Barking Mad was born out of Lee Southern’s own reluctance to use kennel facilities. She hated the thought of leaving her own dog in a kennel environment and didn’t want strangers coming in and out of her home to feed and walk her dog when she was away.

Having created a suitable, secure and professional alternative, she embarked upon a mission to benefit pet owners nationwide.

Her first task was to prove the operation to be commercially viable and this was achieved in the original business, which was successfully launched in Kirkby Lonsdale, Cumbria in 2000.

With a view to developing to national proportions, the franchise route was decided upon and in setting up the Barking Mad franchise, advice was taken from two of the UK’s leading franchising consultants and lawyers, both of whom are Affiliates of the British Franchise Association. Barking Mad launched into the franchise arena in October 2002, and are proud to be Full Members of the British Franchise Association, by whose code of ethics they abide by.
Barking Mad - Pet Care Pioneers

The best businesses are born from a market need and a great idea and Barking Mad is no exception.

If you have dogs, and you just can’t leave them in boarding kennels or impose on your family or friends what do you do? And if you love having a dog around but you find you can’t take on the full-time responsibility of ownership – again, what do you do?

That is where we come in. Everything we do is designed to reduce stress for our customers and their pet. So our first step is to visit them at home to find out about their daily routines for exercising and feeding, their likes, dislikes and healthcare needs.

Next we select the ideal host family from our portfolio of trusted dog-lovers who meet our extremely high standards. Accommodation is arranged in a warm, friendly home environment, with one-to-one dog care, exercise and feeding routines are maintained.

To make parting easier, our complete hassle-free service includes holiday transportation.

Customer Comments

People come to Barking Mad for a superior alternative to kennels or house sitting.
They expect the best from our dog holidays – and we make it our mission to provide it, every time.

This was the first time after 32 years as a dog owner that any of my dogs had been away. We are so happy and relieved to have found Barking Mad. Thank you so much.

Jenny Windle and Amber, Nottinghamshire

A brilliant service, putting a 15 week old puppy in to kennels was a daunting prospect. I had complete trust and peace of mind that Ruby was going to have a super time.

Graham Ives, Inverclyde

Host Comments:

It’s nice to know we’re doing something worthwhile, and lovely to be part of a pet-loving organisation.

George and Jennifer, Leeds

Having Barking Mad dogs to visit is like having our grandchildren or favourite nephew and niece to stay. We can devote all our time and love to entertain them and enjoy their company for a short while, and then say goodbye and relax until the next visit.

Sheila and David, Powys
What a Barking Mad franchise offers is unique. A home-based business opportunity in a fast-growing sector, backed by a market-leading brand and a proven support network. A chance to set up, develop and manage a profitable business.

If you are a lover of animals and believe your business future could be within the Barking Mad Franchise, the next step is to arrange a confidential meeting. You will get to see our operation first hand and most importantly get answers to all your questions. During your own decision-making process, you’ll also be able to talk to our current franchisees.

You’ll learn about the business advantages, like the fact that the operation is ‘cash flow positive’ with customers paying in advance - so no problems with debtors. And of course, working from home, your overheads are kept to a minimum.

You’ll also discover, as we have, that business isn’t seasonal nor is it price sensitive. With their holidays, business trips and other enforced absences, customers will need you to provide our professionally recognised, dog holidays all year round.

If we both agree it would be a good idea for you to go ahead, we will make a formal proposal for you to consider.
We have created an online bespoke pre-training programme in association with Myerscough College.

Here you will begin to plan for your new business by creating a business plan, collating information about your local area, learning how to set up your office at home and generally preparing for your training course.

You will then come to our H.Q. for your initial training. This addresses all aspects of the Barking Mad business, dealing with literally everything from animal behaviour training, accounting, time and diary management to local authority licensing requirements.

You then return to your area and open up for business with a local marketing campaign that aims to get you known quickly – we will show you how. Good administration is obviously important and our straightforward systems will help you run at optimum efficiency.

Following your initial training and launch there will be lots of opportunities for you to network with other franchisees at events such as workshops and regional meetings. Our National Conference is held annually in the Lake District and brings everyone together, including partners.

Further Information

We’ve done our research in order to satisfy demand in all areas of the UK by profiling existing customers and hosts to establish our exact target market in each postcode territory. You will be given a wall map and statistical information about your exclusive territory together with a detailed report showing customer and host potential.

With around 43% of the population owning a pet the industry in the UK continues to grow. In 2008 the number of UK households owning a dog was 7.3 million. There are 5.1 million Pedigree and 1.7 million Cross or Mixed breeds. 21% of owners bought their pet for companionship PFMA 2008.
Once you are up and running as a Barking Mad Franchisee, it is important to understand that you are not alone and have the benefit of continuing support, for which we charge a Management Service Fee at 10% of your turnover.

**Franchise Benefits**

- We’ll keep you in the know by giving you access to our intranet which we update weekly
- Customers and hosts can contact you directly via your own webpage on our website
- We’ll take your calls when you’re away on holiday
- Dedicated Business Development Manager
- Support 24 hours a day 7 days a week
- Initial host advertising and your first year in the Yellow Pages
- Group purchasing power
- National brand awareness
- Operations manual and all the documentation you need to operate your business
- Quality control
- Data Protection Registration

**Franchise Quotes**

We have always wanted to work together again (we started our married lives working together), and equally importantly, we love dogs and people who love dogs. Running such a unique business like this is a real pleasure. We see owners coming back from holiday to find that their best friends have been lovingly cared for, our hosts sit back and revel in the wonderful time they have, just had looking after those precious family members, and the dogs are already looking to book their next holiday.

Chris and Alex Cowe, Perthshire, Clackmannanshire and Stirling

I had been looking for a business opportunity for some time. After researching various businesses I discovered that our local branch of Barking Mad was available for re-sale. I looked into franchising and realised that this would be the best of both worlds. I am so pleased that we made this choice. Barking Mad gives you the flexibility of running your own business but with the support and guidance from Head Office.

Lynda Hardacre – East Devon
Rather than set out theoretical projections, in line with best franchising practice we prefer to relate to actual track record. When you are making your decision about becoming a franchisee, we will provide, in confidence, detailed financial information based on up-to-date trading performance to assist with your business plan.

Like any business, it will of course take time and effort to show a return on your investment. However, the Barking Mad Franchise offers a significant advantage over many other businesses. Its ‘cash flow positive’ trading position means that customers pay in advance and cash flow problems are completely avoided.

You will benefit from a most enjoyable and rewarding business which will give you the perfect home work life balance.

### 1. THE COST OF SETTING UP

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Franchise Licence Fee</td>
<td>£11,950.00</td>
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<tr>
<td>Training Programme and issue of Operations Manual</td>
<td>INCLUSIVE</td>
</tr>
<tr>
<td>Vehicle Livery</td>
<td>£160.00</td>
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<tr>
<td>Business stationery, personalised to you as Franchisee</td>
<td>£680.00</td>
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<tr>
<td>Headed paper, business cards, brochures, marketing material, customer contract</td>
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<tr>
<td>Corporate apparel</td>
<td>£125.00</td>
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<tr>
<td>T-shirts, shirts, fleece, waterproof jacket, baseball cap</td>
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<tr>
<td>Business telephone line with answering machine</td>
<td>£100.00</td>
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<tr>
<td>Merchandise Pack</td>
<td>£80.00</td>
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<tr>
<td>Dog Tags</td>
<td>£135.00</td>
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<tr>
<td>Territory Wall Map/Dry Wipe Board</td>
<td>£120.00</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>£13,350.00</strong></td>
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*V.A.T is applicable to the above. Bank financing may be available subject to status. We can discuss insurance requirements relating to your business during our initial meeting.

Other requirements include a silver vehicle able to accommodate 2 dogs and their belongings. A computer to be used for business purposes only. Basic office equipment and the provision for working capital.

**The next step** is to complete and return the enclosed Preliminary Enquiry Form for Franchisee. To arrange a convenient meeting, which will be regarded as mutually exploratory and confidential please call Lee Southern personally on 015242 76476.