

Name, Location, Franchise.

Keith Lomas, South Birmingham, Lasertech South Birmingham

Why I chose franchising.

I chose a Lasertech Franchise because I wanted to work for myself whilst selling products that I know to be good and the Lasertech brand is becoming more and more popular. I was often amazed at the wastage made by other companies when throwing away perfectly good empty ink and toner cartridges. I am now helping the environment by collecting and recycling those cartridges when empty and also enjoying being my own boss.

What I did before taking up a franchise.

Sales Executive for a leading manufacturer of Heating and Ventilation equipment

How I raised the finance

A mix of my own assets and funding from the bank.

The training and support I receive from my franchisor.

Two weeks residential training and on going support from head office relating to technical information and product knowledge also local meetings with my franchise sales manager relating to accomplishing profitable growth

The challenges I have faced.

To build a profitable customer base by canvassing by different means using cold call methods such as direct mailings. My customer retention is high, because of the quality and price of the products plus my customer service once I have won the customer I always keep them.

My advice to someone thinking of buying their first franchise.

Thoroughly investigate the market place you will be going into, by checking the competition, profit margins etc. Lastly you need to make sure that you enjoy the franchise concept you enter into as I do.

My plans for the future.

To increase turn over and profit and expand the business by employing staff and getting additional vehicles on the road.