

Lasertech Franchise network enters into Ireland.

Lasertech now have over 60 franchisees operating in the UK. To continue the success story Lasertech are now launching the network in Ireland. The first two Irish franchisees to be launched will be in March 2005, covering areas Donegal and Drogheda, with more planned for the second half of the year.

The Lasertech franchise offers a great business proposition, supplying printer consumables via a fully stocked a liveried van. Each franchisee operates in an exclusive territory which has the potential to support multiple vans.

It is a management franchise which means franchisees can build their business from one van to operating multiple vans in years to come. Each franchisee initially operates the franchise as a single operator; this enables him to learn the business and gain valuable experience as well as keeping overheads low.

To help the Lasertech Franchisee grow their business Lasertech offer a full support package, this includes a dedicated field sale manager and monthly profit clinics. The profit clinics are held in regions around the country and allows franchisees to build a rapport with franchisees as well as sharing experience and comparing notes. It also allows franchisees to have a face to face contact on a monthly basis with head office. Profit clinics also allow each franchisee to have a constant update on changes in the market, information on new product launches and new services available from head office. They also allow franchisees be part of the development process in the network.

As franchisees continue to individually grow their franchises into profitable multiple van businesses Lasertech head office are also continuing to expand the franchise network both nationally and internationally. With both the individual franchises growing and the network growing so does the brand awareness.