

# simplypondz<sup>LTD</sup>



— FRANCHISE PROSPECTUS —

[www.simplypondz.co.uk](http://www.simplypondz.co.uk) - 0800 689 1408 - [info@simplypondz.co.uk](mailto:info@simplypondz.co.uk)



# Welcome to the Simply Pondz Franchise Opportunity

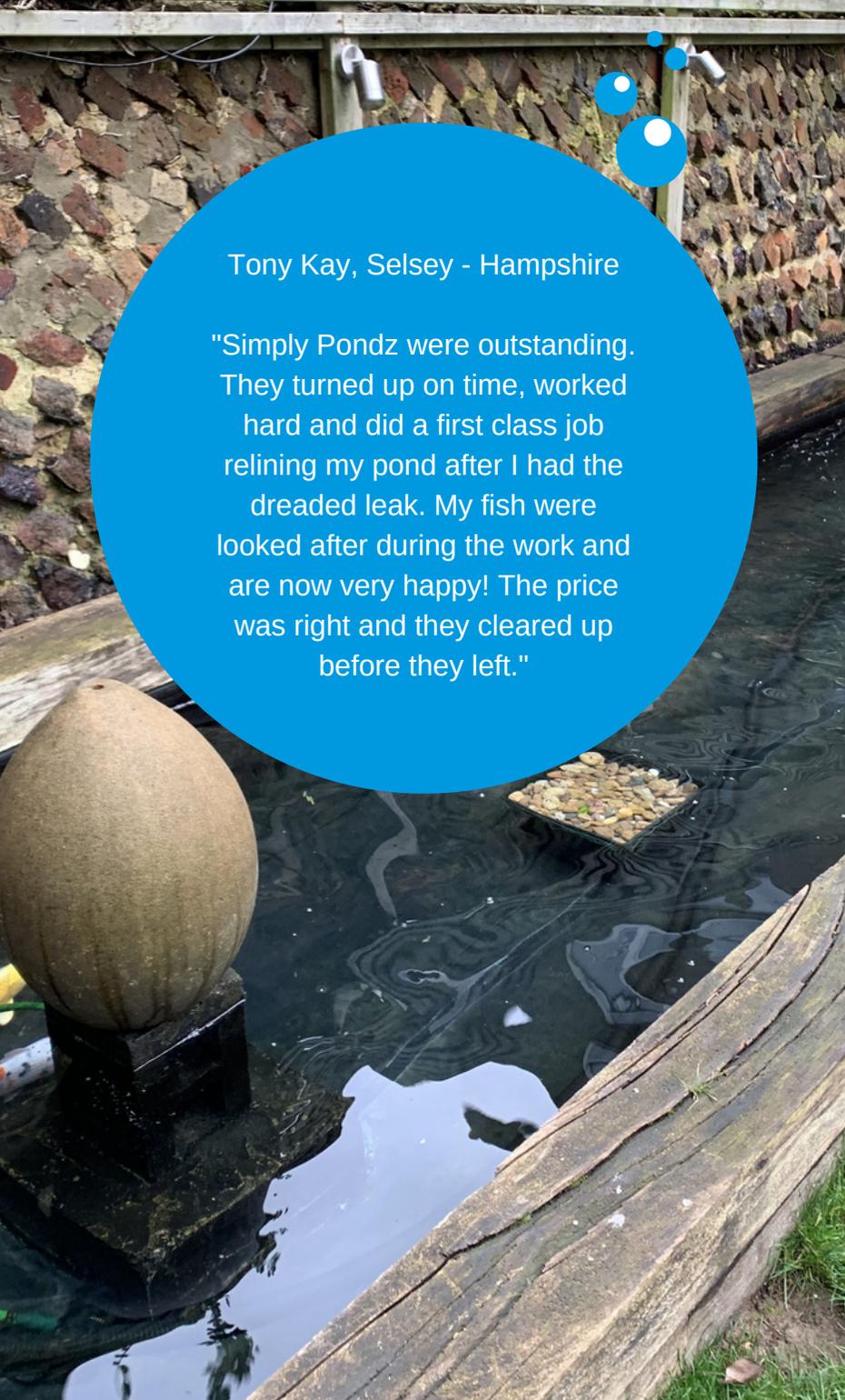
Would you love to work in The Great Outdoors?

Are you are looking for a flexible business to fit in with your lifestyle and family commitments?

Do you want to earn a great income working for yourself?

If the answer is yes then the Simply Pondz pond design and maintenance business could be just what you are looking for!





Tony Kay, Selsey - Hampshire

"Simply Pondz were outstanding. They turned up on time, worked hard and did a first class job relining my pond after I had the dreaded leak. My fish were looked after during the work and are now very happy! The price was right and they cleared up before they left."

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Simply Pondz have been operating for over 15 years and have built a healthy portfolio of work and happy customers from all over Sussex, Surrey and Hampshire. We pride ourselves in providing affordable and efficient pond building and maintenance services.

Due to the high demand for our services we are now looking to develop our existing operations through new Strategic Franchise Partnerships. The Simply Pondz franchise provides a great work/life balance and you can choose to run the business with a single van or grow it to be a multi van operation.

To help make your business a success we provide a proven business model, a strong brand, and all the equipment, training and support you need.

Most importantly of all, we offer you the opportunity to build a highly profitable business.



## About Our Business

Simply Pondz set up in 2005 by Darren Litherland. Darren has always had a passion for fish and angling. In order to fulfil his dream he enrolled on an in depth Fishery Studies and Aquatic Management course. During his time at college Darren accumulated many months work experience at a selection of fish farms, including the

Environment Agencies Calverton Fish Farm and Narborough Trout Farm and Course Fishing Lakes. He also spent many hours working at aquatic outlets such as Maidenhead Aquatics, Fishy Business and the Brighton Sea Life Centre.

Once his course was complete Darren immediately started to work in the industry he loved.

In 2005 Darren took the plunge and Simply Pondz began trading. It quickly became apparent that there was a real gap in the market for pond maintenance and installation and the business immediately took off. Simply Pondz has now been operating for over 15 years and has built a healthy portfolio of work and happy customers.



# Our Services

- Pond Design and Build
- Pond Cleaning
- Equipment Installations
- Pond Lining
- Refurbishment
- Pond Removal
- Repairs
- Green Water Solutions
- Blanket Weed Removals

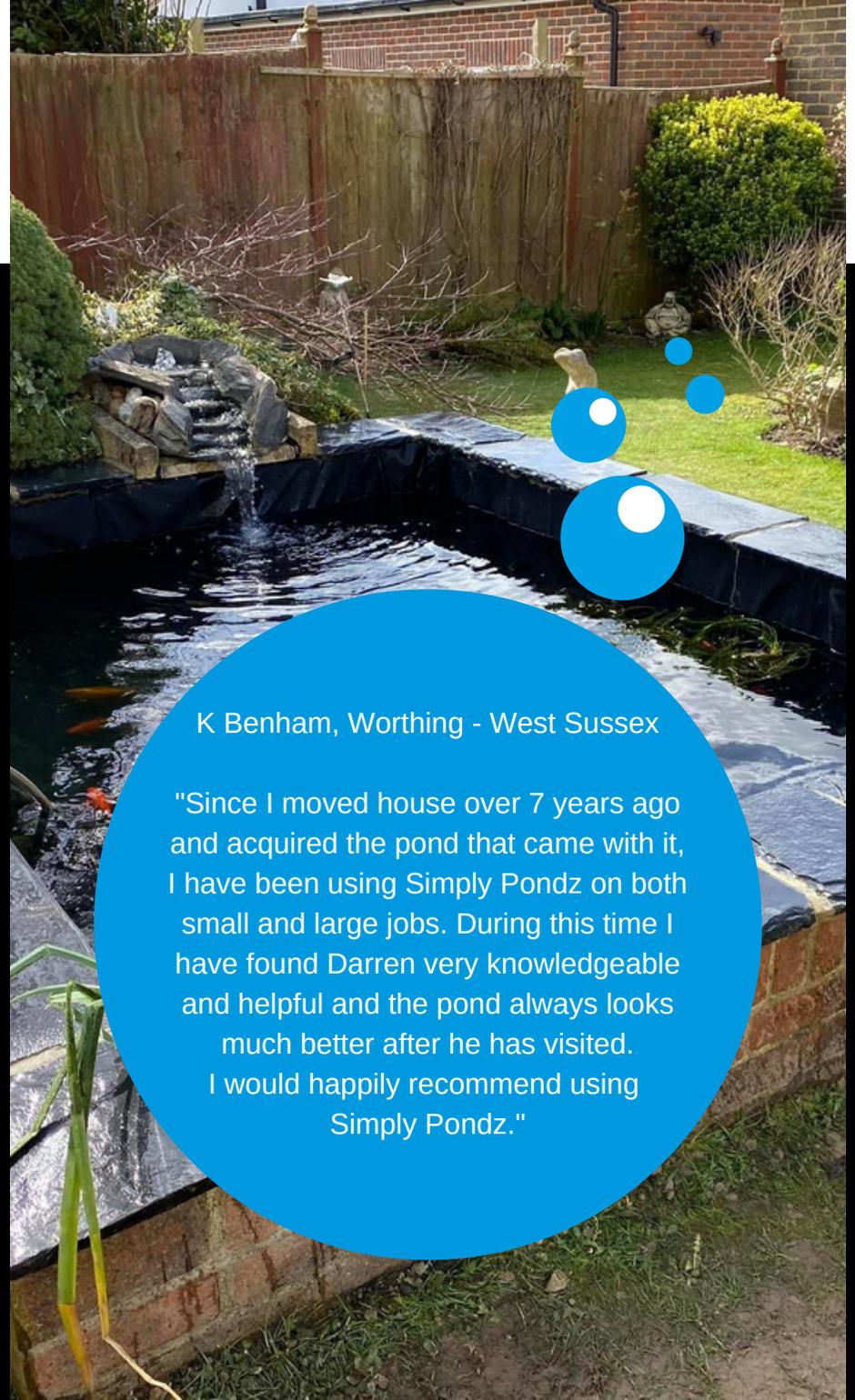


## The Opportunity

Ponds are a familiar feature of many field corners, village greens and gardens. They are generally small in size, ranging from one to twenty thousand square metres. There are thought to be around 500,000 ponds in Great Britain, plus around three million garden ponds.

Pond maintenance can be a highly profitable business and provide a good work/life balance when managed properly.

The Simply Pondz franchise gives you the opportunity to join this lucrative market using our proven business model, strong brand, and with all the training and support you need to make sure your business is a success.



K Benham, Worthing - West Sussex

"Since I moved house over 7 years ago and acquired the pond that came with it, I have been using Simply Pondz on both small and large jobs. During this time I have found Darren very knowledgeable and helpful and the pond always looks much better after he has visited. I would happily recommend using Simply Pondz."

# Why Choose the Simply Pondz Franchise?

## THE BRAND

The use of the Simply Pondz brand will set you apart from your competitors, we have an excellent reputation which promotes recognition, customers know what to expect from your company. This gives you instant leverage to go out into the market place and get off to a good start.

## LEAD GENERATION AND CUSTOMER RETENTION

We have a proven formula for generating customers for your business. Key areas we cover include target markets, sales activity and lead generation tools and techniques. It's not all about getting the customer in the first place, it's about keeping them coming back for more and this is where we excel.

## PROVEN BUSINESS FORMULA

As part of the Franchise Agreement you will operate using all the successful Simply Pondz proven business formula, processes and systems, brand, logo and website.

## COMPREHENSIVE TRAINING AND SUPPORT

The Simply Pondz Head Office team will provide you with comprehensive training and ongoing business support. Effective training is essential to the success of each franchise in terms of being able to run their business efficiently and successfully.

You will receive unique training and support throughout your time as a franchisee as we want you to become part of the successful Simply Pondz network.

## PROVEN BUSINESS FORMULA

Each franchisee will operate a large and exclusive UK territory. This means that only you can operate and market within your chosen area. Our generous territories have been designed using very specific criteria with complete fairness and scale-ability. This will enable you to maximise the opportunity for growth and revenue as your business naturally grows.



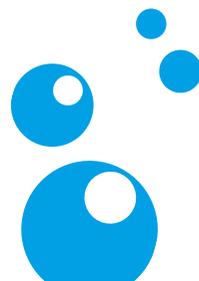
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## The Package

**Franchise Fee: £14,995 + VAT**

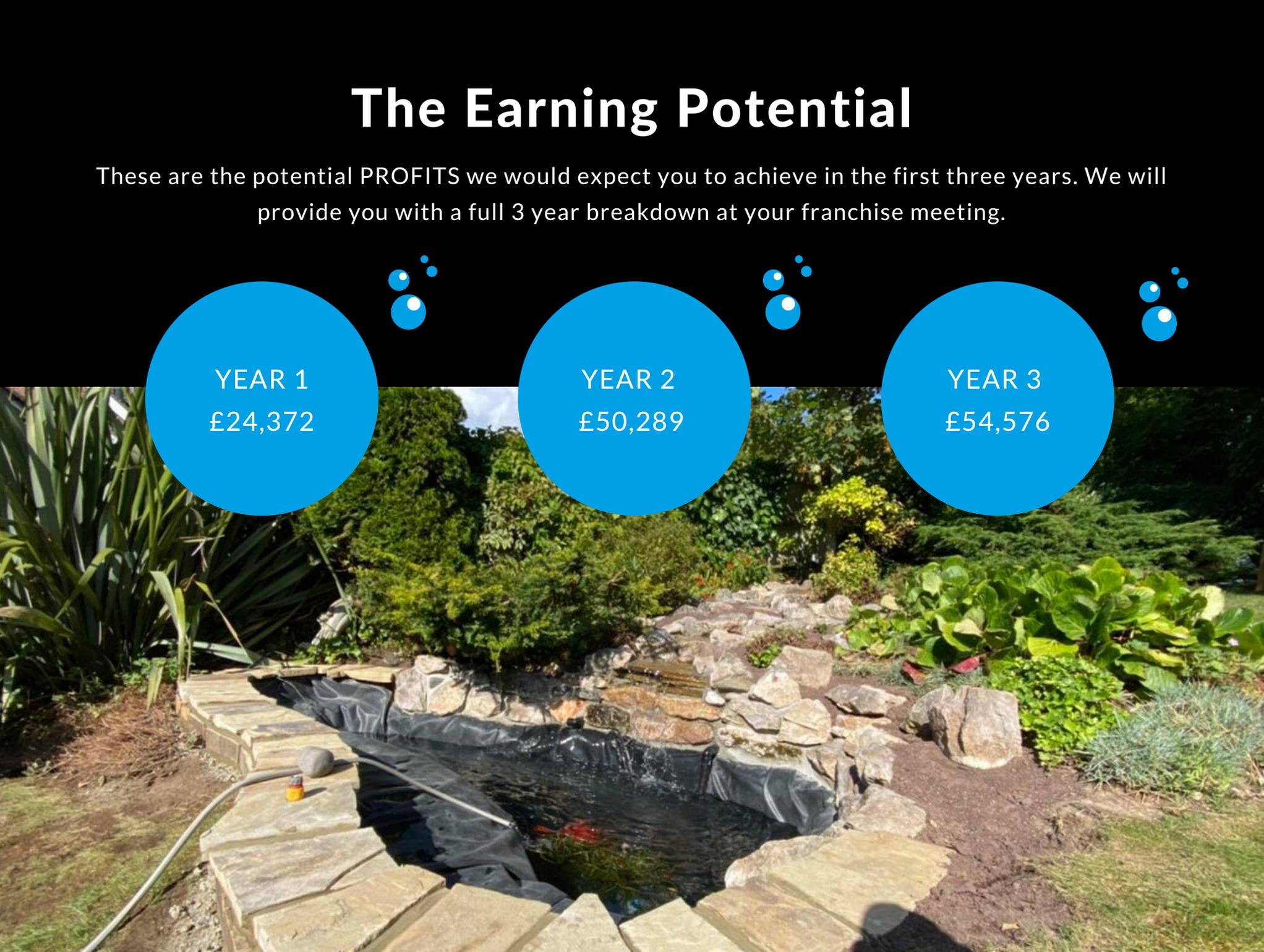
**Ongoing Fees: 10% of Turnover**

- Rights to use the Simply Pondz brand name
- Full training in all areas of the business
- Exclusive franchise territory
- Complete equipment package
- Vehicle sign writing
- Boarding for your vehicle
- Branded clothing
- Trade discounts on all equipment through your Simply Pondz trade account
- Marketing launch for your business
- Social media set up
- A central website
- Processes, systems and templates to run the business
- Ongoing support and regular business updates
- Stationery package



# The Earning Potential

These are the potential PROFITS we would expect you to achieve in the first three years. We will provide you with a full 3 year breakdown at your franchise meeting.



YEAR 1  
£24,372

YEAR 2  
£50,289

YEAR 3  
£54,576



## I'm Interested, What Do I Do Next?



### Express Your Interest

Call: 0800 689 1408

Email: [info@simplypondz.co.uk](mailto:info@simplypondz.co.uk)

### Telephone Conversation

A member of the Simply Pondz team will call you for an informal chat. This gives you the opportunity to ask any questions you may have and find out a bit more about the franchise offer.

### Face to Face

We will invite you to meet with a member of the team, this will give you the opportunity to discuss the franchise in more detail and receive all the financial information.

### Franchise Agreement

We will discuss your territory and package and put together your personalised copy of the Franchise Agreement. This is the time to make sure that you are happy with everything. Once you have signed the agreement and paid your franchise fee your training will begin and we will welcome you to the Simply Pondz team.

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