

Franchise Prospectus



vehicle
consulting

Vehicle Consulting Plc



Simeon Briggs, Managing Director

"This is a great opportunity for you to join a successful business in an exciting and growing market sector.

You can build a highly profitable and rewarding business for yourself following our unique and proven formula."

Hello,

Thank you for requesting the Vehicle Consulting Prospectus. My name is Simeon Briggs and I am delighted that you have taken the time to explore what I believe is an outstanding business opportunity for ambitious individuals.

Vehicle Consulting has been established for over 8 years – providing vehicle funding solutions to both business and personal customers. We have a unique and proven formula which has enabled us to build a very successful and solid business over this period.

A Vehicle Consulting Franchise offers you the opportunity to **build your own successful business** utilising our systems, processes, skills, knowledge, brand and support. We believe that this is the best and most competitively priced Vehicle Franchise Model in the market place.

This Prospectus will tell you exactly what the business is all about – a little bit of our history, about the business as it is now and the key benefits you will enjoy as a franchisee. We will also provide details of how much you can earn and what your initial investment will be. You will also see testimonials from some of our existing franchisees.

The Prospectus should provide you with all the information that you need to help you decide whether this opportunity is one you would like to take further.

The next step in the process is to fill in the form at the back of this prospectus and then arrange a visit to our Head Office. This will give us both the opportunity to meet each other, give you the chance to see the business first hand – and provide you with the chance to ask any questions that you may have.

Who are we looking for to join us at Vehicle Consulting?

We are looking for hard working individuals with drive, determination to succeed and who enjoy dealing with people. This is a business where you have to be able to go the extra mile to provide the level of service that our customers have come to expect.

We will only accept people who will be able to meet the level of quality and service that we have set; who want to provide an experience that is second to none.

If having read through the Prospectus you believe you have the necessary skills and desire to become a Vehicle Consulting Franchisee then I will be delighted to meet you.

Regards,



Simeon Briggs
Managing Director

PS.

We know that you will be impressed when you come along to meet the team and see the business first hand.

At this point we will be happy to pass on details of our existing franchisees so that you can talk to them first hand about their experiences with Vehicle Consulting.



VEHICLE CONSULTING

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Vehicle Consulting Overview

Vehicle Consulting Plc is a Manchester-based vehicle solutions company. It specialises in vehicle funding, which is an important part of the fleet management process, and a facility most companies require.

The two company directors Simeon Briggs and Lee Wolstenholme have over 30 years experience in the industry between them.

The company has a unique and proven formula, which has enabled it to build a solid business over the last eight years. The business is continuing to grow - with franchising being a key feature of its future expansion plans.

VEHICLE CONSULTING is a totally independent company, without any ties to manufacturers or finance providers. This means that its clients always receive impartial advice and the most competitive deals from across the market place.

The business enjoys excellent customer loyalty with many clients automatically renewing their vehicle requirements with Vehicle Consulting on maturity of existing contracts. This builds up a tremendous 'residual' income year on year – in addition to the new clients that are brought on board each week.

The Franchise Opportunity

There has never been a better time to buy a Vehicle Leasing Franchise – the business model, the range of products and services and the demand in the market place for a professional and comprehensive vehicle solution provider means that the opportunities to build a very successful and profitable business as a Vehicle Consulting Franchisee are tremendous.

This is an excellent investment opportunity for the right person who is prepared to work hard to build a business under the guidance of Vehicle Consulting.

Why Choose A Vehicle Consulting Franchise ?

Below we have highlighted nine of the main benefits of being a Vehicle Consulting franchisee which should help you answer the above question.

(1) High Income Potential In An Exclusive Area

As a Vehicle Consulting franchisee you will have the opportunity to earn a high income working for yourself but with the training, support and experience of an established business behind you. The group has a proven business formula which will form the basis on which every franchise operates. Demand for vehicle leasing is very high and franchisees will have an exclusive Yellow Page area to work within.

As a Vehicle Consulting Franchisee you would be able to supply any vehicle in the market place at very competitive prices with access to all the main funders, manufacturers and dealers. We also keep you updated on a daily basis of any special deals that we come across.

The earning potential for a Vehicle Consulting franchisee can be seen in the Earning Potential section of this prospectus.

(2) Yellow Pages Area

Each franchisee is given an exclusive Yellow Page Area to work within. This means that only you can operate and market within your chosen area. Each Yellow Page area will have at least 20,000 businesses in it and hundreds of thousands of individuals, professionals and employees many of whom are potential targets for you.

The size of your area means that you have the opportunity to build a sizeable business over the coming years without being restricted by a small territory which would hold you back.

(3) Low Overheads

Each franchise is designed to operate from home initially with the main equipment requirements being a computer, printer, fax, mobile phone, telephone, and internet access. As your business grows you will then have the option to continue working from home or moving into business premises.

About 50% of our franchisees choose to operate from home with the remaining 50% choosing to work from offices right away.

(4) Renewal Income

One of the great benefits of this franchise is renewal income. Excellent customer loyalty means many clients automatically replace their vehicles with Vehicle Consulting when their contracts come up for renewal. This builds up a tremendous 'residual' income year on year – in addition to the new clients that are brought on board.

(5) Credibility and Use of Company Brand

As part of the Franchise Agreement you get to use the Vehicle Consulting systems, processes, quoting systems, name, logo, website, history and stationary. This gives you credibility and confidence to go out into the market place and get off to a good start. It also enhances your position in the mind of potential clients that they are dealing with an established and reputable company.

(6) No Ongoing Royalties or Monthly Fees

After the initial upfront payment there are no ongoing royalties or monthly fees to pay. There is simply an administration charge of £150 per vehicle leased to cover all the paperwork,

underwriting, contract preparation and administration work involved in locating, ordering and delivering a vehicle. This then leaves you free to concentrate on maximising sales.

This is a major benefit for all franchisees as you don't have to spend time sorting out paperwork or employing people to do it for you. Your best time is spent generating leads and closing deals. Once your number of monthly deals reaches a certain level the £150 admin charge per vehicle is reduced to £100.

(7) Training And Ongoing Support

Previous experience is not required as comprehensive training and support will be given to franchisees which combine on the job and class room based technical training. Ongoing support and assistance is continually available to franchisees as part of the franchise offering. The vast majority of our franchisees have had no previous experience. See the Training Section of this prospectus for more details.

Two full time employees of Vehicle Consulting are in place to support franchisees on a day to day basis as well as a full administration team to process deals.

(8) Lead Generation and Marketing Assistance

Vehicle Consulting has a proven business formula for generating leads and business for franchisees. This is arguably the most important part for any franchisee in order to maximise their earning potential.

The three key areas which cover this in your training and Operations Manual are the Client Experience, Telephone Scripts and Maximising Earnings which covers target markets, sales activity, lead generation tools and techniques, lead conversion and money in the deal.

(9) Assistance With Raising Finance

Finance Packages are available for prospective franchisees if required. A Business Plan template has been developed which is then amended to suit your particular circumstances. This can then be shown to any high street bank or lender either by yourself or with our assistance. This approach helps secure the lowest finance rates available.

Why Franchising ?

Franchising is a fantastic way to start and run your own business – it provides you with an opportunity to earn a high income but with the support and backup of the franchisor behind you.

A Franchise Reduces The Risk of Failure

Starting a new business always carries a risk – new businesses are vulnerable. The degrees of vulnerability vary depending on:

- Knowledge
- Skill
- Financial resources
- Relevant abilities

Many who start up their own business lack some or all of these qualities. Many fail because they cannot learn quickly enough – before the money runs out. 80% of new businesses starting today will fail within the first five years.

With a franchise this risk is substantially reduced – because you are buying the experience and expertise of the franchisor. This will also stop you making the same mistakes that they have made during their trading life.

And because you become part of successful business you will be able to take advantage of their buying power and link into the strong relationships that they have developed over the years.

Other Franchise Benefits

As we said right at the beginning of this section a franchise provides the opportunity to earn a high income working for yourself but with the training, support and experience of an established business behind you.

You are selling an established product or service with a turnkey business plan and format for you to operate. This includes the brand, systems and processes, lead generation and marketing assistance plus help with raising finance if required.

Vehicle Consulting Plc
Key Information

Registered Office: Finance House
1085 Stockport Road
Manchester
M19 2RE

Directors and Shareholders: Simeon Briggs - Managing Director
& shareholder
Lee Wolstenholme -Sales Director
& shareholder
Ray Humphreys - Finance Director

Registration Number: 3923347
VAT Number: 748 5232 16
Consumer Credit License: 483595

Accountants: Adler & Co – Manchester
349 Bury Old Road
Prestwich
Manchester
M25 1PY

Bank: Nat West
4 Grove Street
Wilmslow
Cheshire
SK9 1EE

Solicitors: Read Law
10 Church Street
Macclesfield
Cheshire
SK11 6LB

The Market and Opportunity

There has never been a better time to buy a Vehicle Leasing Franchise. There are over 25m registered vehicles on the road and this figure is continuing to rise.

The demand for Vehicle Leasing has never been higher both for business users and individuals.

There are two key reasons for this:

- (i) owning a car is seen as a poor investment due to high purchase costs and depreciation
- (ii) the leasing products available are very competitively priced and more easily understood now that they have been around a while

Business Targets

There are four main types of business that we target:

(1) Fleet Business

It is Contract Hire where maximum commissions and repeat business will be achieved. The vehicle fleet market is made up as follows:

Company Fleet Size	Number of Fleets	Total Number of Cars
1	600,000	600,000
2 - 4	70,000	200,000
5 - 24	38,000	432,000

Over 90% of companies in the UK operate between 1 and 20 vehicles. This is the market place that most franchisees will operate within.

We are also able to offer our unique on-line fleet management system enabling the monitoring of mileage, service requirements and user details 24 hours a day. This appeals to any business that is running a fleet of vehicles.

(2) Executive Business

Executive sales – very much a personal service offering the ‘executive buyer’ the level of service they demand. We make the process of acquiring the right package at the right time as hassle free as possible. We can also source vehicles that are ‘difficult’ to find.

(3) Commercial Business

In addition to our comprehensive car packages we are also able to offer an extensive range of commercial vehicles.

(4) Personal Users

We do not limit ourselves to only business users. We offer a range of different packages to personal customers – through contract hire or personal leasing for example. Many individuals that have opted out of company schemes are attracted to this service. In many cases they can benefit from receiving ‘fleet’ prices rather than the retail price.

We also have a facility to take existing vehicles as a part exchange for new vehicles.

Vehicles, Services And Financial Products

A summary of the products and services you would be able to offer, and the different finance products can be seen below:

Products and Services

- Any make or model of car, or light commercial vehicle
- New and nearly new vehicles
- Any funding facility
- Fleet management
- Accident management
- Pre-contract cars
- Fuel cards
- Disposal of existing vehicles
- Early termination insurance
- Gap insurance
- Specialists in early termination

Finance Products

Personal Contract Hire

Personal Contract Hire delivers all the benefits of a company car to the private individual. It calls for a fixed monthly rental, for a fixed contract term, arranged through a finance company. At the end of the contract term the car is handed back to the finance company. There is thus no need to sell the vehicle privately, or worry about its value.

Personal Contract Purchase

For private individuals who want a hassle-free and cost effective way to finance and maintain a vehicle. The finance company allows significant tax advantages to be enjoyed, and a change of a new, or nearly new vehicle every two or three years – in return for a fixed monthly charge that is easy to budget for. An all-inclusive maintenance and breakdown package is an optional feature.

Contract Hire

The most popular choice for companies who want minimum outlay and maximum control of costs. With this VAT-beneficial package, one regular rental payment covers all risks, including depreciation and disposal costs, for an agreed period of time and mileage. Road Fund License is included, and roadside rescue, maintenance and relief vehicle provision are options that can be added, and charged to the monthly rental.

Finance Lease

Ideal for VAT-registered companies who want to handle the administration of their vehicles, and have the asset shown on their balance sheet. The hirer can choose to pay the entire cost over the agreed lease period, plus an interest charge, or pay lower monthly rentals during the lease period with a final payment based on the anticipated resale value of the vehicle.

Contract Purchase

For companies with high-value cars who would like the option to purchase the vehicles but don't want any depreciation risks. The customer acquires the vehicle by paying fixed monthly installments, with the asset being shown on the company balance sheet, and can either retain ownership at the end of the contract or hand the vehicle back.

Hire Purchase

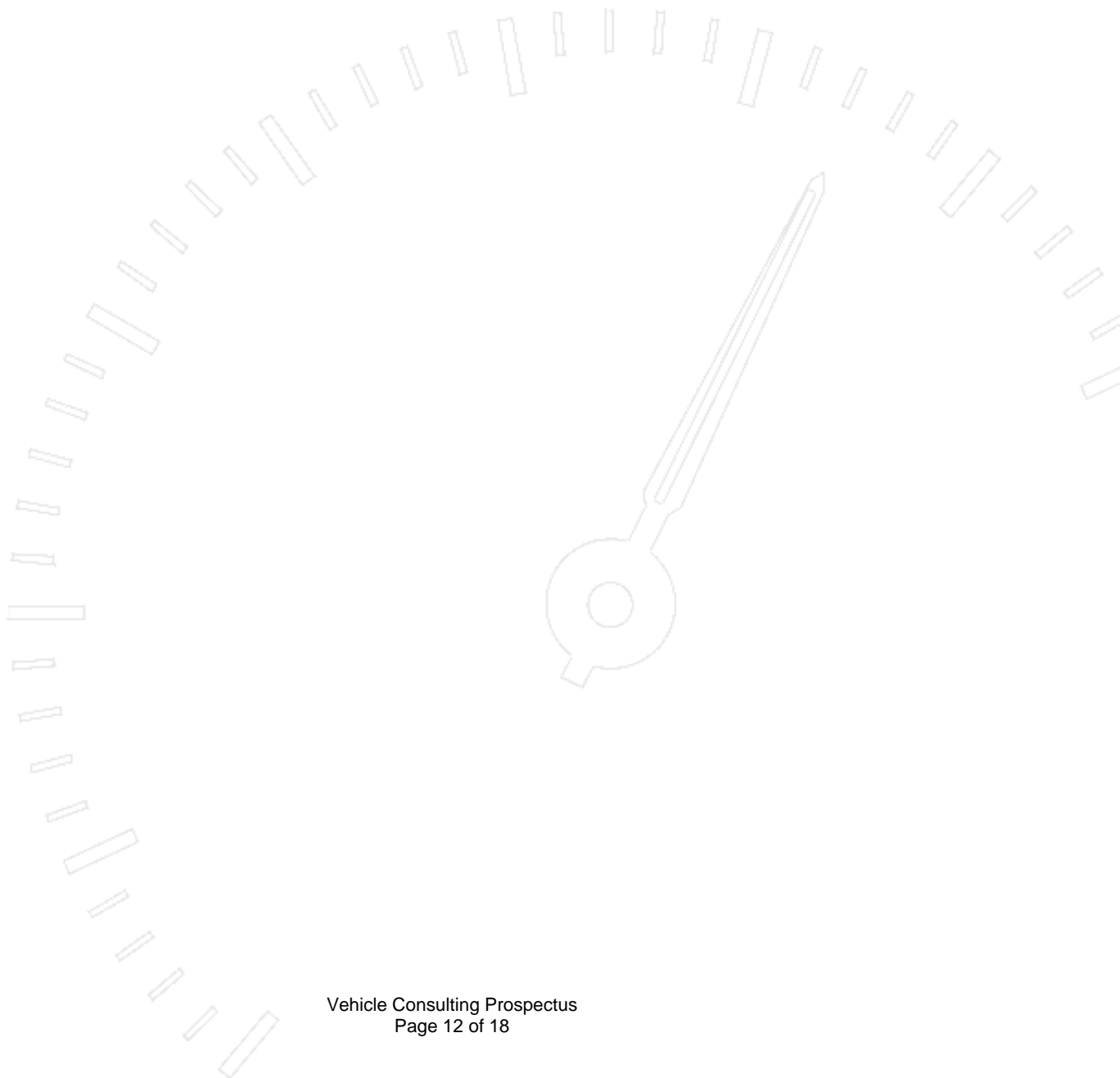
After paying the initial deposit the balance is paid by fixed, equal monthly payments, following which ownership is transferred to the client. No VAT is added to the payments, and interest is tax-deductible. Classified as a company asset, the vehicle can be written down against taxable profits.

Lease Purchase

For non VAT registered companies who want eventual ownership of the vehicle. The company acquires ownership when all payments have been made. Part of the capital cost of the vehicle payment may be deferred into a 'balloon payment' at the end of the agreement, which equates to the anticipated market value of the vehicle at the end of the leasing period.

Sales and Leaseback

For companies who own vehicles and would like to generate capital from their sale, yet retain use of them. This VAT beneficial scheme involves the finance company purchasing the vehicles for an agreed price, and then leasing them back, using either Contract Hire or Finance Lease, according to customer preference.



The Training Process and Ongoing Support

Vehicle Consulting spent several months developing their Franchisee Training Programme and Operations Manual.

It has been designed to take somebody with no previous vehicle and finance background and give them the required skills and knowledge to operate their own Vehicle Consulting Franchise.

Initial Training

The initial training takes place over three days at the Vehicle Consulting Head Office in Manchester. The training covers the following key areas:

- (1) Product Awareness
- (2) Quoting Systems
- (3) Technical Overview of Products and Services
- (4) The Deal Process
- (5) Finance Overview
- (6) The Client Experience
- (7) Lead Generation
- (8) Lead Conversion
- (9) Profit In The Deal
- (10) Maximising Earnings
- (11) What To Do First / Activity Planning
- (12) Templates and IT Systems
- (13) Customer Database Management
- (14) Franchise Support Structure
- (15) Key Contacts

This training gives you sufficient knowledge to confidently begin trading as Vehicle Consulting within your exclusive Yellow Pages Area.

As you begin generating leads and quoting prices telephone and e-mail support is always available to you to help ensure the whole process runs smoothly and deal with any questions or queries you may have. We also like to do this to make sure you are maximising your earning opportunity on every deal.

Ongoing Bespoke Training

Once you have had your initial training from Vehicle Consulting it doesn't stop there. Ongoing bespoke training is available to you at any time if you want more advanced training or just some refresher training to go over anything again.

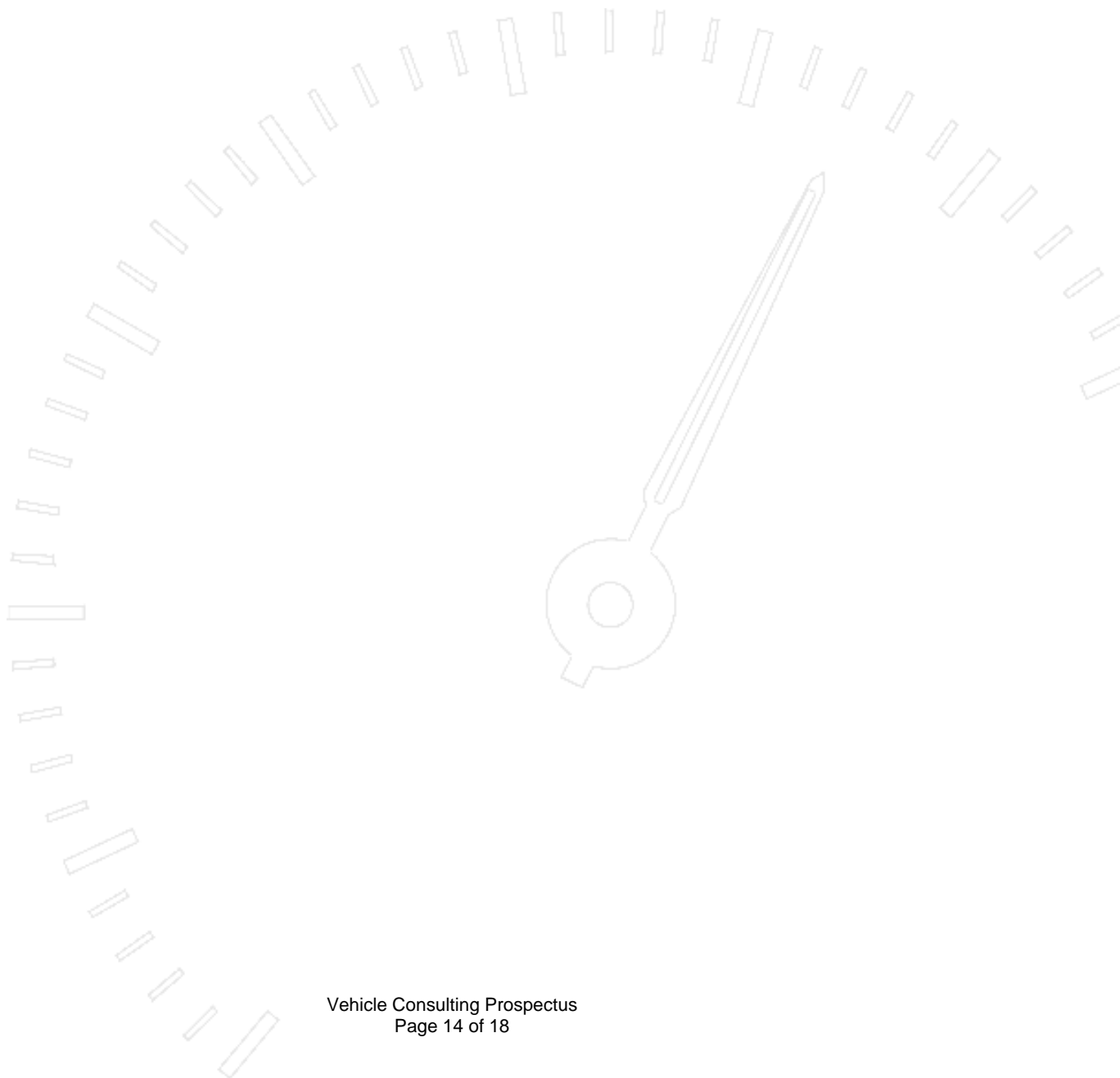
We are committed to the success of all our franchisees and feel that our training, support and backup are key features of our franchise offering.

Ongoing Support

As mentioned above ongoing training is available at any time. Vehicle Consulting also provides comprehensive telephone and e-mail support too. This ensures you are never left on your own and support is available whenever you need it.

Two full time employees of Vehicle Consulting are in place to support the franchisees on a day to day basis as well as a full admin team to process deals. The Managing Director, Simeon Briggs is also available to franchisees as well.

Vehicle Consulting keep you updated on a daily basis of any special deals that are made available to them from their extensive network of contacts, funders and manufacturers.



Vehicle Consulting Franchise Earning Potential

The potential earning figures for a Vehicle Consulting Franchisee can be seen below.

Number Of Cars Leased Pa	Average Commission Less Admin Fees	Gross Profit	Expenses	Net Profit
40	£650	£26k	£ 3k	£23k*
60	£650	£39k	£ 3k	£36k*
80	£650	£52k	£ 6k	£46k*
100	£650	£65k	£ 8k	£57k*
120	£650	£78k	£10k	£68k*
140	£650	£91k	£10k	£81k*
160	£650	£104k	£12k	£92k*
180	£650	£117k	£14k	£103k*
200	£650	£130k	£14k	£116k*

In **year one** we would expect you to lease between **40 and 100 cars ***.

In **year two** now that you are established we would expect you to lease between **60 and 140 cars***.

In **year three** we would expect you to lease between **80 and 180 cars***.

Beyond year three we would expect you to lease between **100 and 200+ cars***.

Commissions and Expenses

The average commission per car leased is **£800** minus an administration fee of £150. This is a fixed fee covering all the paperwork, underwriting, contract preparation and administration work involved in locating, ordering and delivering a vehicle. This leaves an average net commission figure of **£650**.

The business can be operated from home with the main expense being marketing.

Renewals

Existing clients will begin to renew from year two and the number of renewals will then increase each year.

***NB.** These figures are potential earning figures and potential numbers of cars to be leased. No guarantee of actual earnings can be given.

The Franchise Package

The cost of the franchise is:

£9995 + VAT

This includes the following:

- Full training which is both class room based and on the job. This covers all aspects of running a Vehicle Consulting Franchise.
- Trading under the Vehicle Consulting Brand Name
- An exclusive geographical postcode area for you to trade in
- Permanent ongoing head office support with sales and administration
- Quotation System Software + Training
- Operations and Resource Manual
- Customer Database Management Software + Training
- A dedicated & Integrated Web Presence
- Unlimited Email
- 1000 letterheads
- 1000 Business Cards
- 1000 Introductory Leaflets
- No ongoing royalties or monthly fixed fees

Additional Costs

An administration charge of £150.00 per transaction is charged against commission earned. This is a fixed fee covering all the paperwork, underwriting, contract preparation and administration work involved in locating, ordering and delivering a vehicle.

Once your number of monthly deals reaches a certain level the charge is reduced to £100 per deal.

Franchisees Overview

We have got over a dozen franchisees on board now and we make it part of our Franchise Process to make a contact list available to people who are interested in buying a Vehicle Consulting Franchise. We feel this is a vital part of the process that interested parties are able to speak directly to franchisees who have gone through the process already.

Contact details will be provided to interested parties after the first meeting at the Vehicle Consulting Head Office.

Franchisee Performance

There are two franchisees / licensees who have been trading for over twelve months. Both of these did around hundred vehicles in their first twelve months of trading. Contact details will be provided as stated above.

The remaining franchisees have come on board at various stages since the end of July 05. Two franchisees closed deals before they even came on the course so they got off to a flying start. Only two franchisees so far have had a Vehicle Industry background, everyone else has had no previous experience.

We are very pleased with the performance of our franchisees with two of them achieving the feat of eight deals in a single week. The secret of their success is the level of activity they carry out within their territories.

Franchisee Testimonials

Below are three testimonials from some of the existing Franchisees:

"I have been trading since September 2004 and have had a fantastic first 15 months. Prior to joining Vehicle Consulting I had had no previous industry experience and gave up a full time job. In the last five weeks I have done 20 deals so I am expecting my second year sales to absolutely smash the just under 100 I did in year one. My average money in the deal is currently at around £1000."

M.Thomas

"I did my training at the end of July 05. I found the training superb particularly as I hadn't come from a background in the Motor Industry. The support and back up I have received from Vehicle Consulting has been excellent. The future looks great, my number of deals done is continually growing and I am generating lots of leads."

A.May

"I started trading with Vehicle Consulting in July 2003 I came from a dealership so I already had an excellent understanding of the industry. Despite this I still learnt a lot from the training and backup I received from Vehicle Consulting. We are currently doing over 200 vehicles per annum."

J.Travis

Next Steps

Who are we looking for to join us at Vehicle Consulting?

We are looking for hard working individuals with drive, determination to succeed and who enjoy dealing with people. This is a business where you have to be able to go the extra mile to provide the level of service that our customers have come to expect.

We will only accept people who will be able to meet the level of quality and service that we have set; who want to provide an experience that is second to none. The characteristics we are looking for are as follows:

- Hard working
- Ambitious
- Professional
- Good at dealing with people
- Good organisational skills
- Good business acumen
- Attention to detail and committed to customer service
- Looking to build a valuable business

Taking Your Application Further

If having read through the Prospectus you believe you have the necessary skills and desire to become a Vehicle Consulting Franchisee then you are ready to take your application further.

The next steps are to answer any questions you may have regarding the Franchise and then arrange for you to come and view the Vehicle Consulting operation first hand.

Please fill in the brief form on the next page or do it online at the Vehicle Consulting Franchise website at www.VehicleConsultingFranchise.com. The quickest way is to fill it in is online but if you decide to fill in the form on the next page please post it back to:

Mark Harris
Vehicle Consulting
Finance House
1085 Stockport Road
Manchester
M19 2RE

Alternatively please ring Mark Harris on 08000 131353 or 07985 615866 (mobile). You can also e-mail him at FranchiseSeeker@aol.com

Personal Details

Name :

Address :

Post Code :

Home Phone Number :

Mobile Number :

Fax Number :

E-Mail :

Date of birth :

Nationality :

Marital Status :

Are you in good health? :

Where did you here about the franchise? :

Ideal franchise location :

Best time to call :

Home Office Equipment

Computer :

Laptop :

Fax :

Printer :

Software Packages :

Brief Career Summary (last five years)

Current Occupation :

If in business how long have you been trading? :

Have you got a criminal record? : YES NO

(if yes please expand on)

Have you ever been bankrupt? : YES NO

(if yes please expand on)

Have you sufficient capital to invest in the franchise and working capital? : YES NO

Would you need additional finance to invest in the franchise? YES NO

How many hours a week are you willing to work in the business? :