

# FRANCHISE PROSPECTUS



**The  
Design Print Distribution  
Group**

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# 1. Our Story

It was 2014 and after being made redundant for a fifth time, our founder Mike Ethridge was looking for a new opportunity.

Googling 'businesses you can start with no money' threw up a few ideas, one of which was leaflet distribution. Mike did some research and worked out how he could create a business that would be better than the competition. He set up a small website, took to social media and from his home office began contacting businesses likely to need leaflet marketing, such as estate agents, gyms, restaurants and trades people.

First one customer came on board, then another and another, and the Design Print Distribution Group was up and running.

Mike got himself a pair of sturdy pair of walking shoes and began pounding the pavements of Bristol putting flyers through letter boxes. All the printing was outsourced and the sole focus was leaflet distribution.

Initially run as a side hustle (Mike had quickly found a new role after the redundancy), the leafleting business grew so quickly that he quit his main job, took on staff and moved the operation into offices.

In 2015, Mike joined forces with Lee Phillips who ran a similar business, to make ours one of biggest leaflet distribution companies in the Bristol area.



We soon outgrew our premises, recruiting office staff to support Mike and Lee, and incorporating print management and inhouse graphic design into our core services.

Soon, we were expanding into new locations, by building teams of distribution operatives in Swindon, Bath, Cardiff, Plymouth and Exeter.

Now we have even expanded our services, to include direct mail – no capacity limit and no geographical limit, getting our customers' marketing material out across the UK.

# 2

## 2. DPDG Services

### Our Customers

We work with B2C customers across a range of sectors. They include:

- ▶ Gyms with a special offer on new membership
- ▶ Restaurants looking for diners and offering a discount code
- ▶ Trades people – like plumbers or electricians – wanting to pick up new business
- ▶ Estate agents reaching out to homeowners thinking of moving
- ▶ Businesses moving into an area and wanting to raise their profile
- ▶ Venues advertising an event
- ▶ Local government, political parties, or the NHS running information campaigns
- ▶ Schools or colleges promoting their seats of learning to potential students

The advantage of using leaflet distribution is simple: it is fast, efficient, highly targeted and it brings results.

Our customers will pick homes in a postcode area they want to reach, or we may even advise them on the best locations for their particular service or offering.



They either provide their own leaflets, or they ask us for help in the design and/or print.

Our reliable, monitored and tracked team of operatives deliver the leaflets door-to-door. All our distribution is GPS tracked and for our monthly customers we can also provide video footage.

In this way we can provide full feedback on our work, giving our customers peace of mind of a job well done.



## Our Services

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Our core business is leaflet distribution, our full services include:

- ◆ **Leaflet distribution** - we have a network of self-employed operatives in each location, who can be relied on to hand deliver the leaflets to each household.
- ◆ **Print management** - we manage this process for our clients providing healthy profit margins
- ◆ **Design** - our inhouse graphic design team can create a flyer or leaflet from scratch, or work with a customer's design to produce a final product.
- ◆ **Targeted direct mail** – by using the postal service we are able to market nationwide, with no capacity limit and the ability to target specifics, like gender, income groups and property sizes.

Some customers use all our services, some may just want leaflet or direct mail distribution.

# 3

## 3. Our Franchise Package

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The benefit of investing in our franchise is that so much of the hard work has been done for you and we support you throughout.

We have all the information, systems and processes in place that you need – from back office operations, to how to recruit leaflet distribution operatives, to getting clients, to marketing.

And if there is anything at all that you need support with, our team are on hand to help and offer advice. Our support is unlimited, and we have literally thought of everything!

### Your Territory

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Territories are based on a postcode area for a large town or city, so there is a vast amount of scope for franchises across the UK.

Typically, each postcode area has around a quarter-of-a-million homes and many thousands of businesses, so huge potential for a leafleting franchise. We can help explore areas you are interested in.

### Training

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We offer extensive upfront training of around eight weeks, covering all areas of the business. This enables you to get up and running as quickly as possible while at the same time ensuring you have the knowledge and confidence you need to become successful quickly.

Our training doesn't stop there; it is ongoing. We have timetabled monthly video calls, but we can be on hand at any time, whenever you need us. Our support is unlimited, because you are a valued member of our team and we want you to succeed.

### HR Advice and Support

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All your leaflet operatives will be self-employed and we will provide you with all the information and documentation you need for recruiting and onboarding distributors.

When in time you need to recruit staff onto the payroll, to support you in the office, we can provide access to HR expertise.

## Marketing

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We run extensive direct mail and search engine campaigns on launch, targeting potential new customers for your franchise. We also have a number of national customers who we may be able to direct towards you, for your area, so from day one you have access to business.

You are likely to be working from home in the early days, but we will provide you with a business address and a local phone number that diverts to your mobile.

We create a micro website for you – [www.yourterritoryleafletdelivery.co.uk](http://www.yourterritoryleafletdelivery.co.uk) – and we populate and run social media accounts to help raise your profile.

You will be given a comprehensive stationery pack including business cards, roller banners, leaflets to put through doors and other marketing material, and maps of your postcode area.

And of course, as we are all about supporting our franchisees, training covers marketing and we are always on hand to help.

## CRM - Customer Relationship System

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We created our own CRM system created, which incorporates a workflow system. This manages our customer relationships, our campaigns and our logistics, with a high level of automation.

As a franchisee, you will have access to and comprehensive training in this system. It is easy to use, and you'll find it really helps with the smooth-running of your business.

## Self-Development and Business Training

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There is more to becoming a successful franchisee than just knowing the nuts of bolts of how your particular franchise operates. We want our franchisees to develop as business owners and individuals.

So we offer access to business coaching and mentoring, which will not only help you flourish but give you the tools to make the business, and you, an outstanding success.

# 4. The Ideal Franchisee

We know there is a strong and growing demand for leaflet distribution, as year on year our business has grown.

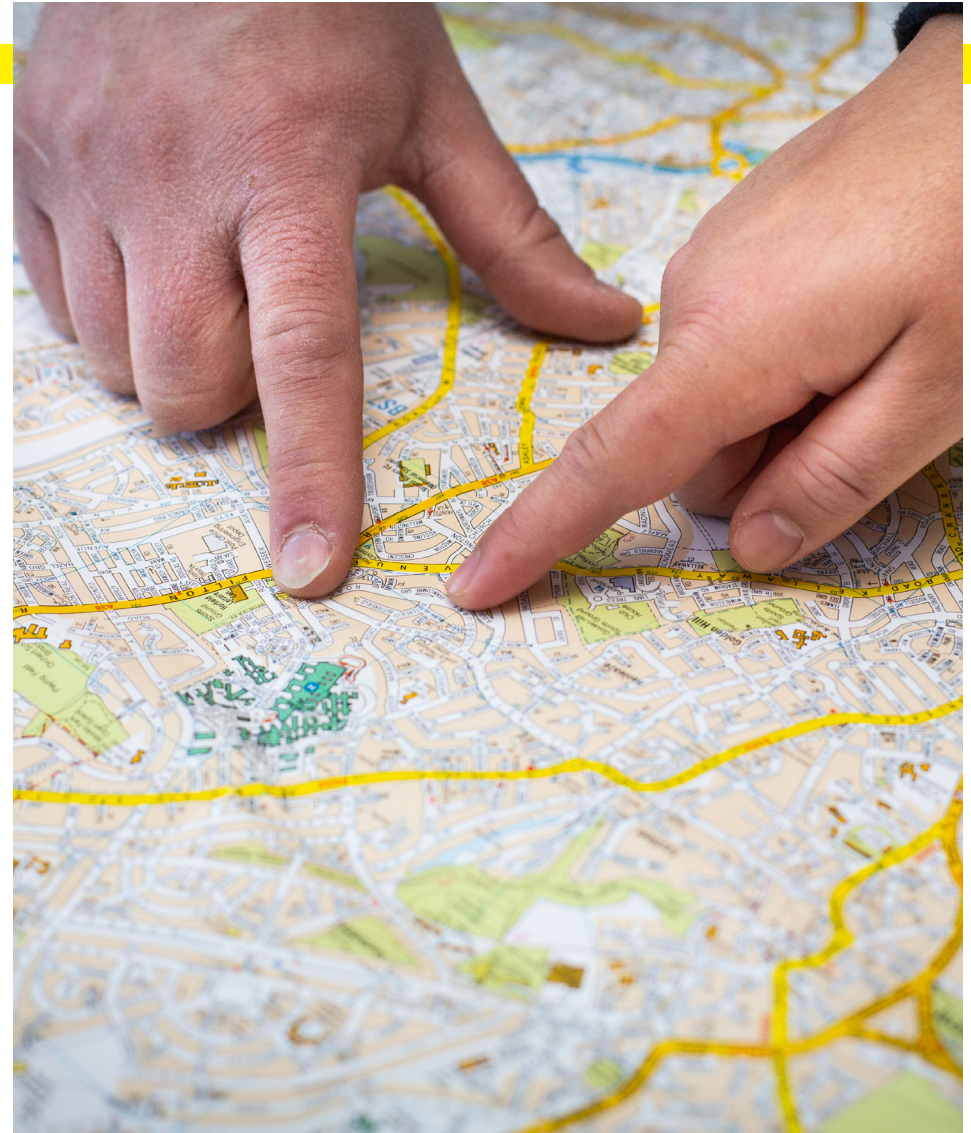
So we're looking for candidates to take this forward, by joining our valued network of franchisees, using our successful business model and replicating it in another area, while benefiting from all the support our central team offers.

Does this sound like you?

- z Are you looking for a new challenge?
- z Are you used to dealing with small businesses, particularly B2C, and understand what makes them tick?
- z Have you worked in marketing, so you have a strong sense of how to reach a target audience?
- z Are you great at customer service and want to help small businesses?
- z Do you have a background in logistics?
- z Are you ambitious, entrepreneurial and want to make the most of what is a fantastic opportunity?
- z Are you excited at the prospect of a new challenge?
- z Are you hard-working, committed and driven?

If you answered 'yes' to at least some of those questions, then you could be just who we are looking for – we can't wait to hear from you.

You just need a vehicle and a laptop – we'll provide the rest.





# 5. Our Finance Plan

When we're asked about buying into our franchise, the two main areas people want more information about are what support is offered and how much it costs.

We hope we have reassured you that we provide a very high level of training and ongoing support to our franchisees. They are part of our business and we want them to succeed.

But let's deal here with cost. We have two investment options, because we want to keep it simple – with one franchise, based on one postcode area, both options represent exceptional value.

If you have any questions, please just ask.

## OPTION 1

**£15,000**

**1 payment, Upfront**

## OPTION 2

**£7,500 Upfront  
+ £158 per month  
over 5 years  
(Total spend £17,000)**



# 6. Meet Our Franchisees

## Experience of working with people benefited our Reading franchisee

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Matt Stephens runs our Reading franchise and has found his background in event promotion and people management a real bonus in getting the business up and running.

“I started my career handing out leaflets myself, working my way up to running my own nightlife event business, operating in the Reading area,” said Matt. “I also have previous experience with door-to-door leafleting, having worked on some campaigns for estate agents.”

Although operating for just a few months, already the franchise is going well. Thanks to search engine optimisation activity for Reading Leaflet Delivery, the website tops the rankings for many search terms, which is helping boost business.

“We have been busy already, particularly with lots of trades people and also some charities,” said Matt. “We have yet to tap into many markets, such as estate agency, so there is a lot of scope.”

Matt has found our initial training and ongoing support invaluable.

“It’s been wonderful. There is a lot to learn and it would be easy to feel overwhelmed, but you just have to throw yourself into it. It’s an excellent franchise to be a part of.”

Matt said becoming one of our franchisees would ideally suit someone with experience of working with people.

He said: “You have to be good at people management - that is, managing the distribution operatives and also managing customers. You also need a plan but with the flexibility to adapt when the unexpected happens, but it is all a learning curve and there is always brilliant support from the central team.”



**Reading**  
LEAFLET DELIVERY

## Some franchises just offer a job – but I knew I was getting a business

Simon Porter owns our Sheffield franchise. He has a background in marketing, operating a successful promotional staff agency, with teams handing out leaflets in locations such as town centre and festivals, creating brand engagement for clients.

He had already worked alongside us when we ran a leafleting campaign in the Bath and Bristol area for one of Simon's clients, a garden landscaping company.

Simon saw first-hand how successful door-to-door leafleting can be. "That campaign completely shifted the customer base for the landscaping company. They wanted to focus on one solid area and cut out travelling further afield. The campaign was incredibly successful," said Simon.

"I realised leaflet distribution was a powerful communication tool when you have the right kind of business and the right thing to promote." Simon was looking for a franchise opportunity, so based on his experience with us and his background in marketing, joining our network of franchisees was a clear choice.



Around six months in, Sheffield Leaflet Delivery is thriving. “I know from first hand it takes about three years to establish a new business, but acquiring a franchise cuts that long learning curve. Customer acquisition has been smooth and has exceeded my expectations.

“Central support has been incredibly beneficial. As I see it, I am paying a tiny contribution to the organisation but I have the benefit of access to experts whenever I need them.”

So what good and, perhaps, not so good surprises has Simon had in his franchise journey?

“I soon learnt I needed more leafleting operatives than I expected, but I have now recognised this. One really great surprise was discovering how much demand there is. I really underestimated this, but businesses are crying out for this type of marketing.”

And one piece of advice for anyone thinking of buying into a franchise? “You need to lean into the process, learn as much as you can and take advantage of all the support from the team.”

Simon added: “I think franchisors sometimes get it wrong, because they say they are selling a business, but in fact are selling a job. Here, I knew I was buying a business with scope to expand.

“I am very confident that within five years we will be the dominant leaflet distribution company in Sheffield, going to around 180,000 plus homes every month, employing our own office team and with a large network of leaflet distributors. The market – with such a large territory size - is definitely there to help us achieve this.”



Sheffield  
LEAFLET DELIVERY

# 7. Earning Potential

We've sat down with accountants to work out the earning potential of each franchise. Rest assured, this information is not plucked out of thin air!

These projections are based on how we operate, using data going back at least six years.

A structured support system is provided by head office, for the life of franchise, to encourage business growth, expansion and therefore company profit. Potential franchisees will be provided with detailed financial information as part of the enquiry process, to enable them to discuss the opportunity in detail with their professional advisors.

We strongly recommend that you seek advice, conduct a thorough evaluation of your preferred territory and draw up a business plan for your chosen location.

## Income Avenues

- ▶ Door drop campaigns for local/national business in your chosen territory
- ▶ Direct mail campaigns for your clients
- ▶ Print Management
- ▶ Graphic Design



# 8. Meet Our Customers

## What our clients say about The Design Print Distribution Group

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Nick Caddy is a long-standing client of ours and also a firm supporter of door-to-door leafleting as a form of marketing.

A marketer himself, Nick runs Adverto Media, which specialises in all aspects of digital marketing – including web design, social media and Google advertising - for door and window installation companies, across the UK.

Nick first became a client of The Design Print Distribution Group when he was working with his family's door and window installation business, prior to setting up Adverto Media.

He saw first-hand the value of leafleting homes as a way of creating brand awareness and attracting new customers, and has always been impressed with the service we offer.

“We were very impressed with the service offered by The Design Print Distribution Group because it was far superior to others. As part of the service, we were given an interactive Google map of where the drops had been made, and video evidence of the flyers going through doors. This made the business really stand above competitors. I always track

where leads are coming from, and I could analyse this and correlate it to our leaflet campaigns and see they were succeeding.”

This quality service is mirrored by all our franchises, given them a competitive edge.

Nick added: “I like to think of it as the different pillars of marketing. If your business's marketing is just held up with Google advertising, for example, it will soon fall over. You need multiple pillars, and leafleting is one valuable area.

“We look after our clients' digital marketing, and we also recommend leaflet marketing and continue to use The Design Print Distribution Group's services all around the South West. As our clients are national we are also using the services of the Sheffield franchise.”

**adverto**media

For Ben's Gutters Ltd, leaflet distribution is the main form of marketing and proves highly successful in reaching new customers.

The company works nationally, specialising in cleaning gutters as well as conservatory roofs, fascias, soffits and so on, for residential and commercial customers.

We've been working with Ben's Gutters for around six years and regularly handle leaflet drops into the several thousands, across the geographical areas we cover.

It's important for the business to know that the leaflets are being distributed to the right types of houses and householders – people with disposable income, who want to look after their properties.

They also want certainty that the leaflets have gone out, so value the reporting we offer using our GPS tracking and video footage.

"We want to ensure we get a good return for our leafleting to warrant using a leaflet company, so the results are scrutinised. We know that with Mike and the Design Print Distribution Group we always get an excellent service," said Sarah Comber, of Ben's Gutters.



"The leafleting is always well targeted, because they know which areas are good for us, and their results speak for themselves because we always have a good, consistent return."

Sarah is also impressed with how responsive we can be. "We might go from a box of leaflets one week, to more than 20,000 another. In fact, we've been known to have our printers deliver a pallet of leaflets because the quantities were so high, that's how good Mike and his team are."

# 9

## 9. Market Outlook

The market is very positive and we're growing year on year. In fact, we haven't stopped growing since we were founded.

Even when naysayers predicted the end of leafleting and direct mail, we continued to grow our business.

Even Covid didn't slow us down. Of course, many sectors – such as hospitality, leisure and retail – pulled up the shutters (literally) during lockdowns. But there were others – estate agency in particular – which flourished.

So, to those who think leafleting as a form of marketing is outdated, we say: think again.

Yes, we have the internet and online marketing, but we will always have local and regional businesses and they will always need to reach a target audience in a specific geographical location.

As long as people live in homes with letterboxes, and as long as there are businesses looking for new customers, there will be demand for leafleting.

Plus, we have increased our range of products. We don't just deliver leaflets, we print and design too, and we now have a flourishing direct mail service.



**80% of the UK's top advertisers include door drops as part of their marketing activities**

**90% of campaigns that include door drops saw an increase in new customers, compared to 59% of those without.**





# 10

## 10. Projection Figures

The following projections have been calculated using the actual audited accounts from our business over the last 5 years. The projections are for illustration purpose only and business performance is dependent on a number of variables which include franchise location, marketing effort and franchisee performance.

A full breakdown of the projection figures can be provided upon request and form part of the Financial Memorandum.



	Year 1	Year 2	Year 3	Year 4
Turnover	£80,000	£120,000	£180,000	£220,000
Profit	£29,000	£36,000	£57,000	£70,000

# 11

## 11. Looking After the Planet

In the face of Climate Change we believe we have an obligation as a business to do our bit to help the environment.

Which is why all the print we source is ethical and sustainable – including the ink and the paper. Plus, we promote fully recycled printing and encourage our customers to choose this option. Indeed, the Green Party is one of our clients.

But we also want to be more proactive. So we support Forest of Avon Trust, which promotes, plants and cares for trees and woodlands throughout the Forest of Avon area, in and around Bristol and Avon.

For every new retained customer we take on, we fund the planting of trees, which adds up to more than 100 trees planted every year. Something our team is very proud of.

We encourage our franchisees to support this initiative, or come up with an idea of their own that will help the environment.



# 12

## 12. Frequently Asked Questions

### What support will I get?

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We offer extensive training, and this is ongoing. Plus, you get lots of support – in fact, as much as you need. You will have a dedicated Franchise Support Manager, who is always on hand to answer your questions.

You will get a comprehensive manual, which is effectively a blueprint on how to run the business.

### What will my start-up costs be?

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Over and above investing in the franchise package, all you need is a vehicle and a phone. We provide everything else, including a laptop and the software, stationery and marketing material. We've thought of everything.

### What will my start-up costs be?

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A vehicle and a phone. That's it!

### Will I need an office?

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You're unlikely to need an office during your first year, and you will be able to run the business from home. We provide a commercial address, phone number, Google listing etc, so you can be found online and starting getting in customers.

### Do I need experience in leaflet marketing?

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No, you don't need any leaflet marketing experience. Wider marketing experience can be helpful, as can experience of customer service, or a background in logistics. However, none are essential: you just need enthusiasm, drive and the ambition to make a success of your own business.

### How will I find clients?

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We run a comprehensive marketing campaign to get you launched and put you on the map. This should get your first enquiries through the door and bring in your first customers. Plus, we have loads of experience and your Franchise Support Manager will be happy to help.

### Why choose our franchise?

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It's true, ours isn't the only option in the door-to-door franchise field. There are others. But what makes us different is this: we offer you a business, they offer you a job. With us, you will have a large territory, comprising an entire postcode area; they offer just part of a postcode area. We give you the opportunity to create a really successful business, supporting you every step of the way.

# 13

## 13. Find Out More

If you want more information or think you are ready to take the plunge and become one of our valued franchisees, then we would love to hear from you.

Please just complete the enquiry form below and we will get in touch with you to book a discovery call and discuss the opportunity in more detail.

Name: .....

Email: .....

Daytime Telephone No. : .....

Address: .....

.....

.....

.....

Current Occupation: .....

Which area of the UK are you interested in trading in?

.....

.....



**The  
Design Print Distribution  
Group**

Please return this form to:

**Mike Ethridge**  
003 Filwood Green Business Park,  
Filwood Park Lane,  
Bristol,  
BS4 1ET

Or email: [info@designprintdistributiongroup.co.uk](mailto:info@designprintdistributiongroup.co.uk)