"An impressive franchisor that goes above and beyond to ensure its franchisees are fully equipped to deliver excellent services".

British Franchise Association BFA 2013
Thank you for getting in touch. I am delighted to be able to introduce you to Barking Mad the award winning market leader in dog care. You will find an introduction to our alternative to kennels business opportunity in this prospectus. We are passionate about dogs and excited about growing our successful franchise network so if you think you’d like to join the team, we look forward to hearing from you!

Lee Dancy (M.D. & Founder)

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A Bit About Us

“A superb business opportunity from award winning experts”

Barking Mad Ltd established in 2000 and is now a respected and recognised dog care brand across the UK. We have national coverage with franchisees operating our pet sitting side of the business and ‘Barking Mad the alternative to kennels’ continues to grow across the UK and abroad*. We were extremely proud to win the British Franchise Association (BFA) HSBC Franchisor of the Year 2013 Award for Franchisee Support.

How it all started

Barking Mad was born out of Lee Dancy’s own reluctance to use kennel facilities. She hated the thought of leaving her own dog Bronte 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 ran successfully in Kirkby Lonsdale, Cumbria from 2000.

Bronte, CEO 2000–2013

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. We are proud to be Full Members of the British Franchise Association and abide by their strict code of ethics.

Year on Year Success

The franchise system is highly profitable and based upon quality customer service and regular repeat business. Customers book well in advance and overheads are low.

We have many years’ experience in supporting business success from territory mapping and business planning to training and award winning customer support. Barking Mad provides everything you need in a ready-made package as well as the power of the brand now recognised across the UK. Franchisees also benefit from cross referred business between the pet care and mobile grooming businesses. There are now over 20,000* people in the Barking Mad family and it gets bigger every day.

• Highly Profitable
• Rewarding Work
• Repeat Business

*Includes Barking Mad customers, hosts, franchisees and staff (estimated in 2014).
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? Similarly, 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? Barking Mad is the solution for thousands of satisfied customers and hosts.

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

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.

Pet Care Pioneers

Watch our 60 second animation explaining how it all works
Huge Market Potential
The UK's dog population is estimated at 8 million* and approximately 23% of the UK households own at least one dog**. The UK pet care market is worth over £4bn* a year and has demonstrated strong growth over recent years. Whilst many businesses struggled the home boarding market has continued to expand demonstrating a recession proof nature. The customer base is ready and waiting in every area of the UK giving franchisees the potential to operate one or more vehicles successfully to build up a highly profitable venture.

Customer Profiling
We have researched and used data for 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. It demonstrates the level of demand for your business in a structured way. Experience has shown that all our territories have more than enough demand to satisfy the most ambitious business plans.

“A growth market worth over £4bn a year”

Professional Associations & Accreditation
British Franchise Association (BFA)
This accreditation acts as a seal of approval independently verifying that we offer the very best in quality care, ethics and business practices. Barking Mad Ltd have been full members of the British Franchise Association since 2003.

Pet Services Association
We work closely with this specialist trade organisation which is part of an umbrella group called the Pet Industry Federation (PIF). Barking Mad head office is a member and franchisees also take out individual membership (this is included in the franchise package in year one). PIF combines five key specialist trade associations and offers us a hallmark of quality as well as ensuring we are up to date and effectively represented in all key areas in the pet industry.

* Euromonitor October 2012
**PFMA 2012
The Barking Mad franchise offers many systems and benefits not available anywhere else. It’s a home-based business opportunity in a fast-growing sector, backed by a market-leading brand with a proven support network. We have worked hard to make sure we are the very best you can get and our franchise partners are selected on this basis.

“A Proven formula for business success”

Why Franchising?
Starting out on your own is tough and new entrants to the market need to stay ahead of the competition. Franchising delivers better results at less risk and therefore launching a franchise with a prominent brand name such as Barking Mad plus the support of a dedicated HQ team brings enormous benefits to the new business owner.

- Develop and Manage a Proven Profitable Business Model
- A Full Time Opportunity Working Your Own Flexible Hours
- Work in a Team Representing a National Brand
Put Yourself in the Picture

**First Step** – Following your initial enquiry we’ll look together at the territory available within your area and have an initial chat on the phone (015242 76476) or discuss via email Hello@BarkingMad.uk.com

**Second Step** – Come along and meet Lee and see the rest of the support team at HQ. At this confidential meeting you’ll get to see our operation at first hand, ask all the questions you want to ask and answer some of ours too.

You’ll learn about the business advantages such as the fact that the operation is ‘cash flow positive’ with loyal repeat customers booking on a regular basis. And of course, running your business from home means your overheads are kept to a minimum. You’ll also discover, as we have, that business isn’t seasonal.

**Third Step** – If we decide together that Barking Mad is right for you we will invite you to join us! You will attend our South Lakes based head office for your initial five days of training and then we will come to you for a day to help you develop your business in the field.

You will have all the tools you need to get your business known quickly in your area. We arrange and pay for advertising in your target marketplace during the first eight weeks and send out press releases to all local media contacts.

**So what makes an ideal franchisee we hear you ask?**

A dog lover, that goes without saying. However, primarily you will be running a business so we look for enthusiastic communicators with the ambition to grow a successful venture. You will be working full time to achieve something you can be proud of. We’re really selective about whom we work with and we hope you are too.
Training, Support & Development

Training and developing franchisees throughout the franchise term is vital. We understand that the very reason you buy a franchise is to have the security of a tried and tested business model with support in all areas. Your business will develop as you do. It is not therefore just in the first year that you will receive guidance but throughout your franchise term. Our training and support is on-going with regular points of contact and events every year. We even involve your employees providing a ‘Supporting Success’ training day. There are no short cuts and you certainly get what you pay for.

Initial Training

We provide a comprehensive 5 day in house training course where you will learn about all aspects of the business including:

- Business planning / systems
- Dog behaviour
- Marketing / PR
- Social media / Email marketing
- Database / CRM
- Sales techniques including personal profiling
- Accounts
- I.T. (including laptop / smartphone set-up)
- Administration
- Customer service
On-going Contact and Support

We have a robust franchise development template which is specifically designed to help franchisees increase turnover during all stages of their business.

We are extremely proud and confident in the support and facilities we provide. There are 9 members of the team all of whom specialise in different areas of the business.

After your initial training, we guide you through the first 12 months working with you both in the field and remotely. We book in sessions in the diary together and run through your targets and progress on a regular basis. It is driven by you but always supported and guided by our team and of course your fellow franchisees are there too so you never feel alone.

We don’t expect you to be an expert in every area and there will almost certainly be at least one part of the business you’ll need more assistance with such as sales and marketing, accounts or telephone technique. But don’t worry, help is always on hand.

Because you are the IT department in your own business, we’ve made it easy for you by building an on-line data storage system and intranet which sounds a bit boring, so we’ve called it FIDO short for Franchisee Intranet Data Operator. Put simply, you can work on any PC or Laptop, anywhere in the world at any time of day or night.

Teamwork

Support comes from our network of franchisees too, and so there are lots of opportunities to get together with other like-minded folks like you, such as our Advisory Group, Regional Sales meetings and National Conference.

*correct at time of going to press 2014*
First Impressions Count

There's nothing worse than getting an answering machine or a bad mobile phone line when you are contacting a business for the first time. Customers have a choice where to go and will very easily go to the next name on the list or hang up if they feel they are not getting the service they deserve. The Barking Mad service is fantastic and superior to the competition however customers won’t know if they don’t get to talk to someone. Our system makes sure that every customer’s experience is excellent, every time. Our unique Customer Contact Centre takes calls and messages from across the UK so that when a Barking Mad customer contacts us they get to talk to a real person who is friendly and knowledgeable. All our contact centre staff work at our own head office and are dog lovers and dog owners themselves. By dealing with dog owners’ day in, day out we are able to offer award winning customer service and take messages for you whilst you are busy with customers or driving. It’s a genuine competitive advantage!

Answered by our own dog loving team

“A dedicated phone service gives your customers the very best. It takes the stress out of trying to respond when you are busy with dog owners, host families or driving”.

We Get Social!

Social Media support – Barking Mad has a number of busy and highly engaged social media sites with a reach of 100,000’s. It is a valuable and positive tool that markets every Barking Mad business.
Eye-Catching Branded Vehicle

Our cars have been designed to offer comfortable transport for our furry friends and be the very best advert for your business. Every Barking Mad car has our real life hero dog Max peaking out the window. Max is a Barking Mad customer in Newcastle and features in much of our branding. As a franchisee, you have the choice of any car you like as long as it’s silver, less than 5 years old and big enough for your business requirements.
Investment & Rewards

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.

### THE COST OF SETTING UP

<table>
<thead>
<tr>
<th>Item</th>
<th>Estimated cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Franchise Licence Fee</td>
<td>£13,900.00</td>
</tr>
<tr>
<td>Comprehensive Training Programme</td>
<td>INCLUSIVE</td>
</tr>
<tr>
<td>Bespoke FIDO Business Software</td>
<td>INCLUSIVE</td>
</tr>
<tr>
<td>Operational Equipment</td>
<td>INCLUSIVE</td>
</tr>
<tr>
<td>Corporate apparel</td>
<td>£145.00</td>
</tr>
<tr>
<td>Marketing Material, Merchandise and Email</td>
<td>£750.00</td>
</tr>
<tr>
<td>Dog Tags</td>
<td>£75.00</td>
</tr>
<tr>
<td>Territory Wall Map</td>
<td>£120.00</td>
</tr>
<tr>
<td>PIF 1st year’s Membership</td>
<td>INCLUSIVE</td>
</tr>
<tr>
<td><strong>SUB TOTAL</strong></td>
<td><strong>£14,990.00</strong>*</td>
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### OTHER SET-UP COSTS (payable direct to approved suppliers)

<table>
<thead>
<tr>
<th>Item</th>
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</thead>
<tbody>
<tr>
<td>Telecommunications</td>
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<tr>
<td>Vehicle Livery</td>
<td>£300.00</td>
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</tbody>
</table>

*V.A.T. is applicable to the above.

We can discuss insurance requirements relating to your business during our initial meeting. Bank financing may be available, subject to status. Please call us for details.

Other requirements include:
- Silver car able to accommodate 2 dogs and their belongings
- Computer (PC not AppleMac)
- Mobile phone to be used for business purposes only.
- Basic office equipment
- Provision for working capital.
Tell me more
FAQ

Here are a few things you'll want to know...

1. What experience will I need?
The only real requirement when it comes to dogs is that you are a passionate dog lover and have experience of being around them. You will be keen to run your own business with a willingness to work hard and follow the system. This combination gives you the perfect ingredients to be Barking Mad!

2. Why is buying a franchise my best option?
“The statistics bear out the advantages of the franchising model: up to half of all independent SME start-ups are widely said to fail within 12 months, and half again within a further two years; by contrast, less than 5% of franchise businesses suffer a similar fate annually, a figure that has remained consistent for many years, including right the way through the recession. This combines with 91% of franchisees reporting profitability in the latest annual survey into franchising, a statistic which has stayed around 90% since the turn of the century.” (2012 NatWest/bfa Survey)
http://www.thebfa.org/about-franchising/franchising-industry-research

This is the reason banks are far more likely to support a franchise than securing funds on your own. Barking Mad has an excellent relationship with all major high street banks.

3. What makes Barking Mad the best?
Aside from being the market leader with the biggest family of customers, hosts, employees and franchisees we have dedicated our work to supporting every individual in our team which makes for continued success. On top of that there are 101 further reasons why you’ll love working with Barking Mad; not least because you’ll be part of a network where you can share your experiences and questions with people who are doing exactly the same as you and their success makes your brand more valuable.

4. Does anyone get to be a Barking Mad franchisee?
Absolutely not! Our franchisees are our business partners and their success is our success. In fact, we put so much effort into your business that we work with you constantly to make sure our investment in you is a wise one. We always meet with every applicant face to face so we can get to know you and find out what it is you want to achieve. Only the individuals with a professional attitude that we feel are capable, enthusiastic and will benefit the Barking Mad brand will be sent an offer letter inviting them to join our team.
5. How long will I be Barking Mad for?
The Barking Mad franchise agreement is renewable every 5 years* (free of charge) and you are free to sell you valuable asset at any time. The longer you have had to establish a loyal client base and build up your turnover the more valuable your asset will be and a successful sale is a normal part of our business strategy together. You will also pay an amount monthly for the national marketing fund and customer contact centre.

6. Do I get my own website?
Yes, part of your package includes your own page which we update regularly for you with photos and events as well as other local businesses you might pal up with.

7. What about Facebook & Twitter?
Barking Mad loves being social and we have thousands of people regularly interacting with us on-line. We create loads of great content to share and you can help too by taking photos of your happy customers. It's great information for people looking to use your services and works well as a marketing tool.

8. What are my annual costs to Barking Mad?
You get exclusive use of the Barking Mad system and brand in your territory including all the business support and benefits of being part of a national network all for 10% of your turnover paid monthly.

9. What does membership of the British Franchise Association (BFA), Pet Services Association and Pet Industry Federation mean to me?
As a member of the BFA we have passed a number of checks and are independently proven to be above board adhering to the European Code of Franchise Ethics. The Pet Services association is our pet industry contact and keeps us up to date on all the latest legislation and important topics (See ‘Accreditations’ page 4).

10. What do most customers want for their dogs?
Most customers want peace of mind for their best friend whilst they are away and you will strike up an excellent relationship to work with them to find out exactly what works best for their situation. It might mean a quick text message to say they’ve settled in or even a photo on your mobile.

*No charge other than minimal admin fee
Tell me more FAQ

Continued

11. Is it possible to have multiple cars?
Yes! We are happy to work with you on business plans that include multiple vehicles with employees. If you have the resources and we think that it is something you are capable of then we will work with you to build your empire!

12. What’s next for the Barking Mad brand?
Well, never say never – we already have partners in the USA and regularly get enquiries from other countries. We launched Barking Mad Professional Mobile Grooming in October 2013 (www.BarkingMadGrooming.uk.com) and we have loads of ideas and want to take the Barking Mad brand a lot further yet!

13. What technology do I need to start and run my business?
You’ll need a good broadband connection, a business laptop and smartphone. Many franchisees also have an iPad.

14. Will I get an ‘Exclusive Territory’?
Yes, you do. The franchise license allows you to operate the Barking Mad brand for dog holidays in your agreed territory defined by postcode sectors. It is renewable every 5 years.

15. Will I get any help with advertising on-line e.g. Google Adwords?
Yes we oversee and advise on many accounts for franchisees and will get you set up. Google advertising has become a very successful and cost efficient way of obtaining customers and promoting the brand in local areas.
The next step is to complete and return the enclosed Preliminary Enquiry Form for Franchisee.

We meet with all our business partners face to face so the next step is to speak to us to arrange this.

This will be regarded as mutually exploratory and confidential. Please call Lee Dancy personally on 015242 76476.

We look forward to it!

Meeting Notes

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In 2013 we added our mobile professional grooming business to the Barking Mad portfolio. This is great news for the brand and all our franchisees as it increases the profile for everything Barking Mad and offers excellent cross referrals in our network. We found that many of our customers needed a good groomer or dog washer and were asking us for recommendations. We found that we simply struggled to find quality groomers that were not booked up months in advance and so we saw an opportunity. We now provide a system that is the first and only national franchise opportunity for professional mobile dog groomers. Barking Mad Professional Mobile Grooming is also proud to be the first stand-alone dog washing and grooming business to have achieved British Franchise Association (BFA) member status.

We Wash & Go!
Barking Mad provide friendly and professional mobile dog wash & grooming services at your door. A clean dog is a happy dog and every best friend needs pampering now and then.

• Convenient quality service
• No stress or hassle waiting in a salon
• Fully Qualified Professionals

Find Out More
www.barkingmadgrooming.uk.com
What Our Franchisees Say

“I felt from the word go, that I wasn’t on my own. The support in all areas of Barking Mad have been professional and always someone on the end of the telephone with help and answers. Out in the field training and support was tailored to the individual and structured, all the IT support is first class, with answers quickly. No one gets forgotten about, everyone is very positive and the systems work, and constantly being improved. The team at head office, don’t sit on their laurels they are constantly improving, and looking at all aspects of the business to make it better!”

*Julie Sampson (Bristol)*

“Having the Contact centre is fantastic. It’s so reassuring to know that someone is there to take your calls while out visiting customers and hosts. Couldn’t be without it! I’ve found the support to be invaluable, discussing actions and building new actions into my diary really helps me to focus on what I need to do for a successful business”.

*Carole Chester (Amersham)*

“We both feel that the annual BDR’s from head office are extremely useful in driving our business forward in new innovative ways. Also, we always feel refreshed and newly motivated afterwards which gives you the drive to throw yourself into the year to come and grow your business. This is support, we feel is invaluable”.

*Laura and Veronica Young (Derby)*

The supporting success workshops have enabled staff members to be fully integrated into our franchise businesses and see the bigger picture. This naturally increases motivation and a sense of being part of a team by offering support and training. It’s been a vital part of our individual business growth.

*Rob Schuler (Taunton)*
We pride ourselves on 100% customer satisfaction and a quick look at our homepage will confirm this as it is updated daily with positive customer comments and glowing reports of how fantastic their dogs’ holidays have been.

Here is just a sample of comments taken at time of writing or take a look to see what people are saying today at www.BarkingMad.uk.com

"Gary at Barking Mad - Cornwall went out of his way to help. Our first meeting with him reassured us that Gary was the right person to look after our dog, which was confirmed by the trial overnight stay - Charlie had obviously taken quite a shine to Gary! Barking Mad - Cornwall were helpful, professional and a joy to deal with. Thank you!"

Chris Abbott on 11th Dec, 2013

"I first of all have to thank Nicola for her understanding over my worries about putting my puppy in the hands of a host for 3 days, Fizzy my Shih Tzu had a brilliant time with Barbara and Peter, what a relief it was to have found such brilliant people. From the start to the end of Fizzy's visit was a joy. Fizzy goes again at the end of this month for 12 days and I go with peace of mind. Thank you Nicola, Barbara and Peter."

Brenda Rawlinson on 11th Dec, 2013

"What a fantastic service. Our dogs are our family and we know Barking Mad feel the same. We cannot thank Steve and the host family who looked after our dogs enough."

Marie Burnham on 10th Dec, 2013

"Thank you so much to Wendy and to Dennis and Linda who looked after Cosmo and Trubble this November. It was their first holiday and I couldn't bear to put them in kennels... they came back happy and as if they had never been away. .. Trubble picks up names really quickly so to check if she had a good time I asked her "where's Dennis? " her tail went mad and she was looking round the house for him !! Thank you so much for looking after my treasured darlings x"

Cheryl Morley on 10th Dec, 2013
International Partnership Programme

Barking Mad’s International Partnership Programme officially launched in October 2010. The project involves the Barking Mad business model being sold on a non-compete Teaching System Agreement where our partners have complete access to our unique Franchisee Franchisor intellectual property, disclosed during an 8 day training programme, held here at Barking Mad HQ.

This Agreement is clearly different from a typical Master License Agreement as it provides far greater flexibility.

The Key Advantages are:
• No necessity to pay on-going fees
• No onerous monthly reporting
• Freedom to select a business name/term appropriate to the country
• Ability to adapt the system to meet local market demands
• Exchange of best practice with other business partners
• Full training and disclosure of the Barking Mad System

We are delighted to announce the launch of our first business partner in the USA. In line with our International Business expansion plans, this is a great step towards meeting pet care needs of dog owners around the world.

Jack and Taffy Miltz were first introduced to Barking Mad when their friends in Bridgwater, Somerset used the service for their own dog in 2000. The Miltz’s have over 25 years experience in the American Pet Care Sector.

We became intrigued with the Barking Mad business model, after hearing a friend’s story of how they had used a traditional kennel for their Westie Rocky, only to find upon their return, Rocky was distraught over 3 weeks. Our friends used Barking Mad for their next holiday and were delighted with their experience. Researching similar businesses to Barking Mad in the USA, we quickly realized there was a void in the marketplace. Upon contacting Lee at Barking Mad, we realized that she provided the level of professional service and operations that pet lovers in the USA are looking for. The staff and training program at Barking Mad has exceeded our expectations and will serve as a strong foundation as we grow our business.

Jack & Taffy Miltz
Call Lee Dancy personally to discuss your franchise opportunities

015242 76476