



The
Design Print Distribution
Group

FRANCHISE PROSPECTUS



Low Start Up Cost



4 Income Streams



Ready To Start From Day 1



Minimal Overheads

**STARTING
FROM £1999**

Contents

- 1.** Our Story: Creation of The Design Print Distribution Group
- 2.** DPDG Services
- 3.** Our Franchise Package
- 4.** The Ideal Franchisee
- 5.** Our Finance Plan
- 6.** Meet Our Franchisees
- 7.** Earning Potential
- 8.** Meet Our Customers
- 9.** Market Outlook
- 10.** Looking After the Planet
- 11.** Frequently Asked Questions
- 12.** Find Out More

1. Our Story

Like many successful and flourishing businesses we started with very small roots, and began life serving businesses in our home City of Bristol.

Back in 2014 our founders Mike Ethridge and Lee Phillips merged two existing leaflet distribution businesses and formed what is now The Design Print Distribution Group, with the aim in mind of helping our clients to grow their own businesses through high quality direct marketing solutions.

By putting the client first and helping them to be successful, Mike and Lee steadily grew a successful, professional and above all a trusted business, a business clients returned to time after time.

Over the next couple of years they strategically expanded, firstly by developing the product range from just Leaflet Distribution into successful delivering other services and income streams, Direct Mail, Print services and also Graphic Design.

With a rapidly growing business, customer base and dedicated team they found that there was such a strong and continual demand for their services, provided with care and quality that they expanded successfully into other cities across the South West of England and also South Wales. Having grown the business further by establishing sites in Swindon, Exeter, Plymouth and Cardiff, and after realising that even during



Covid-19 there was still a massive demand and market for their services, Mike and Lee decided to launch the business as a franchise.

With the business having a very clear set of procedures to follow to success, as well as being profitable and highly rewarding, we are looking forward to expanding into further cities across the UK and are keen to speak to people who would like to join in our success.

2. DPDG Services

Our Customers

We work with a huge range of different types of businesses, and we are proud that our services can be of benefit to almost any type of business.

Just a few examples of typical clients are:

- 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 & 4 Income Streams

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.
- **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.
- **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.

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

3

3. Our Franchise Package

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

Territories are based on a postcode district with the opportunity to expand when needed, 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

We offer extensive training to run alongside a successful launch, 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 can have timetabled monthly video calls, but we will 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

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

We even run extensive direct mail and search engine campaigns on launch, targeting potential new customers for your franchise, we also carry out a traditional but highly effective call campaign for you pre launch to assist with getting leads and appointments.

We also have a number of national customers who we can 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, populate and manage multiple social media accounts for you to use to generate interest.

By following our proven marketing strategy and system, you start generating business from Day 1.

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

We have our own CRM system, which incorporates a workflow and lead management 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 initial and ongoing training in this system. It is easy to use, and you will find it really helps with the smooth running of the your business.

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?

- Are you looking for a new challenge?
- Are you used to dealing with small businesses, particularly B2C, and understand what makes them tick?
- Have you worked in marketing, so you have a strong sense of how to reach a target audience?
- Are you great at customer service and want to help small businesses?
- Do you have a background in logistics?
- Are you ambitious, entrepreneurial and want to make the most of what is a fantastic opportunity?
- Are you excited at the prospect of a new challenge?
- 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 one low fee which represents the best value in the market for the scale and potential of the package.

The franchise fee is just £1999.

On top of that, we don't charge a percentage of your income on top of that like most other franchises, our monthly fee is £199, enabling you to be highly profitable and maximise your own earning potential.

If you have any questions, please just ask.



6. Meet Our Franchisees

Experience of working with people benefited our Reading franchisee

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.”

"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.”

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!

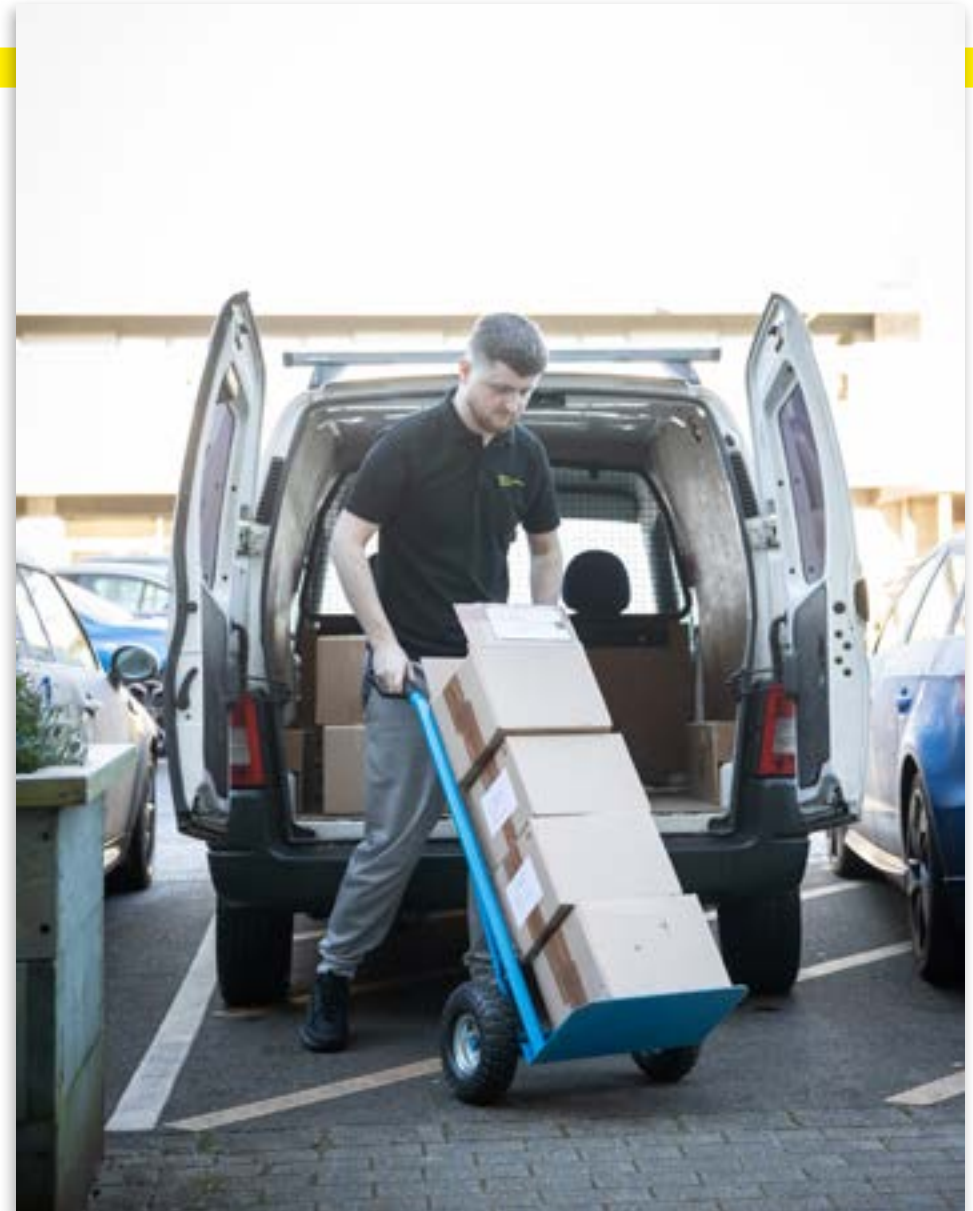
These projections are based on how we operate, using data going back at least six years.

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 Streams

- 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:

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.”

advertomedia

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 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. 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.

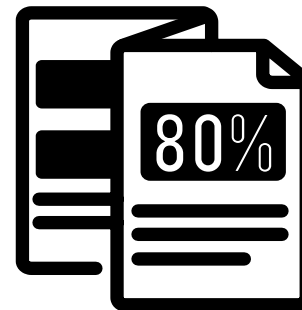
Even Covid didn't slow us down. Of course, many sectors – such as hospitality, leisure and retail – pulled up the shutters (literally) during lockdowns. But there were others – estate agency in particular – which flourished.

So, to those who think leafleting as a form of marketing is outdated, we say: think again, in fact this is the opposite demand grows year on year.

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. 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.



11

11. Frequently Asked Questions

What support will I get?

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 & regular support meetings.

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

What will my start-up costs be?

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 equipment will I need to get started?

A vehicle and a phone. That's it!

Will I need an office?

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?

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?

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?

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 access to a large territory, comprising up to 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.

12. 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
027 Filwood Green Business Park,
Filwood Park Lane,
Bristol,
BS4 1ET**

Or email: info@designprintdistributiongroup.co.uk



The
Design Print Distribution
Group