	28
Sincere apology letter	JO
Earnings Request letter	earnings request form.doc
No refunds given during periods where agency could provide another worker on an alternative day.	89
Chase up letter to abusive client	91
Letter of support to client with alleged cleaner theft	92
Refund letter - less administration charges due to client not cancelling with their bank	93
Refusal to administer refund - client not cancelled to terms	94
Refusal to administer refund - client not cancelled to terms & owes agency money in notice period	95
Client letter after agency discovery that client has used worker privately & never paid agency	96
Chase up letter after discovering client has not been paying agency fees	97
Client not cancelled with agency only worker so no refund applicable	99
Refunding Bank less charges due to their mistake of overpayment	A5
Refund response - can only action if notified at the time	a9
Letter to client that used Blitz service & asked worker to work privately.	DJ
DHSS letter re. Enquiry of worker hours	DM
letter to client's solicitor enclosing refund less charges	DN
Letter to client that used worker, gave notice & asked worker to work privately	DP
Notice of suspension of cleaning service due to client not paying agency	DR

Notice of court action taken	34
Worker Court witness statement	33
Client letter of notice of court action	58
Court Summons Version 1	01
County Court Summons Version 2	04
County court summons Version 3	13
County Court Summons Version 4	14
County Court Summons Version 5	18
Solicitor Letter - refusing claim for money as client not cancelled to terms	70
Job description for assistant in the M2C office	m2c Job Description.doc
Blitz gardener £6.25	Bx
Gardener 1 off blitz	07
£6.25 gardener	09
Gardening billing letter	11
Gardener/Sitter application form	Intform.doc
Bank Letter converting to limited company	82
Gardener £1/hr	12
Letter offering Cleaning Gardening & Sitting Services	All3svcs.doc
Details for administration vacancy	TEC Vacancy.doc
Trainee Manager Interview Questions	manager interview.doc
Cleaner increase letter	cleaner increase.doc
Client Billing Letter	EM