

Stationery – but still moving forward

After just three years Lasertech UK has grown its UK Franchise network to 61 single van franchises. There are a number of franchises now in the process of adding a second van and staff to their existing territory.

With the ever continuing support and service Lasertech offers its franchisees Lasertech have expanded their product range to incorporate office Supplies and office equipment. Lasertech have formed a partnership with Europe's largest stationary wholesaler to add an extra 25,000 product lines

Printer Consumables are one of the most costly office requirements, with the current market being estimated at approximately £1.5 billion franchisees are supplying a product that is a necessity. With excellent profit margins on both the Lasertech and Original Equipment Manufactured brand, franchisees are able to build a profitable business supplying small to medium sized business in an exclusive territory. Off the back of this demand they now have the opportunity to supply their customers with office supplies; everything from paper and printers to tables and chairs. Because of the structure that's in place franchisees have over 25,000 products available and do not have to hold huge amounts of stock. The experience and buying power at head office means that profit margins are high and franchisees are kept ahead of changes in the market.

Justin Williams - Franchise director explains "Lasertech and franchisees are very successful at supplying printer consumables to their customers with excellent customer service and low prices, over the past 16 years we have been asked by our customers why cant we supply them with their office equipment and supplies as they are so happy with the service they receive, the new product lines are just an natural progression. Focus is never taken off the fact that our business is printer cartridges but our franchisees now have the opportunity to move nto a £3 billion industry without further investment or the need for a new territory.

Marketing Support

Along with the new product lines there is also new marketing support and materials. Every quarter there are new brochures printed which enables franchisees to have competitive up to date prices on both their core business; printer consumables and office stationary. In addition support from head office which includes telesales – appointment making, fax broadcasting, mail shots and email broadcasting, this allows the franchisees to focus on increasing sales and servicing their customers.

Individual Sales Development Manager

Lasertech UK have a very experienced sales development manager, Paul Brewer. In his previous roles, Paul was responsible for developing Franchised Motor Dealer profitability and managed a network of over 100 dealerships. This experience has allowed for developing Franchisees sales by working with them in their territory to develop effective sales and marketing plans. The franchisees also benefit from the knowledge and experience from one another. Paul holds regular quarterly meetings around the UK – this allows franchisees to become involved in the development process of Lasertech and learn from one another.

2005 is set to see Lasertech franchisees individually grow their territories into multiple van operations, as well a growth in the franchise network in the UK and Ireland.

Lasertech will be exhibiting at the British Franchise Exhibition to be held in Olympia London on the 1st and 2nd April 2005. Come along to the Lasertech stand to learn more about the exciting franchise opportunity on offer.