

Stock WATCH

STOCK MANAGEMENT FOR THE LICENSED TRADE



**FRANCHISING
OPPORTUNITY**

How does Stock Watch work?

Stock Watch is a professional, independent third party bar stocktaking solution for the hospitality sector. With over 35 years in the hospitality sector we have created an advanced custom-built stock-taking solution that reduces theft and improves the profitability for our clients. Studies have shown that the hospitality industry suffers from a "shrinkage" problem far exceeding any other sector. Beverage audits of bars, restaurants, hotels and clubs have revealed that these losses range from 15-35%, with the average loss being almost 20%!

Our sophisticated software and custom built support equipment allows us to provide instant accurate stock control reports with an independent perspective allowing managers to act instantly and change procedures.

As a franchisee the process of taking a Stock Watch stock take is efficient, accurate with instant results. The process is as follows:

PHASE 1: Stock Watch carry out an "Opening Stock" Audit and implement their recording systems.

PHASE 2: Stock Watch will return to the premises 2 weeks later and commence an audit on all stock cross referencing with the delivery dockets and sales on the clients system.

PHASE 3: Stock Watch will enter all of this information into their software which will immediately produce a summary report highlighting all anomalies.

PHASE 4: This report is then printed on site through the laptop and printer provided and included in your start – up franchise package and together with the manager/owner a one to one meeting is held to discuss any discrepancies and improvement procedures.

PHASE 5: A provisional date is set for the next audit which is usually every 4 weeks.

Our "One Stop Shop" Franchise Formula.

At Stock Watch our primary objective is to establish long-term profitable franchisees. We have created a franchising module that has been tailored to ensure that you get the necessary support and assistance to make sure that you achieve instant success in your new business venture. The Stock Watch franchising department has a wealth of experience in franchising both nationally and internationally and we will provide you with continuous support in every aspect of developing your business. Our franchise approach is as follows:

FIRST STEPS

One to One Meetings:

Each potential franchisee must complete the Stock Watch franchise application form. When we have received this we will arrange a one to one meeting where we will get to know you and understand your relevant experience. From this meeting we will have a clear understanding if it is in our mutual interest to proceed with the franchise application.

Territory Selection:

We believe that each territory has the potential earnings of €75,000 per annum e.g. 25 stocks per month €250.00 ex vat per stock. We will discuss with you the territories that are available and highlighted the business opportunity in this territory.

Financial Projections:

We will provide financial projections for the potential territory. We emphasise that no figures are guaranteed. We can also assist in the preparation of documents for financial institution that you may wish to approach to secure finance for the franchise.

Contracts:

Once agreement has been reached by both parties, Stock Watch shall present a contract. Once signed the initial franchisee fee is paid to Stock Watch.

Stock Watch Start-Up Pack:

Each individual franchisee shall receive the following Start-Up pack when contracts and franchisee fee has been paid:

- Laptop
- Printer and Printer Bag
- Access to the Stock Watch system
- Access to reporting templates
- Knee Pads, Torch
- Measurement Equipment, Scales (x2) and Keg Stand
- Report Covers, Envelopes
- Clipboards, Pen, Ruler
- Briefcase, Filofax, Notebook, Calculator



Training:

Our training program is an intense schedule and is dependent on the relevant experience of the franchisee. Each franchisee shall receive an Operations Manual which is a detailed guide on how the Stock Watch business is run. The Operations Manual will detail all of the supporting function of the Stock Watch system and will provide you with in-depth knowledge and information on how to run your business.



SECOND STEPS Stock Watch Franchise Support Services:

For each individual Stock Watch franchisee there will be a number of factors that can be attributed to their success. The most common is support services of the franchising department.

At Stock watch we will provide you with continuous support in the following areas:

- Monthly Performance and Sales Reviews
- Business Development
- Continuous Improvement program
- Sales & Marketing Support
- Financial projections
- Operational Support



Questions that you may have...

1) What is the cost of a Stock Watch franchise and what does it include?

- Stock Watch has an initial once – off payment of €25,000 + Vat upon signing of contracts. This fee is used by Stock Watch as a contribution towards the costs as outlined in the “One Stop Shop Franchising” formula. The franchise includes:
 - Set-up package
 - Training programme
 - Access to Watch Stock system
 - Email address
 - Use of Stock Watch name and logo
 - Ongoing support meetings
- Annual royalties for the licensing of the brand are 7.5% of Gross Sales Turnover (excluding VAT)

2) What is the Term of a Stock Watch franchise?

- The Stock Watch franchise agreement is for an initial 10 years with the possibility of extending for a further 10 years.

3) Are there any restrictions as to the location I can work in?

- Each franchisee shall be assigned a territory in order for them to operate a long-term profitable business. This shall be agreed in advance of signing contracts.

4) Is there a training program?

- Stock Watch has an intense training program. The training depends on the level of relevant experience of the new franchisee in this sector. The Stock Watch training program is outlined in the First Steps of our “One Stop Shop” franchising Formula.

5) What are the running costs of my business?

- Most people run their business from home so the operational costs are extremely low.



More Information

Stock Watch Franchising Ltd is presenting you with the best franchising opportunity in Ireland.

In order to become part of our success story, please contact us at:

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