

Turnkey Business Model



quality
strength awareness
BRAND
loyalty trust
perception identity
marketing

Contents

Contents	2
Why Choose a Recycling Your IT Franchise	3
Proven Business Formula	3
Large Exclusive Territory	3
Credibility and use of Company Brand	3
Training and Ongoing Support	3
Assistance with raising Finance	3
Established Business	3
The Recycling Your IT Market Opportunity	4
Company Background and Marketplace.....	4
Products and Services	4
Why Franchising	5
The Training Process and Ongoing Support	6
Initial Training	6
Ongoing bespoke training	6
Recycling Your IT Earning Potential	7
Franchise Package and Costs	8
Next Steps and Further Enquiries	9

Why Choose a Recycling Your IT Franchise

Proven Business Formula

As a Recycling Your IT franchisee you will have the opportunity to build a successful business and earn a high income, working for yourself, but with the training, support and experience of an established business behind you. The group has a proven business formula which will form the basis on which you operate. The earning potential for a Recycling Your IT franchisee can be seen later in this prospectus.

The other great benefit to owning a business is that you could have a valuable asset that you can sell in the future. Not only have you got the opportunity to earn a high income, you have the potential to build a nest egg too.

Large Exclusive Territory

Each franchisee is given an exclusive large territory to work within. This means that only you can operate and market within your chosen area. The size of your area means that you have the opportunity to build a sizeable business over the coming years without being restricted by a small territory which would limit your potential.

Credibility and use of Company Brand

As part of the franchise agreement you get to use the "Recycling Your IT" processes, systems, name, logo, website, history and stationery. This gives you credibility and confidence to go out into the market place and get off to a good start. It also enhances your position in the mind of potential clients that they are dealing with an established and reputable company.

Training and Ongoing Support

Ongoing comprehensive training and support will be given to franchisees which combine on the job and office based training. Support and assistance is continually available to franchisees as part of the franchise offering. See the training section of this prospectus for more details.

Assistance with raising Finance

Finance packages are available for prospective franchisees if required. A business plan template has been developed which is then amended to suit your particular circumstances. This can then be shown to any High Street Bank or Lender either by yourself or with our assistance. This approach helps secure the lowest finance rates available.

Established Business

We have been operating since 2005 providing reliable collection Services to **business Clients** and quality products **to end users**. Our **experience and expertise** together with the effectiveness of our services means we are continually in demand. You will never feel you are on your own as you are part of Recycling Your IT.



The Recycling Your IT Market Opportunity

Company Background and Marketplace

According to Computer Aid International some 1,500,000 PCs were finding their way into land fill sites in the UK each year.

In 2006 changes in legislation in the UK meant that every business must dispose of their IT equipment in an environmentally friendly way, and every retailer must take responsibility for recycling when making sales of PCs to consumers.

Additionally, the fear of data theft and identity fraud means that every business now has to be very serious about how they dispose of their computer records at the end of a PCs life.

Recycling Your IT is a national brand with clients all over the UK. We recycle/refurbish computers and other IT equipment, and wipe sensitive data from hard drives.

The "Green effect" is on everyone's mind from the consumer up to government level. This is a captive market with huge earning potential. We don't have the resources to make a significant dent in the UK market without franchising the business therefore this is a unique opportunity.

Products and Services

The purpose of this business is to collect, refurbish, and recycle IT equipment, and to facilitate this through managing end-of-life assets for our customers. A key service at the end of life of IT equipment for many customers will be to wipe sensitive data from their hard drives. Our aim is to provide good value, but to concentrate on service and delivery, with expert advice.

On receiving assets, they are checked against a customer inventory, and the exact status recorded. There are then three routes that the equipment can take:

1. If it is of a sufficient quality, then it can be refurbished and resold; either via eBay, or through a network of PC technicians and IT companies. A customer may have requested that their hard disk be wiped; in this case certificates can be provided to authenticate the data removal.
2. If the equipment is not of a sufficient standard for resale, then it will either be harvested for useful components, that can be used to rebuild whole systems, or resold on their own.
3. Anything remaining will be broken down for raw material recycling. Metal, circuit boards and plastic are sold to specialist.
4. Our preference is to receive IT equipment only, although experience has shown that it is not always possible to insure that customers stick to the agreed inventory. Other WEEE is recycled for raw materials.

Why Franchising

Franchising is a fantastic way to start and run your own business – it provides you with an opportunity to earn a high income but with the support and backup of the franchisor behind you.

Starting a new business always carries a risk – new businesses are vulnerable. The degrees of vulnerability vary depending on:

- Knowledge
- Skill
- Financial resources
- Relevant abilities

Many who start up their own business lack some or all of these qualities. Many fail because they cannot learn quickly enough and the money runs out. With a franchise this risk is substantially reduced – because you are buying the experience and expertise of the franchisor. This will also help you to avoid making the same mistakes that they have made during their trading life.

You will be selling established products and services with a turnkey business plan and format for you to operate. This includes the brand, systems and processes, lead generation and marketing assistance plus help with raising finance if required.



The Training Process and Ongoing Support

Initial Training

Recycling Your IT have spent several months developing their franchisee training programme and operations manual. It has been designed to give a franchisee the required skills and knowledge to operate their own IT recycling business.

The initial training takes place over 2 weeks, the first at our offices near Stansted Airport, and the second at our recycling facility which is nearby and includes the following:

1. The business and how to find new clients.
2. Business mentoring by well know third party company.
3. Sales Training by our own Sales Director
4. Practical training in our own facility
5. Health & Safety
6. Regulations

This training gives you sufficient knowledge to confidently begin trading within your exclusive territory.

Ongoing bespoke training

Once you have had you initial training it doesn't stop there. Ongoing bespoke training is available to you at any time if you want more advanced training, or just some refresher training to go over anything again.

We feel that our training, support and backup are key features of our franchise offering. Recycling Your IT also provides comprehensive telephone and email support. This ensures that you are never left on your own, and support is available whenever you need it.



Recycling Your IT Earning Potential

Within 1 year –

- You should have 20 repeat customers plus 10 ad-hoc customers per month.
- Average resale of refurbished items via eBay and other routes should deliver £3,500 per month.
- Resale of scrap, optionally through Recycling Your IT Head Office should deliver a further £6,500 per month.
- Therefore total income per month after first year should be in the order of £10,000, equivalent to **£120,000 per year**

All that is needed to run this business is a small facility, a van, and maybe a couple of staff as the business grows: So **overheads can be kept to a minimum.**

There is every reason to believe that your franchise will grow at between 20-30% per year for the first 5 years, which would put your annual turnover figures in the order of:

Year 1	£80,000
Year 2	£130,000
Year 3	£160,000
Year 4	£190,000
Year 5	£220,000

This is an opportunity where your customers pay you to build stock that you can then sell at a significant profit.



Franchise Package and Costs

The cost of the Recycling Your IT Franchise is from £8500.00 (+VAT)

NB. All VAT is reclaimable and price depends on size or area taken.

The franchise includes the following:

- We want you to succeed so we truly believe you will not receive a better start than this!!!
- You will have an exclusive territory to trade in
- Permanent Head Office Support
- All calls are answered by our H/O and distributed by area/name.
- All account activities ie invoicing/payroll
- Use of our trademark name and marketing material.
- Web presence and marketing.
- Operations and Resource Manual
- You will get two weeks full training.
- We will provide all Environmental Licences, ISO, etc.

Ongoing fees

- There is an ongoing management fee of £2000 + VAT (Subject to territory size), payable monthly. First six months a free while you establish your business.
- Any additional stationary other than that which is provided is charged at cost.

Additional costs

You will need a small unit to start with of approximately 1000 square feet. You will need a white transit size van which must be no less than two years old. You will need equipment like air tools etc. As you grow additional equipment will be required to help you deal with the items in a more efficient way. This will be explained in full when you have your interview.



Next Steps and Further Enquiries

Who are we looking for to join us at Recycling Your IT?

We are looking for hard working individuals with drive and determination to succeed. We will only accept people who will be able to meet the level of quality and service that we have set; the characteristics we are looking for are as follows:

- Hard working
- Ambitious
- Professional
- Good at dealing with people
- Attention to detail and committed to customer service
- Looking to build a valuable business

Taking your application further

If having read through the prospectus you believe you have the necessary skills and desire to become a Recycling Your IT franchisee then you are ready to take your application further.

The next steps are for you to put together any questions you may have regarding the franchise and then arrange for you to come and view the operation first hand.

Please fill in the brief form on the next page and post it back to:

Kevin Dolan
Recycling Your IT
3rd Floor Endeavour House
Coopers End Road
Stansted Airport
Essex
CM24 1AL

Alternatively please ring Mr Dolan on 01279 215000. You can also e-mail him at Kevin@RecyclingYourIT.co.uk



Personal Details

Name	
Address	
Post Code	
Home Phone Number	
Mobile Number	
Fax Number	
E-Mail	
Date of birth	
Nationality	
Marital Status	
Are you in good health?	
Where did you hear about the franchise?	
Ideal franchise location	
Best time to call	
Home Office Equipment	
Computer	
Laptop	
Fax	
Printer	
Software Packages	
Brief Career Summary (last 3 years)	
Current Occupation	
If in business how long have you been trading?	
Have you got a criminal record? : Yes/No	
(if yes please expand)	
Have you ever been bankrupt? : Yes/No	
(if yes please expand)	
Have you sufficient capital to invest in the franchise and working capital? : Yes/No	
Would you need additional finance to invest in the franchise? Yes/No	
How many hours per week are you willing to work in the business? :	
Signature	
Date	