



PROSPECTUS

APPLICATION FORM



*Helping you grow a successful
home based business
to suit your family life.*






babyprints.co.uk





The babyprints.co.uk boom

The winning Babyprints formula started in 2000 when Lynsey Hart, co founder, wanted to record every moment of her son Jack's progress. Lynsey made an impression of his hands and feet and mounted them in a box frame designed by herself. This was quite a talking point amongst family and friends and it wasn't long before Lynsey was soon taking Impressions for them as well. Soon after this Babyprints.co.uk was born.

Lynsey soon decided that returning to work for someone else was not an option and Babyprints would be an easier way to earn a very good income as well as balance a lifestyle where she could spend quality time with her family.

The Babyprints boom began and Lynsey has never looked back. She increased her range of products which now include not only Impressions but Solid Casts as well. In 2002 a cold metal casting range was introduced and she was able to offer a range of finishes from either pewter, copper or bronze. In a few years Babyprints became a house hold name and lynsey was generating up to £30,000 a year by working on average 3 days a week at the hours to fit around her lifestyle.

Babyprints Franchising Limited was set up to ensure the continued success of the Babyprints.co.uk business through a franchising network by Lynsey's husband Colin. The market for this product is enormous with an average of 725,000 babies born in the United Kingdom each year as well as older siblings. Babyprints launched petprints.co.uk in 2006 after many requests from pet owners and Babyprints Jewellery in 2012 after increasing UK customer enquiries.

At present Babyprints.co.uk have 30 outlets across the United Kingdom. In 2010 Babyprints opened up in Cape Town, South Africa and in 2017 Babyprint in Niarobi, Kenya opened. We have ongoing discussions with a number of individuals internationally and hope to bring on board more overseas outlets in the near future.

We continue to build up a franchise network covering the whole of the UK and Ireland. Our goal is to have a Babyprints outlet within a reasonable reach to all UK residents and to continue to produce the ultimate keepsake.





The Babyprints Team

Babyprints Franchising Limited is run by an experienced team of professionals with expertise in business, marketing, framing and Art/design which span over 30 years. This in house combination is a unique blend which offers a complete business model. The Babyprints team is diverse, ambitious and is constantly evolving.

Situated In Bishops Stortford, Herts, Head Office is ideally located close to its supplier network. All operations are run onsite and include manufacture, branch support and national marketing.

We have established a reputation and continual relations with NHS Hospital Maternity wards and along with online partners we direct enquiries to the franchise network. We have strong supplier partnerships who provide the highest quality in materials at subsidised rates.

Our online presence is vast the National babyprints.co.uk website is a comprehensive source for information on products, latest news and Babyprints branches all of which receive regular updates.

Each franchise has there dedicated webpage with specific SEO to target their territory. Centrally controlled at head office allows quick updates at any time. Dedicated email campaigns nationally and locally are periodically run with each branch having the ability to customise their own campaign on new products, ideas, offers and services.

The Babyprints private community facebook page is a regular source of information, downloads, tricks and tips provided by head office and all franchisees.

The sharing of experiences, the latest news, the introduction of new techniques and new product info can all be accessed 24/7 by the private branch network providing a rich back catalogue of experiences and knowledge.

Our current projects include individual branch websites, each with an admin centre for 24/7 branch updates. An e-commerce solution for Jewellery and new presentation products.

A Babyprints Franchise

A Babyprints Franchise is an investment into a modern business model which has proved successful across the country. The Babyprints product is attractive, fresh and each is uniquely personal to every customer.

You have the freedom with each job to express your creativity at a professional level and not one product will ever be the same.

The franchise has evolved over the years and now includes a comprehensive support structure from Head office and a diverse license to those who are creative and ambitious.

You will have your own exclusive territory to work in with all the information and tools needed to develop your own business identical to those in the industry today.

The baby market is forever strong and Babyprints provide the services and innovative product ranges to appeal to the mass target audience.



The Franchise Opportunity

By owning a Babyprints Franchise you will have access to an abundance of tools to develop and expand your business, you can take it as far as you want with the back up from Head Office.

A Babyprints franchise pack includes...

- ✓ 4 day comprehensive one to one training on every aspect of the successful Babyprints business including the Babyprints jewellery model.
 - ✓ Full Training manual printed and on pdf with specific processes on video.
 - ✓ Marketing manual including public relation and merchandising techniques.
 - ✓ CD or USB Stationary disc containing all your business needs for office, advertising, print and online promotions. including many proven templates, introductory letters and literature for approaching relevant organisations for partnerships such as Hospital Maternity wards and nurseries.
- Personalised Office stationary, leaflet, Magazine and poster artwork and hundreds of professional imagery to use for promotions
- Everything for your business is organised for ease of access including all account and password information.
- ✓ Babyprints business set up pack Includes all the tools and materials needed to start your business without delay, working material is also included which will allow you to earn an income almost immediately.
 - ✓ Multiple professional photographed product posters and advertising material of all Babyprints products.
 - ✓ Facebook business page full set up, complete profile with image and video gallery.
 - ✓ Operate your own specifically structured territory with the opportunity to target thousands of babies, siblings and families.
- ✓ The rights to benefit from our supplier contracts and trade priced materials.
 - ✓ Your branch web page on the national website and updates as requested.
 - ✓ Branch website advertised in local areas and nationally with search engine optimization.
 - ✓ Professional Babyprints email system to run your business online or through a personal email program.
 - ✓ Professional Branch email campaigns to GDPR compliant databases
 - ✓ Inclusive in-house design service on Stationary, Posters, leaflets, magazine adds, social media banners and online promotional artwork etc..., professionally tailored to your chosen campaigns. Take your adverting to the next level when you want to and plan your seasonal advertising. All your business design needs is just an email or call away.
 - ✓ Access to an internal Babyprints News page and the Babyprints UK community webpage, providing a rich past and present knowledge database of tips, tricks and experiences.
 - ✓ Belong to the UK wide, targeted, Monthly National Babyprints brand advertising campaigns and circulars to subscribers database.
 - ✓ Marketing calendar designed specifically for annual product promotions, taken from nearly 2 decades of experience, plan social marketing at key stages each year.
 - ✓ Full Head Office support by phone and email.



Grandmother and granddaughter beautifully crafted cold metal cast a freestanding product.



Whole Family casts stand alone or solid wood framed capturing the family at a key moment in time.



A Beautiful Photo presentation frame color coded with metallic metal finish casts, Antique white and baby blue mounting finished in a limed white solid wood frame

with over 750,000 babies born in the UK each year, the scope for growth is huge.

Creating a work of art in a beautiful keepsake for Christmas, birthdays and many other special occasions is a rewarding experience.





Application

1. The form

A Babyprints franchise is a business partnership between you and the Head office team with the same goals in mind, to be successful.

Its important for us to find out a bit more about you and the Babyprints application form is designed to help us understand your background and experience.

One of the keys to a franchise success story is the confidence in each others ability to deliver and grow.

by providing us with the completed form we will be able to understand and help with your application and this will also benefit us when we meet.

The application form can be found on the back pages of this prospectus.

2. Informal Meeting

after we receive your application form we will contact you for a chat and answer any questions you may have.

Should you still wish to proceed we will arrange with you an informal meeting at Head office where you can see the Babyprints operation in action. We will show you many aspects of the business and answer any questions you have in more detail.

the meeting is generally designed for us to get to know each other, we will learn more about you, your ambitions and will both learn quickly how our partnership will work.

Babyprints have found over the years that communication, motivation and drive are key factors for success, if you have this then your Babyprints business will grow and blossom.

3. Your business begins

If we have reached this stage then we are ready to set up your business. Contracts and a business strategy will drawn up and we will gather knowledge and contacts in your designated territory for you to pursue.

Training dates will be agreed and after your 4 day intensive training we will provide you with the Babyprints franchise pack listed on page 5.

You will then be in a position to generate income almost immediately from your new professional skills and our National Marketing will start to generate leads and forward sales enquiries to your branch.





Head Office Support

Equipment

Initially you will receive a comprehensive kit containing all the tools, equipment and materials to start your business

The kit has evolved through the years and is being used by Babyprints branches up and down the country. Every item is fully tested to perform to the Babyprints high standards.

Trade Discounts & Supplier Information

Franchisees benefit from our trade discounts negotiated with reputable suppliers across the UK including our presentation frame profiles which are manufactured exclusively for Babyprints.

Current and new products introduced are purchased at hugely reduced prices which contribute greatly to branch profit margins.

Art & Design

Your franchise kit will include a CD or USB stick containing a bumper pack of tailored stationary, marketing and literature ready for your branch to use. These tried and tested templates can also be altered to your needs.

In addition, our design team are at hand to meet your local promotion requirement.

A new social media, leaflet, poster, email campaign... is only a phone call or email away.

New Products

Babyprints are consistently looking at developing new presentations styles and frames.

All products use the finest quality in materials and products are made to the highest standards

The launch of new products are tested and inspected to meet the Babyprints level of quality and a sample is supplied to Franchisees free of charge.

Marketing & Advertising

The Babyprints marketing strategy is 18 years in the making. Your training will cover all the pros and cons of various marketing techniques and provided in your franchise kit is a comprehensive marketing manual specifically designed for your Babyprints business.

Your USB stick will contain a vast selection of posters, advertisements, press adds, presentation folders and literature, it will also contain the specifically deigned Stationary for the purpose of targeting local customers.

Babyprints continue to increase its knowledge on the new media channels designed for marketing and we share this when available on current and new products and services.





Full Training on every area of the successful Babyprints Business



Full Page coverage on the National Website



Posters and advertising material Designed to your requirements

Our Service to you

Ongoing support is provided once your business starts and continues for the duration of the contract.

Head office supplies design, email and web support whenever this is needed and is always willing to advise in any areas of your business by phone or email.

Our continual UK promotions provide coverage in your area and we filter through all territory enquiries straight to your email address. We regularly monitor performance and periodically contact you to offer help where needed and to ensure our partnership remains strong.

We organise annual conferences for the benefit of Company bonding which also provides the opportunity for the network to share ideas and experiences, these meetings also help Head office to share proposed upgrades and discuss new developments.



Leaflets, Advertisements, social Media artwork tailored to your needs



Home business set up advice and displays



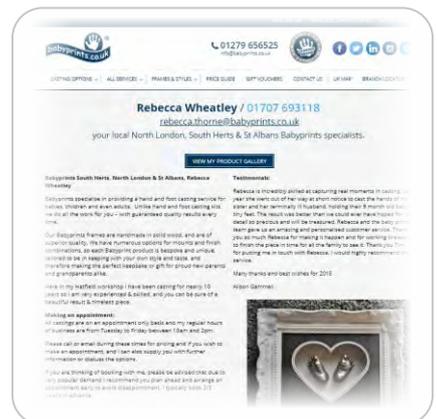
Folders and promotional material supplied with introductory letters and recommendations.



Professional Email campaigns tailored to your needs and distributed to 'Opt in' Databases.



Personalised display boards for hospitals and nurseries



customisable branch web page with full SEO on search engines

01279 656525
08432 162161
info@babyprints.co.uk
www.babyprints.co.uk



Babyprints - Head Office
Babyprints Franchising Ltd
Unit 6 Millside Industrial Estate,
Southmill Road,
Bishops Stortford,
Hertfordshire,
CM23 3DP

Confidential Franchise Application Form

Thank you for considering our franchise programme. Please complete this form and post or email it back to us. This application is designed to help all parties determine how your interests and experience fit into the Babyprints business model. Thank you!

Date: _____

Name: _____

- Please type or print clearly.
- Please fully answer all questions.
- If another person other than a spouse will be a co-owner, please have this person fill out an application also.

Current Address: _____

County: _____ Postcode: _____

Telephone No. _____ Mobile No. _____

Email address: _____

Age: ____ Dependents: _____

If applicable, Spouse's Name: _____

Business Experience:

Have you ever owned a business before? ____ Do you currently own a business? ____

Please describe your business ownership experience, including years in each business:

Employment History:

Please provide brief details of your current employment AND for the past 5 years:

Which of your past positions did you enjoy the most? _____

Describe your duties and responsibilities at your current job: _____

How many hours do you currently work each week? _____

Will you continue your current employment if franchise is granted? _____

Qualifications:

Please provide details of any skills or qualifications that you feel may be important:

What do your friends and family most admire about you? _____

Have you ever been convicted by any court for any offence, or have a case pending? If so, please explain fully:

Franchise Interest:

Have you ever been involved in a franchise business before? _____ Explain: _____

Why are you interested in a Babyprints franchise? _____

What appeals to you most about owning a Babyprints franchise? _____

When would you be in a position to start the Babyprints franchise? _____

Signature of Applicant (and Spouse/Partner, where applicable)

The intended purpose of this application is for information only and is not binding on the Franchisor or the Applicant(s).

I (We) confirm that all the information supplied within this application is complete and accurate in all respects. The applicant agrees to keep confidential any Babyprints information obtained from this point forward

Signed:

Date:

Signed:

Date:

When application is complete please either email to head office at franchise@babyprints.co.uk or post to the following address: **Babyprints Franchising Ltd**, Unit 6 Millside Industrial Estate, Southmill Road, Bishops Stortford, Hertfordshire, CM23 3DP