

THE LONDON BATH CO.  
FRANCHISE OPPORTUNITY



COULD YOU BECOME  
THE LATEST ADDITION TO  
OUR GROWING FAMILY?

MAKING LUXURY  
BATHROOMS AFFORDABLE  
FOR EVERYONE.

## THE LONDON BATH CO. OUTSTANDING QUALITY

DESIGNED – SUPPLIED – FULLY FITTED

The London Bath Co. has been designing, supplying and installing high quality bathrooms throughout London and the surrounding areas for many years.

The company prides itself on achieving high levels of customer satisfaction and attributes this to its fully managed installation service using the company's accredited installer network.

The company recognises that the vast majority of clients have no wish to get involved in the recruitment and management of fitters preferring an arrangement whereby their bathroom is supplied and fully installed ready to use.

This fully comprehensive all-embracing level of service includes plumbing, carpentry, tiling, decorating, lighting, and electrical works as well as waste removal and certification and ensures satisfied clients who are delighted with the bathroom of their dreams and sets The London Bath Co. apart from traditional bathroom retailers who generally only offer bathroom products and simply pass the client a list of tradesmen.

The London Bath Co. recognises that for many a competent installation service is the key difference between customer delight and an expensive disappointment.

Recruiting franchisees to open showrooms and generate sales from 'in home design consultations' allows head office to focus on expanding the installation service and to run the companies sophisticated online and offline marketing strategies.



## THE LONDON BATH CO. FRANCHISE OPPORTUNITY

THE LONDON BATH CO. FRANCHISE OPPORTUNITY IS THE VISION OF CEO AND FOUNDER STEVEN BAKER

Having created a highly successful and profitable business designing, supplying and installing high quality bathrooms throughout London I wanted to expand the business further.

### **DESIGN AND SELL LUXURY FULLY FITTED BATHROOMS FROM YOUR OWN BOUTIQUE SHOWROOM**

### **UTILISING THE HEAD OFFICE INSTALLATIONS TEAM TO TAKE CARE OF THE FITTING**

We have developed a network of high quality professional bathroom installers who undertake the actual installations. I realised that franchising the sales and design elements of the business would allow franchisees to focus on generating sales while we focus on delivering and expanding the outstanding installation service that is our key differentiator in this market. This approach also means that franchisees don't necessarily need prior knowledge of the building industry.

The bathroom retail industry is predominantly focused around the sale of fixtures and fittings. Clients are invariably left to recruit their own fitters and manage the installation themselves.

The London Bath Co. business model is unique. Our high quality end to end installation service offers clients a fully managed, turnkey solution so that for the first time it is now possible to purchase a new bathroom as a complete finished product.

Layout and design are key when considering a new bathroom and deciding which fittings to use and whilst some retailers might offer some form of design service it usually tends to be quite primitive and uninspiring.

The London Bath Co. approach is completely different. Franchisees visit clients for a free no obligation in home design consultation. Using the companies sophisticated yet easy to use system utilising the latest CAD design software they are quickly able to create stunning bathroom designs. A few days later the client receives a fully detailed fixed price quotation for the complete project. The quotation includes a full inventory of all the required fixtures and fittings from The London Bath Co.'s extensive range and an invitation to visit the showroom where they can go through everything in more detail and see all the various fixtures and fittings.

Franchisees stay on hand throughout the installation process. Careful management of the client relationship during this time reassures and adds confidence. It is this attention to detail that makes The London Bath Co. the UK's premier bathroom company.



## A COMPLETE BUSINESS MANAGEMENT OPPORTUNITY

OUR FRANCHISE IS A COMPLETE BUSINESS MANAGEMENT OPPORTUNITY. IDEAL FOR HUSBAND AND WIFE TEAMS, IT CAN ALSO BE OPERATED BY SOLE PROPRIETORS.

Utilising decades of experience built up in the building services industry we have developed a proven formula and a comprehensive system to effectively and efficiently run and operate the entire business. Working closely with our network of accredited and vetted installers, franchisees are able to focus on designing and selling bathrooms. Managing the relationship between the client and the installer throughout the installation takes very little time in practice but never fails to reassure, add value and delight our clients – and, in the process, create profitable and valuable businesses for our franchisees. With our support, franchisees will quickly gain the confidence and ability to undertake multiple projects at the same time.

## AS A FRANCHISEE YOU WILL BENEFIT FROM:

- Help with identifying, securing, designing and fitting out your own boutique showroom.
- Established systems including our proprietary easy to use bathroom design system using the latest CAD (Computer Aided Design) software.
- The London Bath Co. of approved installers. All installations are completed by the companies expert installation teams.
- The London Bath Co. bespoke, comprehensive business management system (BMS) which manages and systematises the entire business.
- Professional marketing resources – Online and offline marketing experts headed by our Sales and Marketing Director who by working closely with our trusted and experienced partners will ensure your business is professionally and effectively marketed at all times.
- Marketing materials – Exclusive branding including a unique personalised website - sales brochures – business cards – leaflets.
- An exclusive range of high quality bathroom fittings and brands - at highly discounted rates.
- An extensive, comprehensive range of high quality Italian porcelain tiles - also available at highly discounted rates.

## THE SHOWROOM

USING OUR FLAGSHIP STORE AS A TEMPLATE, WE WILL HELP PRODUCE A STUNNING DESIGN FOR THE SHOWROOM LAYOUT.

As a franchisee you will be guided through the entire process of identifying, securing and fitting out suitable premises to create your own boutique showroom.

Due to the density of population in London positioning is often more important than size. The showroom is a personal boutique experience for our clients. It showcases examples of complete bathrooms highlighting our exclusive range of high quality fixtures, fittings and tiles and effectively demonstrates our attention to detail and high quality finish. As all materials are delivered directly to your clients from our suppliers there is no need for a large storage area so in most cases the showroom needn't be more than 1000 square feet. This means it is possible to achieve a presence even in the very best parts of town at a reasonable rent.







## MARKETING

THE LONDON BATH CO. FRANCHISEES BENEFIT FROM COMPREHENSIVE MARKET LEADING SYSTEMS AND SERVICES.

It is generally accepted that any retail business has to combine a strong online presence with a well-positioned store if it is to thrive. Our experienced marketing team are constantly on hand to launch and support the ongoing marketing of all franchisees businesses.

Headed by our Sales & Marketing Director and working with our specialist partners, our marketing team work closely with franchisees to create sophisticated, personalised marketing campaigns for their local area.

Utilising the knowledge built up over many years of marketing within the industry we create slick online marketing campaigns using a combination of paid search and Search Engine Optimisation (SEO) to promote the business. Campaigns will also include traditional offline outdoor media such as billboards and localised leaflet campaigns into the mix to maximise exposure and help build awareness at a real local level.

## THE LONDON BATH CO. BUSINESS MANAGEMENT SYSTEM (BMS)

OUR BMS IS BESPOKE AND HAS BEEN COMPREHENSIVELY DESIGNED TO MANAGE AND AUTOMATE MUCH OF THE ADMINISTRATION OF THE FRANCHISEES BUSINESS.

From logging the initial enquiry, managing marketing, recording and collating source information through to the design consultation and quotation to diarising the follow ups.

Marketing has traditionally been one of the largest business spends and the hardest to accurately measure. The system is used in conjunction with our online marketing campaigns and websites to monitor and accurately identify marketing sources controlling and measuring costs to provide new levels of detail. Maximising marketing spend, and efficiency minimises wastage helping ensure franchisees always receive the best possible return on investment.

Scheduling installations and ordering materials is also efficiently taken care of with client quotations and invoicing integrating into franchisees accounts packages to automate much of the book keeping.



## THE FRANCHISEE TRAINING PROGRAMME

### FULLY COMPREHENSIVE SUPPORT

The training programme is comprehensive and has been designed to equip franchisees with everything they need to establish their own showroom and begin designing, supplying and managing the installation of beautiful designer bathrooms.

**CAD TRAINING** - Training begins by learning to use our bespoke system and specialist bathroom CAD software to produce stunning 3-D bathroom designs.

**IN HOME** - Following completion of the CAD training programme franchisees shadow actual in-home design consultations learning how to measure, design and sell 'the dream' when face to face with a client.

**ON SITE** - During the training process, franchisees will visit actual bathroom installations in progress learning how a top quality finish is achieved and what to look for when inspecting their own installations.

Completion of training will see the grand launch of the franchisees own boutique showroom and personalised social media accounts. With the help and support of our marketing team business enquiries should start coming in from the very first day.

Running any successful business requires good management and sales skills and of course a desire to succeed. Franchisees come from a wide variety of backgrounds with differing skills and qualities. With the support of our team we help people develop the skills they may be lacking whilst helping them use their existing strengths to build the business.

## 3 D C A D D E S I G N

### FULL TRAINING AND SOFTWARE

Our 'free in-home design consultation' is a powerful sales tool that allows us to entice clients in a relaxed unpressured environment in the comfort of their own homes. Over the years we have developed a system using specialist bathroom CAD (computer aided design) software. The system is modular and our intensive quick start training programme is designed to enable franchisees to quickly learn how redesign virtually any space to create a beautiful designer bathroom.

Using the system, franchisees learn how to produce highly detailed and realistic jaw dropping illustrations often resulting in an excited "wow! Is that really my bathroom?" from their clients. Once familiar with the system this can be done in a matter of minutes. Gaining these skills helps franchisees engage with their clients, giving clients confidence in selecting the franchisee as their preferred supplier.

Following completion of the CAD training programme franchisees will accompany actual in-home design consultations learning how to apply their new skills when face to face with a client, measuring, designing and selling 'the dream'. During this process, franchisees will also visit actual bathroom installations in progress learning how a good finish is achieved and what to look for when inspecting their own installations.





## OUR RANGE

### A COMPLETE & COMPREHENSIVE SUPPLY CHAIN

It takes literally hundreds of individual items to make our bathrooms. The London Bath Co. range is exclusively available to franchisees at favourably discounted rates. The range is extensive and includes everything required to fully complete every project with examples of many of the most popular items detailed in the company's retail brochure which is given to every client. You should have received a copy of the brochure with your franchise information pack, it is also available for download on our website. This single supply chain creates efficiencies and consistency throughout the business, increases buying power and controls quality ensuring inferior goods are never used.

The range includes many of our own exclusive brands with new and innovative compact products that particularly suit the needs of London's smaller bathrooms. The collection reflects our in-depth industry knowledge and experience. Each product has been painstakingly chosen carefully taking account of durability as well as design aesthetic. Only top-quality materials and manufacturers are used for the production of our products so that our franchisees and their clients can be sure that our bathrooms will last for many years to come.

Complementing and completing our range is our collection of stunning Italian porcelain tiles. The range runs to include hundreds of different styles from classic and contemporary marbles and limestones in polished, honed and riven finishes to bold contemporary styles in metal, concrete and wood.

All stock is distributed to franchisees clients directly from our suppliers at the beginning of each installation so there is no requirement to hold stock.

Franchisees use our standardised templates and wording to combine the 3D images and create their quotations. The quotation details all of the fixtures, fittings and tiles specific to that project, referencing the various items and page numbers detailed in the brochure given to the client at the meeting or when they visit the showroom.

The process produces tantalising, detailed proposals incorporating everything required to fully complete the whole bathroom – ready to use – at a fully inclusive fixed price. Once completed the document is converted to PDF (Protected Document Format) and emailed directly to the client.

Our 'fixed price' quotation principal means that unlike traditional builders who often quote a lower price and then charge everything as 'an extra' (often at an inflated price) we offer a price for the whole project. Our price includes labour, materials, waste removal, lighting and certification – everything except tiles (which are quoted and invoiced separately) and vat.

This approach gives confidence and peace of mind to the client knowing that there will be no unforeseen hidden extras.



## MANAGING THE INSTALLATION

### CLIENT LIAISON

The success of The London Bath Co. is predominantly due to its fully managed installation process. Every installation is carefully overseen by franchisees throughout the entire process. Utilising our pool of high quality, experienced installers exclusively available to franchisees alleviates the risk of poor workmanship.

Regular monitoring of each project by the franchisee in addition to our own quality control inspections is essential in maintaining a high-quality finish throughout the network. Checking the integrity of the work at each stage and ensuring only the correct materials are used ensures high standards are always maintained. Franchisees are shown exactly what to look for when checking each stage of the installation.

Working closely with our installers, you'll meet with them on the first morning introducing them to the client and helping direct them to prepare the home for work. This will usually involve coordinating the protection of carpets, curtains and soft furnishings. All dust should be contained within the room being worked on. There should be no reason for the rest of the property to become dirty or dusty during the work.

An essential part of ensuring that our clients receive a quality service is the need for franchisees to stay in regular contact with them. Feedback on progress and discussing any issues reassures the client and adds value to the relationship. Regular communication is key to ensuring a satisfied customer removing much of the anxiety often associated when undertaking any form of building work.



## Q & A

### **What areas are currently available?**

We currently have opportunities throughout London and the M25 corridor but will consider applications from other major UK cities.

### **Is it right for you?**

An attention to detail, good management and people skills and most importantly the ability to sell. Attitude and a desire to succeed matters more than your CV.

### **Do I need previous experience?**

Not necessarily although it can help, we have a different way of doing things and old habits can sometimes die hard so starting with a clean sheet is often beneficial.

### **What are the typical time scales and procedures for launching The London Bath Co. bathroom franchise?**

It will generally take around 3 to 4 months to simultaneously complete the training programme and to identify and fit out suitable premises. Ultimately you will receive sufficient training so that you feel confident and ready to start trading but first we will need to meet and get to know each other in order to ensure that we share the common values that have made the business the success it is to date. If we both feel that we can work well together and create a profitable business then we will help you prepare your business plans for finance and begin the training and induction process.

Early marketing of the franchised territory may mean that it is possible to launch the business before the showroom fit out is complete.

### **What are the costs involved?**

Our franchise fee is £30,000. This is a one-off fee and secures you the trading area for a period of 10 years. The London Bath Co. can help arrange funding for up to 75% of the total cost of starting a franchise, subject to your individual status.

### **How much liquid capital do I need to launch a franchise?**

You can become a franchisee of The London Bath Co. with as little as £30,000. We have strong relationships with NatWest Bank who, after credit checks, will lend up to 75% of the total investment required\*.

### **What about if I don't have any security?**

It is possible to secure a business loan that is partially underwritten by the UK Government for individuals who are unable to provide security\*.

### **How long before I can expect a return on my investment?**

According to the British Franchise Association and Natwest Franchise Report (published January 2016) 97% of franchisee owned businesses report profitability. Independent financial advisors state that franchisees can expect a full return on their investment within 3 years (after drawing a management salary from the business).

*\*Subject to financial status.*

## A FINAL THOUGHT

We're looking for ambitious, like-minded professionals who wish to share and benefit from this proven business model. Scaling the business through franchising will enable us to recreate the same hands on management at a local level in new areas helping establish the brand in what is currently a poorly served marketplace and enabling greater purchasing leverage.

As a franchisee you will benefit from a unique range of fixtures, fittings and tiles, a comprehensive business management system that will manage your entire business from initial enquiry and design meeting, follow up diary management, producing and submitting your quotation, inventory fulfilment and management, in fact every part of the process right through to the final invoice.

The training programme is comprehensive and will guide you through the entire process showing you how to set up and run your own businesses. Training will cover bathroom design and supply, how to manage the installation process to make your dream designs a reality as well as helping you to identify, negotiate, design and fit out suitable premises for your showroom.

**O K , I ' M I N T E R E S T E D**

W H A T D O I D O N O W ?

Call **0203 167 8703** or email **[franchises@tlbco.co.uk](mailto:franchises@tlbco.co.uk)**

We will call you for an initial informal discussion and then if you wish we will arrange a meeting so that you can get to know more about The London Bath Co. franchise opportunity over a cup of coffee.