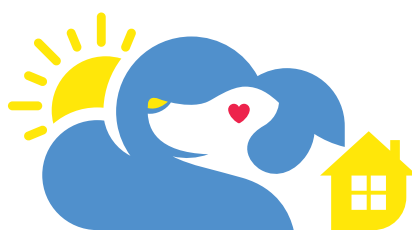




Invest In Your Future

The UK's leading dog care franchise



Barking Mad

Happy Dog. Happy Holiday.
Happy You.

Part of the Franchise Brands plc Group

“

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

”

British Franchise Association (BFA)



Contents

'I am delighted to introduce you to Barking Mad, the market leader in dog care. This is an introduction to our exciting business opportunity designed to help you decide if Barking Mad is right for you. We are passionate about dogs and excellent customer service as well as being excited about growing our successful franchise network. 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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Hello@BarkingMad.uk.com
03333 444972
BarkingMad.uk.com



ISO 9001, ISO 14001,
OHSAS 18001, ISO 27001

“

**Our mission is to
continue to be the
UK's most devoted
and trusted dog care
provider through our
network of local
communities**

”



Hello@BarkingMad.uk.com

03333 444972

BarkingMad.uk.com

A Bit About Us



**A superb business opportunity
from award winning experts**



Barking Mad Ltd established in 2000 and is a respected and recognised dog care brand leader. The Barking Mad franchise is a unique opportunity for you to create a profitable and successful business within a large and growing marketplace. Our branches provide a professional dog home boarding service for thousands of dog lovers nationwide.

How it all started



Lee & Bronte

Barking Mad was born out of Lee Dancy's own need to care for her dog whilst away. She hated the thought of leaving her dalmatian, Bronte in a kennel environment and didn't want strangers coming in and out of her home to feed and walk her when she was away. Having created a suitable, secure and professional alternative, Lee embarked upon a mission to benefit pet lovers nationwide. The rest, as they say, is history!

Year on Year Success

The Barking Mad system is highly profitable and based upon quality customer service and regular repeat business. 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 thousands of dog lovers in the Barking Mad family up and down the country and it's getting bigger every day.

- **Highly Profitable**
Customers book in advance and overheads are low.
- **Rewarding Work**
Building local dog loving communities.
- **Repeat Business**
Delighted loyal owners and hosts grow referrals.



We are a full and active member of the Pet Industry Federation in the Pet Services Association working with our industry. Barking Mad head office is a member and franchisees also take out individual membership.*

www.petcare.org.uk



Barking Mad is a Franchise Brands plc company. Franchise Brands is a group of international multi-brand franchisors with a combined network of hundreds of franchisees. All our franchisees benefit from proven national marketing, comprehensive initial training and on-going support to help them grow their businesses.

www.franchisebrands.co.uk



We are proud to have been Full Members of the British Franchise Association since 2003 and abide by their strict code of ethics.

www.thebfa.org/members/barking-mad-ltd



*included in the franchise package in year one



Pet Care Pioneers

The best businesses are born from a market need and a great idea; Barking Mad is no exception, helping to create a thriving industry where dog lovers are now aware of the benefits of dog home boarding. We also lead the way in creating and developing local host communities devoted to caring for our dogs.

The benefits of a life with dogs are clear for all to see and Barking Mad is the solution for thousands of satisfied customers, hosts and Barking Mad devotees.

How Does It Work?



Watch our animation explaining how it works in 60 seconds



We have hundreds of Barking Mad videos including our latest TV advert. Click now to view!





Barking Mad National Conference

Business Success

Our proven business franchise model has been developed over many years, and is tailored to suit your lifestyle and business aspirations. With us, you will benefit from low overheads and the flexibility to dictate your own working hours, allowing you control over your work life balance.

Once your customers have experienced the satisfaction and peace of mind they get from using your professional service, they will be delighted and regularly recommend it to all their friends and family.

- The only pet care brand with a National TV advertising campaign
- A growing marketplace
- Trusted brand with 5 star Trustpilot 'Best in Category' No.1 rating
- Part of Franchise Brands plc, an exceptionally knowledgeable franchisor offering unrivalled and ongoing support
- Regular, repeat custom
- Flexible working hours to suit your lifestyle



For more information visit www.5starfranchise.co.uk where more information about how 5 Star Franchisee Satisfaction is determined.





Barking Mad Kerry Wells and friends, Spalding

Delighted Customers



We treat our customers like friends
and our hosts like family



The Barking Mad service is unique and put simply, it's the best! *Barking Mad is not an online agency. We meet all our customers, dogs and hosts in person, every time.* Barking Mad customers meet us at the beginning and end of every stay and trust us like no other service.

A lot of tail wagging!

Bonnie and Clyde, my Springer Spaniels have been going on 2 to 3 Barking Mad Holidays a year for nearly 4 years. I don't go on holiday, missing my dogs, but relaxed and happy that they are enjoying their holiday as much as I am enjoying mine!

Suzanne Ross gave Barking Mad Ltd 5 stars.

Total peace of mind

Going on holiday and leaving your faithful friend behind has finally become guilt-free! I think my dog actually looks forward to my holidays as much as I do. I can rest assured that my dog is well-looked after and loved as much as she is at home. The host families are picked to ensure your dog is completely suitable, so if you have a walker, sofa lounge or swimmer, they will join a family who can cater for their needs. The service at Barking Mad is faultless and utterly professional from collection to delivery again. I couldn't be happier.

Erin H Hereford gave Barking Mad Ltd 5 stars.

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





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

Ben on holiday in Scotland

A Growth Market

Huge Market Potential

The UK's dog population is estimated at 8.5 million* and approximately 24% of the UK households own at least one dog**. The UK pet care market is worth over £4bn* a year and has seen strong growth over recent years. Whilst many businesses have 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 cars 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 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.

*Euromonitor 2016 **TNS via PFMA 2016

“
**Strong growth for pet
care as consumers
continue to indulge
their pets –**

**Growth fuelled by the growing trend
in which consumers perceive their pets
as equal members of the family which
encourages them to indulge their pets
and spend heavily on their health
and welfare.**

UK Pet Report, Euromonitor 2016

”





Become a Franchisee

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 with less risk. Launching a franchise with a prominent brand name, with the added support of a dedicated team HQ team, brings enormous benefits to the new business owner.



Franchisee of the Year 2017 Melissa Sincock – Barking Mad Middlesex

The Barking Mad franchise offers many systems and benefits not available anywhere else. It's a self-employed 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.

- **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**

Barking Mad ranked above the benchmark franchise industry average for the 5 key areas:

- Training & Support
- Franchise System
- Culture & Relationships
- Leadership
- General Satisfaction



For more information visit www.5starfranchise.co.uk where more information about how 5 Star Franchisee Satisfaction is determined





Put Yourself in the Picture

First Step

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 (03333 444972) or discuss via email lee@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 training and then we will come to you, 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.



Kevin Matthews, Barking Mad Central Lancashire*





Supporting Success Workshop, Barking Mad HQ

Training, Support & Development

Training and development throughout as your business grows 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.



“

The support I received has helped me in the initial stages of my business. Knowing that there are real and normal people there to help has been a great comfort

Joe King, Abbey & Paddy, Welsh Borders

”

Initial Training

We provide a comprehensive in house training course where you 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



Demonstrating the ability to consistently provide products and services that meet customer and regulatory requirements.





Your Benefits

On-going Contact and Award Winning Support

We have a robust development template which is specifically designed to help you increase turnover during all stages of your business. We are extremely proud and confident in the support and facilities we provide. There is a comprehensive team specialising in different areas of the business ready to work with you.

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.

Teamwork

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

Our comprehensive training package ensures you understand and feel comfortable with all elements of the Barking Mad system.

From technical support to personal advice, we will ensure that you have all the resources you need to make your business a thriving success.





Lisa in our Customer Contact Centre
Barking Mad HQ

Customer Contact Centre Care

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".

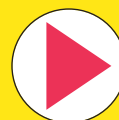
Mark Abbott, Barking Mad Huddersfield



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.

Watch the
YouTube
video





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. We organise the signwriting for you and you have the choice of any car you like as long as it's silver, in good condition, less than 7 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. It's '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 allows you to achieve your optimum home, work-life balance.

THE COST OF SETTING UP	
Franchise Licence Fee	£13,900.00
Comprehensive Training Programme and issue of Operations Manual	INCLUSIVE
Bespoke Business Software	INCLUSIVE
Email and Web page	INCLUSIVE
Operational Equipment	INCLUSIVE
Corporate apparel	£182.00
Marketing Material & Merchandise including business personalised stationery	£800.00
Dog Tags	£75.00
Pet Services Association Membership (PIF) year one	INCLUSIVE
SUB TOTAL	£14,957.00*

** 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 SET-UP COSTS (payable direct to approved suppliers)	Estimated cost
Annual business insurance premiums (Normally payable by monthly instalments)	£350.00
Vehicle Livery excl. VAT	£410.00

Other requirements include:

- Silver car able to accommodate 2 dogs and their belongings
- Computer with Microsoft Office (P.C not AppleMac)
- Smartphone (iPhone recommended)
- Printer (double sided facility)
- Provision for working capital

As an established and mature franchise network we also have business resale opportunities available



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." (2016 NatWest/bfa Survey)

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 your 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.

6. Do I get my own website?

Yes, part of your package includes your own page which we update regularly with you, with photos and events as well as other local businesses you might pal up with.

7. What about online marketing?

Barking Mad loves being social and we have thousands of people regularly interacting with us online. 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.



Continued...



*Shannon, Amy and Chloe
with Jura, Callie and Hollie**

Tell me more – FAQ

9. What does membership of the British Franchise Association (BFA), Pet Services Association add links and Pet Industry Federation mean to me?

A. 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 2)

10. What do most customers want for their dogs?

A. Most customers want peace of mind for their best friend whilst they are away. You will strike up an excellent relationship 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.

11. Is it possible to have multiple cars?

A. 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 technology do I need to start and run my business?

A. You'll need a good broadband connection, a business laptop and smartphone. Many franchisees also have an iPad.





The Best in the West Team

What Our Franchisees Say



"As a recent and 1st time business owner, the support I received has helped me through the initial phases of my business. Knowing that there are real and normal people there to help has been a real comfort. The contact centre are amazing, taking calls for me so I can concentrate on all the other tasks that require my attention. It can be lonely running a business yourself but the other franchisees have been friendly and offer useful advice. After 3 months I am thrilled with my decision and have confidence that Barking Mad is going from strength to strength."

Joe King, Barking Mad Welsh Borders

If you like doing your own thing and want a get rich quick scheme from a budget service then Barking Mad is definitely not for you. If you like being provided with a structured template to deliver a first class service that builds an excellent business of your own over the years then you'll love Barking Mad. It is a real partnership and most importantly, it's a lot of fun working with local dogs and fantastic people.

Faye Carruthers, Barking Mad Paisley

"I used to run my own business however being part of the Barking Mad organisation is like night and day from being out on your own. The head office team are incredible and just the knowledge that they are there to listen, help, advise and support is a massive bonus to your daily life. Having the network of franchisees to chat with and bounce ideas off is hugely rewarding too and whilst we all face different challenges, we support and feed off each other. I now have an incredible team of people who are there for me at any time and I never feel alone."

Brad Egglestone, Barking Mad Dundee

"I want to firstly say thanks for a great weekend in the Lake District the conference exceeded all my expectations and I can't wait for the next one!

Also I want to say how much I love doing Barking Mad, all my friends are on 12 hours shifts, had all their weekends and days off cancelled. I am driving around the countryside in the sunshine picking up lovely dogs who are so excited and pleased to see me and dropping them to people who genuinely love them and want to care for them. I speak to wonderful customers and even more wonderful hosts. I have met some great people and there has been no looking back for me. So thanks for letting me have the Sevenoaks branch of Barking Mad!"

Alix Phillips, Barking Mad Sevenoaks



Read more on our blog...

Click here

<https://www.barkingmad.uk.com/blog/categories/franchising/>



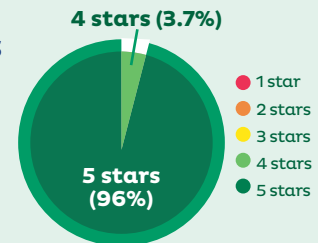
What our customers say

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



Barking Mad Dog Care reviews

Excellent 9.9 from 0 - 10



Cannot recommend highly enough to worried pet owners

"Leaving your pet with someone you don't know can be a daunting prospect. However, if you book your Dog on a Barking Mad Holiday you can be rest assured that your pet is well cared for and looked after so no need to worry. My 2 dogs have never stayed with anyone since we got them and I was worried about them but I was given texts and photos and postcard to update me on their time away. The professionalism of Jakki and her team made me happy to know that my dogs were in the best place. In fact I think they had a better time away than I did! We are already making arrangements for the dogs to go back into Barking Mad as I was so impressed with the care meaning more holidays for me! :)"

Bernadette Chalmers

Glasgow rated Barking Mad 5 stars on TrustPilot

"Barking Mad is run by people who have the best interest of your dog in mind. Everything is thought through, even to the point of collecting and returning your dog from the minders so that your pet doesn't get distressed being left by you. You are sent pictures and a postcard so you can relax while you're away ... guilt free!!"

Jill from Preston

rated Barking Mad 5 stars on TrustPilot

Whippets Away!

"Our dogs seemed to be much happier on return from their Barking Mad hosts than with previous visits to kennels. They seemed very well cared for whilst there, truly home from home. Thank you to their hosts. Everything went very smoothly from the initial visit from Shirley explaining the way the business works, to the dogs' pick up and return."

Ann from Northampton

rated Barking Mad 5 stars on TrustPilot

Fantastic!!

"Elaine came to meet Finlay in the house and got to know every little detail about him. She made us feel at ease from the beginning....it's hard leaving your fur baby with someone you don't know but I felt like I got to know them and had no issue leaving my boy with them. The little touches are what made this experience amazing!! Elaine collected him, brought him to our wedding!!!!, dropped him off and the little card we got when he come home from Finlay and his host family (Bill) was just too cute!! Finlay came back in such a happy mood, I know he was well and truly spoiled....walks along the beach, treats and cuddles.

I would not hesitate to use them again!!!!"

Siobhan Rattray from Fife

rated Barking Mad 5 stars on TrustPilot



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



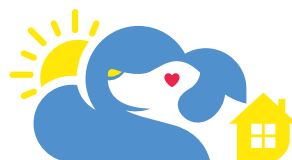


**Call Lee Dancy personally
to discuss your franchise opportunities**

03333 444972

or click here

To start your new lifestyle working with dogs



Barking Mad

Happy Dog. Happy Holiday.
Happy You.

