

FRANCHISEES RECEIVE BEST SUPPORT AVAILABLE

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

As Lasertech are an established manufacturer and supplier of Printer Consumables, they have a business model that is both successful and profitable. Low overheads, targeting at the right market supplying a product that is a necessity coupled; with the support from head office, franchisees are able to build a long term profitable business. With overheads 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 Branded products, and OEM (original equipment manufacturer) branded products, such as Canon, Epson, Hewlett Packard etc.

Most orders can be supplied from the van direct to the customer immediately, and the rest will be delivered the following day. Franchisees can sell these products at very competitive prices due to the buying power of Lasertech and the fact that they manufacture their own products. As the franchise 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 a Lasertech branded products are manufactured in the 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. Tony Wainwright, Technical Manager at Lasertech has been manufacturing cartridges for the past 15 years and is constantly monitoring new developments in the market and ensures franchisees have the latest products their customers require. Tony explains "as with any industry you need to be in the know about new developments, Lasertech ensure franchisees have access to these products. Franchisees can concentrate on building their customer base and offer customers a full range of printer consumables.

Experienced Head Office Team

Lasertech Head office staff offer support to Franchisees from day one, including an existing database of customers being transferred to the new Franchisee, and full marketing support, Our marketing and Field support staff previously worked for Pentax, Halifax, and Bank of Scotland, so you will get the best advice and support possible.

With the support from Lasertech Head Office and the huge buying power of an experienced team, franchisees are free to focus on servicing existing customers and target potential new customers. They do this using the unique Lasertech marketing software that prints out a list of the most profitable potential customer to visit in each postcode of their territory. Being Van based they can call up this information on the road, plan visits accordingly, all without driving around for hours wondering where potential customers are located.

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

If you would like to learn more about the Lasertech Franchise Opportunity visit www.lasertech.co.uk/franchisee. Or call Ruth Brown on 0870 787 23 23. Alternatively you can speak to one of the team on stand G60 at the British & International Franchise Exhibition at Wembley, 2nd-3rd April 2004.