

## Why To Buy

### The Service

Delivered correctly with special attention to customer service, concrete can be incredibly profitable. As you'll see, we have developed a highly successful model, combining concrete and screed sales. These two valuable income streams could enable you to generate a very significant turnover.

*Incredibly profitable*

### The History

Since we started in 2005 we have established ourselves as a highly profitable and successful business, with sales exceeding £2 million.

*Sales exceeding £2 million*

### The Opportunity

You could have a large income, running a fleet of just two mobile volumetric batching plants; there is nothing to stop you operating many more! At the end of your fifth year, you will be able to own a number of high value assets, which will have an expected life of many more years.

*High value assets*

### The Market

A Growing Industry. The demand for concrete is booming. Regardless of a buildings structure and material, be it steel, brick, or timber, it has to be built on concrete foundations. As the construction sector grows, so does the demand for concrete. Even with a slow housing market the demand for concrete is great, because if people can't move they will develop their existing property – bases and foundations for sheds, conservatories, extensions, etc. – all require concrete.

*The demand for concrete is booming!*

## Next Steps

For more information and to arrange your 'Free No Obligation Meeting' please call us on

**0800 1696401**

If after this conversation you demonstrate you have the key attributes we are looking for in a franchisee we will invite you to look around our operation and discuss the franchise opportunity with you in detail.

### EasyMix Concrete Holdings Ltd

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### The Franchise Package includes....

- Use of the brand - name, logo, and trademarks
- Franchise Operations Manual – detailing the methods used to set-up and run the business
- Full induction training - a thorough 10 day residential training course
- Ongoing training - and support
- Complete Project Management - of the set up and opening of your business
- Livery - for your first mobile batching plant
- Discounts - on key asset purchases, parts, and consumables
- IT equipment and software - including a laptop computer and printer
- A license for the EasyMix Concrete IT System – a simple but sophisticated solution
- Subsidised Call Centre - receiving enquiries and disbursing orders to you
- A launch marketing package – to get you off to a flying start
- A database of local companies - for your own marketing activities
- Local and national marketing strategies - to generate dozens of enquiries
- Ongoing sales and marketing - an arsenal of materials
- Stationery pack, including letterhead, business cards, invoice pads and compliment slips
- Exclusive territory

To open an **EasyMix Concrete Franchise** you will require £19,997. In addition you will need to raise funds (we can show you how to do this) to cover rent, depot construction, equipment purchase, and staff costs. Typically the upfront liquid capital investment required is £100,000.

To ensure a smooth and professional roll out of our franchise network we will be expanding in managed phases. Our first phase with the franchise fee of just £19,997 + VAT is a great opportunity for you to become one of our first franchisees and benefit from an increased level of one-to-one support.

*The Franchise fee grants you the right to trade under the corporate identity of*

**EasyMix**  
Concrete



### Who can make a success of this business?

First and foremost, we are looking for people with determination, ambition, energy, resourcefulness, with the ability and drive to succeed, be proactive, and self-motivated. You will also need business acumen, and be computer literate. You must be willing to put lots of effort and time into the business, especially in the early days.

### Determination, ambition & energy

Secondly, you need to be organised as you will be scheduling and co-ordinating customer orders received from the EasyMix Concrete Central Call Centre, with your drivers. You will need to order stock and parts, so you must have the ability to think ahead and prioritise.

### Organised

Thirdly, you need a real understanding of how customer service is great for business, and are prepared to go out of your way to give it. You must like meeting people, and value your customer's opinion. You will need the ability to be confident with customers and prospects, both on the telephone, and in person.

### Customer focused

Fourthly, you need to be able to manage at least one other individual. You must be willing to recruit staff, and deal with HR issues, and other business administration.

### Management skills

Fifthly, you will need to be prepared to work outdoors, drive a heavy goods vehicle, operate plant & equipment, and don't mind getting a little dirty and wet. You must be prepared to clean and maintain your assets, after all you don't want your equipment breaking down, and as we know first impressions count, and driving around in a dirty vehicle isn't acceptable for a professional company.

We provide the systems, processes, training and marketing expertise to take these key attributes and transform you into a successful business owner.



**EasyMix**  
Concrete

## Franchise Opportunity

**AN OPPORTUNITY**  
to become involved in a  
**PROVEN BUSINESS** within a new,  
fast developing sector,  
of an established  
**PROFITABLE INDUSTRY**



### The Industry

Concrete has been a leading building material for over 2,000 years. No other construction material provides the strength, durability and economy of concrete.

Concrete is the second most consumed substance in the world after water. Demand for our product is very high, so much so that we have to turn work down almost every day.

*"I Never Knew Concrete Could Be so Lucrative"*

### The Business

We use innovative and high quality volumetric mixing technology to deliver concrete and screed to our customers, allowing them to choose the exact amount and specification of the mix, onsite - as the situation dictates.

This volumetric technology not only offers our customers significant cost savings, but provides many other benefits, both to them, and also to you, as the owner and operator of the business.

*To find out how YOU can CEMENT your future and earn a significant income...*

**Contact us now:**

**Tel: 0800 1696401**

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### 10 REASONS TO CHOOSE



**1**  
You earn a significant income by working from your own depot

**2**  
Investment In High Value Long Term Assets

**3**  
Discounted Prices (on plant and consumables)

**4**  
A highly profitable revenue stream

**5**  
Start-up and asset finance arrangements

**6**  
Growth industry

**7**  
Embryonic Sector But Fast Expanding Within The Industry

**8**  
No Heavy Manual Work

**9**  
No Long Haul Work

**10**  
National agreements with builders merchants

### This business is perfect for those who:

- Are organised, and can schedule and prioritise work efficiently
- Have good business acumen, can think ahead, and plan
- Have sales experience (or if not, lots of confidence)
- Have a HGV2 license (or if not, are prepared to get one)
- Have the ability to operate a computer
- Care about your customers and team members
- Have the desire to be the best and a strong will to succeed
- Self-motivated & Highly Disciplined
- Ambitious and hard working
- Are able to communicate easily with others, and enjoy meeting people

There are five key factors that will create a thriving business for you, enabling you to earn A Substantial Income EVERY Year:

#### 1. Attracting Customers

With our proven sales and marketing strategies and experience selling our product range (provided to you via our internal call centre), you will quickly be delivering lots of concrete. Only 3-5 jobs per day are required to generate a substantial income.

*only 3-5 jobs per day*

#### 2. First Class Customer Care

You and your team will be given high quality training and systems to provide your customers with excellent service. This is what sets us apart from the competition, surprising and delighting our customers.

*quality training and systems*

#### 3. Customers Love Our Product And Service

Once a customer has tried us they very rarely return to a competitor. Using our systems the customer can choose the exact amount and specification of the mix, onsite - as the situation dictates. There is no waste, or part load charges, so not only does the customer get more choice and flexibility, they also pay less!

*multiple customer benefits*

#### 4. Profitable Revenue Stream

One of our unique benefits is the fact that we save our Franchisees significant costs on raw materials through our exclusive supplier terms.

*exclusive supplier terms*

#### 5. Savings On Start-up Costs

Our mobile batching plants are the highest quality systems available, they offer tolerances of  $\pm 1\%$ , will within the industries batch tolerance requirements, and available to Franchisees considerably below the recommended retail price.

*significant start-up cost savings*

### 10 MORE REASONS TO CHOOSE



**1**  
Dynamic And Proven Approach

**2**  
Successful Sales And Marketing Strategies

**3**  
First Rate Customer Care

**4**  
Customers Desire What We Offer

**5**  
"Hands On" Training

**6**  
Business Systems Training

**7**  
Launch Support

**8**  
Continuous Operational Support

**9**  
Ongoing Management Support

**10**  
Streamlined Work Procedures

### Support is key

We provide all our Franchisees with a support package to help you succeed and succeed quickly. Key to this is our Central Call Centre and administration support, which will handle the majority of your orders, leaving you free to focus on delivering the maximum amount of concrete and screed.

Even though your training and the materials will give you everything you need to succeed in this exciting industry, you'll still need support in your business.

Here's the support structure you get from Central Office when you come on-board as a Franchisee...

- Complete project management of the opening of your depot
- Help and support in specifying, and negotiating deals on your key asset purchases
- Continual development and updating of 'The EasyMix Concrete Systems'
- Regular reviews of your businesses performance to help you continually improve
- Onsite support by our Franchisee Development and Support team when needed
- Support and development of sales and marketing strategies for your business
- Support in attending meetings and setting up agreements with builders' merchants
- Leads generated through Central Office sales and marketing activity
- Continuing negotiation with EasyMix Concrete's suppliers to keep costs low
- Support with colleague recruitment and training

### and most importantly...

- You are fully supported by the Franchisors in all technical aspects of running your business

As you can see, you're never alone in this business!

*extensive support for you and your new business*

You will receive sales support from our Central Office, advice from our technical support hotline as well as business support from our franchisee development team.

