

Support second to none



With 15 years' experience, two UK-based factories, skilled cartridge technicians, dedicated field franchisee sales managers and a continuous research and development programme, Lasertech can offer its franchisees the most comprehensive support available.

As Lasertech is an established manufacturer and supplier of printer consumables, it has a business model that is both successful and profitable. With low overheads coupled with support from head office, supplying a product that is a necessity, franchisees are able to build a long-term profitable business. And because overheads are kept low, there is no unnecessary expenditure on staff, rates and rent. Franchisees operate from highly visible Lasertech-branded vans, stocking the most popular range of Lasertech products, and original equipment manufacturer (OEM) branded products from Canon, Epson and Hewlett Packard.

Most orders can be supplied immediately from the van straight to the customer, and the rest will be delivered the following day. Franchisees can sell these products at very competitive prices due to the company's buying power and the fact that it manufactures its own products. As the business grows, franchisees aim to add further vans to their exclusive territory. Having more vans means sales can increase dramatically but overheads are still kept low.



Research and development

As Lasertech-branded products are manufactured in its two factories, franchisees can therefore be reliant on their quality, which in turn leads to high customer retention. They also benefit from the continuous research and development undertaken by the technical team at the Lasertech head office.

Technical manager Tony Wainwright has been manufacturing cartridges for the past 15 years and is constantly monitoring new developments in the market, ensuring franchisees have the latest products at their disposal.

Wainwright explains: 'As with any industry, you need to be in the know about developments. We ensure that our franchisees have access to these new products so that they can concentrate on building their customer base and offering a wide range of printer consumables.'

Experienced head office team

Lasertech's head office staff offer support to franchisees from day one, including transferring an existing database of customers to the new franchisee. Its marketing and field-support staff have worked for Pentax, Halifax and the Bank of Scotland, so franchisees get a great pedigree of advice and support.

With this back-up from Lasertech head office and the huge buying power of an experienced team, franchisees are free to focus on servicing existing customers and targeting potential new customers. Help with this includes access to Lasertech's unique marketing software, which prints out a list of the most profitable potential customers to visit in each postcode of their territory. Being van-based they can call up this information on the road and plan visits accordingly, without having to drive around for hours wondering where potential customers are based.

Not only do Lasertech franchisees benefit from the franchise team at head office, but they also get the opportunity to network with fellow franchisees on a monthly basis. And as all franchisees are at different stages of their business, they are able to advise one another, share experiences and discuss ideas. ■



further information

To find out more about the Lasertech franchise opportunity visit www.lasertech.co.uk/franchisee, or call Ruth Brown on 08707 872 323. Alternatively you can speak to one of the team on stand G60 at the British and International Franchise Exhibition in April