

Lasertech – A long term profitable business with a Multiple Van franchise

The Lasertech Franchise Network now consists of 63 management franchisees growing to over 100 by the end of 2006. Also operating in Spain and Ireland, what makes the Lasertech franchise so successful and different in the market?

Unique Business Formula - Growing Market

Lasertech has a unique business formula in our market of, *low overheads, supplying the right market with a necessity product* direct from our factories. It is a van based management franchise only dealing business to business and growth is achieved via adding vans, not expensive premises. Lasertech franchisees target the business market, where demand is high for the products the franchisees sell. Lastly they supply a *necessity product*, as it is a business to business franchise there is a high demand for printer consumables, especially laser/toner printer cartridges. More and more businesses have been investing in colour laser printers as quality is far more superior than inkjet printers. As well as having a superior quality it is also far more cost effective than ink. Although the initial outlay seems more expensive for the colour laser printer and the cartridges, it is in fact actually cheaper and with the cost of colour laser printers down to as little as £199. Businesses have become more aware of this and have started to invest in the colour laser printers, which is more up to date technology.

Exclusive Territories

The Lasertech franchise is a van based management franchise, which means that every franchisee should aim to have more than one van in the territory. Each territory is determined by the number of businesses within a boundary rather than the geographical location. The number of businesses allocated to each franchisee allows them to grow a long term profitable business. It is large enough to support a multiple van franchise, and it is detailed in each franchisees business plan that they will be aiming to recruit staff and have a fleet of vans as their business growth dictates. The Lasertech franchise opportunity has such potential that the leading banks will lend 75% of the required investment and fund further vans when required. Paul Brewer – The Lasertech FBDM comments on the growth and challenges of existing franchisees; “The full potential and income from a Lasertech territory comes when multiple vans are added by the franchisees. This is part of the franchise expansion that should be carefully managed. Paul is on hand to support franchisee with this, as well as other issues relating to their franchise. Once a franchisee adds staff and extra vans to their territory they have reached an important milestone. The further economics of sales and increased customer service gained from multiple vans in a territory means Lasertech and our franchisees will continue to grow and exceed our customers expectations.

For further information on the Lasertech franchises available in the UK, Spain and Ireland visit www.lasertech.co.uk/franchise or call Ruth Brown on 0870 428 3994