



SCALE & GROW QUICKER





Growth is never by mere chance,
It is a result of forces working together.

JC Penney

WANT MORE? GROW YOUR BUSINESS THROUGH FRANCHISING

You already have a good business, but you know it can be better and that it has the potential to be so much bigger. You have probably had people ask you if you are a franchise and that is usually a good sign that you should consider franchising. The problem is you do not know where to start and what you need to do to become a franchisor.

If you do not develop your systems and document them, you will not be able to remove yourself from the day-to-day of running the business and scale your business. You will be missing the opportunity to create the business you have always known it could be.

The success rate in franchising is 50% greater than independent businesses. Franchisor businesses sell for a significantly greater multiple than independently owned comparable businesses.



YOU ARE WORKING IN THE BUSINESS, NOT ON THE BUSINESS

Your business is successful because of the hard work that you have put into to get it to this point. What we do is take you out of the day to day operations and get you to think and act strategically like the CEO. We make you the Best CEO possible.



YOU WANT TO MAKE MORE MONEY

We develop your existing business model and identify opportunities for additional income so that the income earned is not created exclusively by the owner or just the current business that you are operating.



YOU NEED TO DOCUMENT YOUR BUSINESS MODEL

We work in your business and identify every function and then create a world-class suite of tools that is comparable to the best systems in the world. We make you the McDonald's of your industry sector. This includes Standard Operating Procedures (SOP's), Operations Manual, Training Manual, Franchising Strategy Manual, Policies and Procedures and the Financial model.

+200%

Brands that have worked with Franchise Ready have scaled and grown on average over 200% a year.



BECOME THE CATEGORY KILLER IN YOUR INDUSTRY SECTOR

Our systematic approach enables a business to scale and grow by empowering the owner to create and execute their strategic plan. **We have helped more than 50 Australian businesses** launch and grow successfully through franchising. Our methodology is a 'Done for You' model.

Leave it to us, we are really good at what we do!

Together we transform "early-stage" businesses into an enterprise that has the potential to become one of Australia's most popular franchises. You bring the concept – and we add our extensive franchise management expertise. We add strength and technique to the areas of running a business that you are already good at. And because none of us can say we're brilliant at every aspect of running a business, we provide you with systems, guidance, and support for those areas that aren't your natural skill set.

Franchise Ready is the resource that helps ambitious entrepreneurs achieve their franchise dreams.

The result of engaging us?

A robust, well set up and managed, well systemised business that will stand up to any kind of due diligence or investor inspection.

Achieving scale and growth calls for systemisation and documentation. We have seen too many promising businesses fail because they lack the skills to prioritise this. Franchise Ready will develop a "business-specific" recipe to grow and reach your potential.

Our goal is to make sure that every business is set up as an appealing franchise business and to provide every business owner to think and act like a franchisor.

Franchise Ready helps business owners maximise the business they created.

ABOUT US

The Franchise Ready team know Franchising. We have operated at every level within the Franchise sector, including Franchisor team members, CEO, GM & Director level, we have been franchisees and franchisors. We have worked with some of the most famous franchise brands on the planet.

Ours is a very "hands-on", practical, no-nonsense approach. No flashy suits, no fancy brochures with stock images, no cheesy sales pitch.

We're known and recognised for what we do. For further evidence of that, speak with any of the many satisfied franchisors that we've helped launch and support. We'll gladly provide you with their details.

We get you Franchise Ready.

Franchise Ready is Australia's fastest-growing, results-focused franchise development system.

Our Principal

Doug Downer is 'The Franchise Guy™'.

Doug is an experienced Business Developer with an impressive 30+ year senior management history in developing and leading businesses within the Franchising sector. Specialising in SME Business Development and Growth, Coaching and Facilitating, Operations, Recruitment, Training, Supply Chain, Marketing, and all aspects of Franchising.

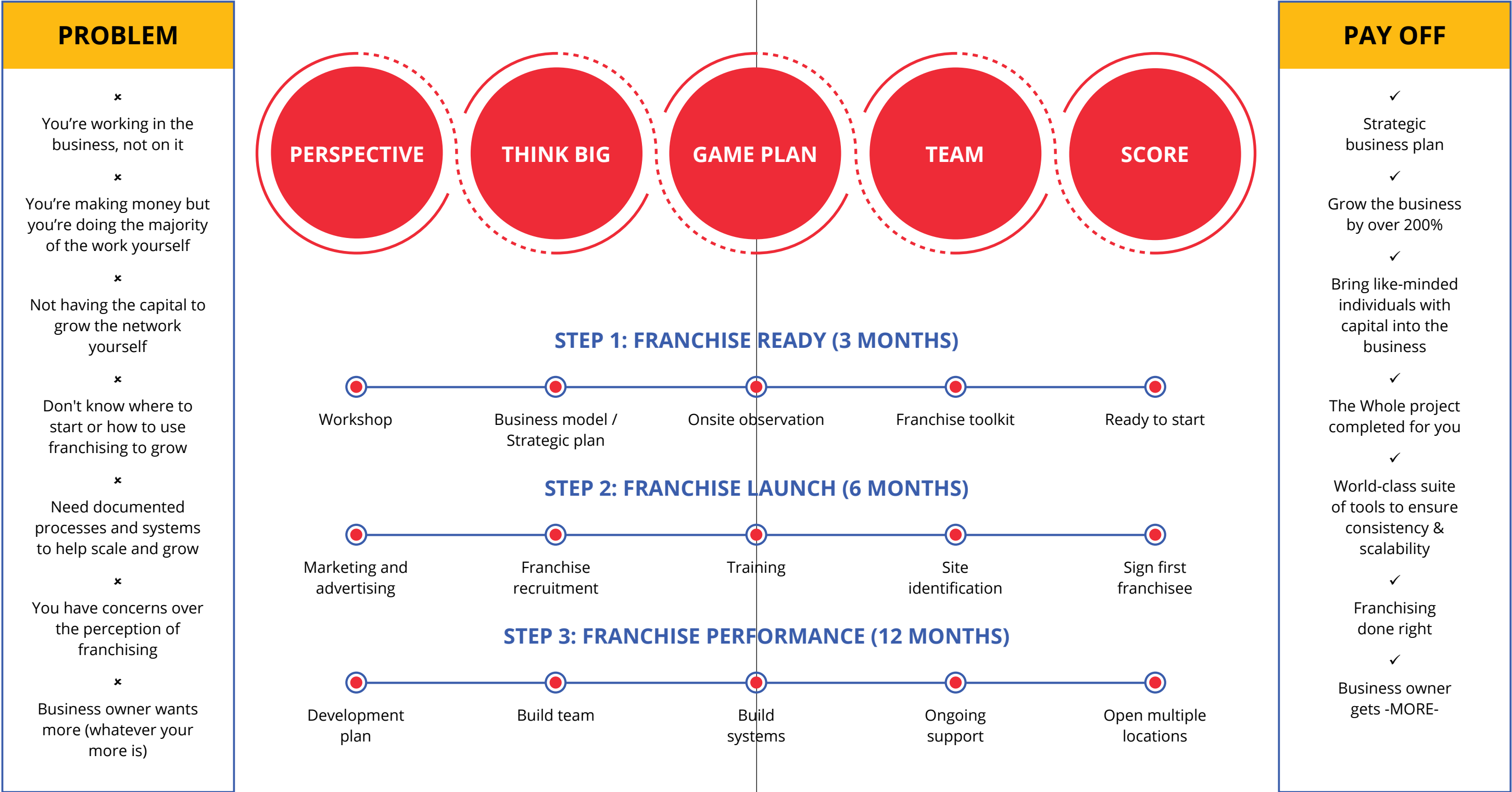
He is a franchising expert. Doug has been recognised in the Top 30 Franchise Executives in 2019 and 2020. He knows what it is like working in start-up and established networks. He has a track record of delivering significant comparable and new business growth with outstanding improvements in profitability and operational standards.

Doug has been responsible for the establishment of three start-up franchise systems including all aspects from strategy through to market entry. Doug has operated at CEO and Director level in 8 franchise systems. He also started, owns, and operates five successful SME Businesses of his own.

Doug and his team at Franchise Ready have helped launch and support over 50 Australian brands grow through franchising by creating everything they need to scale and grow through franchising.



OUR SIGNATURE METHOD





A 3 STEP PROCESS TO SCALE & GROW QUICKER



- Development of a world-class suite of tools – The Franchise Toolkit:
 - Standard operating procedures
 - Operations manual
 - Training program
 - Opening manual
 - Franchising manual
 - Policies & procedures
 - Legal documents coordination
 - Create content marketing collateral
- Create a profitable Business Model
- Create a financial model
- Create a business plan
- 3-month franchise support

- Franchise marketing + advertising campaigns
- Manage franchise recruitment process
- Induction + initial training program implementation
- Site identification, evaluation + lease negotiation
- Work with team to sign the first franchisee

- Create development plan + map territories
- Become part of the executive team + recruit + develop key executives
- Build systems – supply chain, property, IT & profitability
- 24/7 access to Franchise Ready Team
 - Monthly strategy meeting
 - Franchising Mastermind Group
- Open multiple locations
- Quarterly training events
- Annual retreat
- Online training L.M.S
- Professionally designed collaterals

THE GAME PLAN

Franchise Ready helps you develop a complete franchise system; with absolutely every aspect you need to succeed.

- We spend time to learn the nuances of your business
- We document your current processes
- We create replicable systems and processes for your business across multiple locations.
- Our goal is to develop your systems and ensure that you have the right materials to scale and grow and we do this cost-effectively and efficiently so we can get you going on your successful path to franchising.

We believe that every business should be “franchise ready” because it helps the business operate more effectively. Our process works for every business, whether you are a franchise or not yet.

We have developed, launched, and supported over 50 franchise systems. We help businesses grow profitably to assist the business owners achieve their personal and business objectives at any of these stages in their franchising journey.

Our clients are either:

- 1 Emerging Franchisors
- 2 Established Franchisors
- 3 Franchisees



HERE'S WHAT OUR CLIENTS ARE SAYING...



"Working with Doug Downer from Franchise Ready changed the direction from our small restaurant into a national franchise company. Learning how to systemise our business processes to operate with higher profit margins and real scalability has led to the success that Milky lane is today."

Pete Haselhurst – Milky Lane – Founder and Managing Director



"I went from an idea to a food truck, to a store, to franchising in the space of 2 years! I have the utmost respect and I am eternally grateful for Doug. He has helped me understand and appreciate the importance of becoming franchise ready. He helped me build this brand into a franchise and brought with him a bucket load of experience and passion! Doug has provided support 100% of the way, through our transition from a small business to a full-blown franchise. Our business would not be where it is today without him!"

Exarhos Sourligas – Lukumades – Founder and CEO



"When bringing to life a single site operation to a multi-site franchise model Doug should be your go-to. His tenacity and guidance have been incredibly valuable. Doug's experience and expertise have been of great asset to our team. I have no hesitation in recommending Doug and the team at Franchise Ready."

Owen Brown – Smoky Sue's American Barbecue – Founder



"Doug has an immense understanding of franchising, systems and people management. Developing processes for our business have allowed us to scale domestically and internationally. That ability for us to replicate and automate would not have been possible without Doug's expertise and recommendations. His network in franchising is second to none and he is also generous in offering introductions. I have engaged numerous contacts of Doug's to assist in other areas of my business. Highly recommend."

James McGovern – The Good Place – Founder



"Doug is an expert in franchising and loves helping business owners reach their true potential. His vast experience in food and retail is a true asset. I have been working with Doug since 2012 and our business has grown significantly in that time."

Ankur Sehgal – P'Nut Noodle Bars – Founder



"Doug is a very experienced and effective franchisor with a great understanding of franchising and franchisees. He is very effective at identifying issues and then developing and executing on a strategy to address those issues. Doug understands the franchising dynamic and his partnering approach is particularly suited to working with business owners across a wide range of industries."

Peter Davis – Frontline Recruitment – Managing Director

ACHIEVE THE DREAM FRANCHISOR LIFESTYLE

Franchising a business is an effective way to maximise business growth. A Franchised business brings valuable assets such as a proven business model, an established business system with strong training and support.

There's a lot that goes into the creation of any business and even more if you want to franchise it.

Let's "Test, Touch, and Taste" what you're all about!

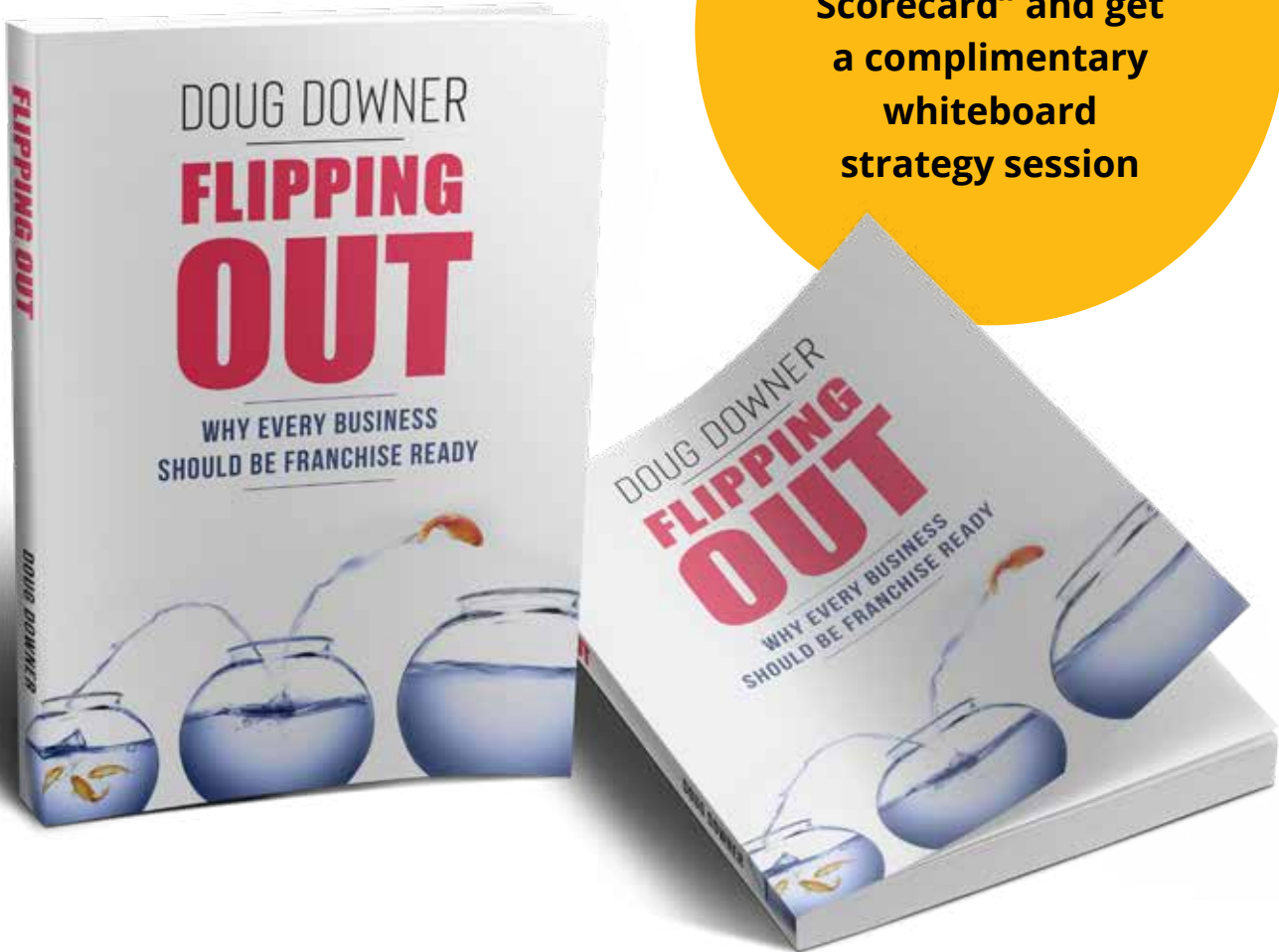
We offer a complimentary Strategy/Discovery session to determine if your business can or should be franchised or if there are other more appropriate

models you could consider to grow your business.

Come and find out why some of Australia's fastest-growing franchise brands have worked with Franchise Ready and why many of them continue to work with us.

Attend a complimentary Strategic Workshop and receive your complimentary copy of Doug Downer's book:

'Flipping Out' – Why Every Business Should be Franchise Ready



Featured in:



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