

# *Matt* **FINISH**

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Making kitchens beautiful since 1991



*"The Kitchen Respray Specialists"*

## Franchise Prospectus

[www.kitchenrestorationfranchise.co.uk](http://www.kitchenrestorationfranchise.co.uk)

Matt Finish, Unit 1, Phoenix Industrial Estate, Rossmore Road East, Ellesmere Port, CH65 3BR

Contact Us - Tel: 0800 710 1600 or: 0151 356 4400  
Mob: 07841 651000

Email: [info@matt-finish.co.uk](mailto:info@matt-finish.co.uk)

### **Why choose a Matt Finish Franchise?**

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

#### **(1) Proven business formula**

As a Matt Finish franchisee you will have the opportunity to build a successful business 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 you operate.

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

The other great benefit to owning a successful business is that you could have a valuable asset that you can sell in the future.

#### **(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) 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.

You also have the opportunity to begin running this business on a part time basis. If required, we will take enquiries and handle calls on your behalf and set up your appointments to meet your availability.

#### **(4) Credibility and use of company brand**

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

(5) 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 Matt Finish 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.

### **(6) 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.

### **(7) Additional products and services to sell**

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

### **(8) Proven lead generation**

Matt Finish has a proven business formula for generating leads and business.

The key area which covers this is contained within your training and operations manual and covers 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 such as furniture respraying.

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



### The Matt Finish Market Opportunity

Company background and marketplace

Matt Finish Matt Finish was established in 1991 and is now based in Ellesmere Port, Cheshire. Prior to Matt finish Matt Whitfield the Managing Director worked at Euro Flen's Furniture Company in Holland for 8 years spraying new furniture. After 25 years of spraying furniture, kitchens and wood finishing he is an expert in his field.

Matt Finish are experts in the field of kitchen respraying which allows their clients to transform their kitchens at a fraction of the price of a new kitchen OR the price of replacement doors.

Matt Finish spray for many furniture and kitchen companies and have a number of regular customers. Some well known customers have included Rafael Benitez, Paul Ince, Harry Kewell and David Bowie.

Matt Finish - products and services

Matt FINISH offers many services. The main services offered include:

- Kitchen Respraying
- Furniture Respraying
- Colour Matching



### 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.

With a franchise this risk is substantially reduced – because you are buying the experience and expertise of the franchisor. This will also help you avoid 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

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.



## **The Training Process and Ongoing Support**

Matt Finish have spent several months developing their franchisee training programme and operations manual.

It has been designed to consider somebody with some or no property or lettings experience and give them the required skills and knowledge to operate their own Matt Finish Franchise.

### **Initial training**

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

Kitchen and Furniture Restoration overview and the market place

Setting up your Matt Finish business

Running your Matt Finish business

Sales and marketing for your Matt Finish business

Maximising income for you Matt Finish business.

Administration for your Matt Finish business

Reporting for your Matt Finish business

On the job training for your Matt Finish business

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

Ongoing bespoke training

Once you have had your initial training from Matt Finish 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. Matt Finish 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.

### Matt Finish– Franchise earning potential

The potential earning figures for a Matt Finish franchisee can be seen below. The average kitchen is resprayed for £1500.

	Sales £	Gross Profit £	Net Profit £
Year 1	55,000	45,500	29,857*
Year 2	72,000	57,600	39,623*
Year 3	102,000	82,000	63,581*

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



## Franchise Package + Costs

**The cost of the Matt Finish Franchise is £14,995 (+VAT)**

### **The Matt Finish franchise includes the following:**

Full training which is both office based and on the job. This covers all aspects of running a Matt Finish franchise.

Trading under the Matt Finish brand name.

An exclusive territory for you to trade in.

£1000 Initial Marketing Launch

Permanent ongoing head office support in all aspects of running your Matt Finish business.

Complete start-up package – including stationery and sales literature.

Operations and resource manual.

A dedicated & integrated web presence and e-mail.

200 letterheads

200 business cards

5000 leaflets

Matt Finish overall and T-shirt

Samples Presentation Book

Sign Writing For Your Van

Ongoing fees



There is an ongoing fee of 10% of turnover, payable annually on furniture you spray yourself.

NB. Any kitchens and furniture you bring to Matt Finish direct are not subject to the 10% fee. These will be charged at an agreed Franchisee Direct Price.

### Next Steps

#### **Who are we looking for to join us at Matt Finish?**

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 website you believe you have the necessary skills and desire to become a Matt Finish 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 Matt Finish operation first hand.

Please fill in the brief form on the link below or alternatively please ring Julie Roden on 0161 406 1878 / 0845 017 6022. You can also e-mail her at [enquiries@kitchenrestorationfranchise.co.uk](mailto:enquiries@kitchenrestorationfranchise.co.uk)

