

# FASTSIGNS®

Discover a Win-Win  
Franchise Opportunity



CONTENT  
DEVELOPMENT



SIGNS &  
GRAPHICS



INTERACTIVE  
& DIGITAL



PROMOTIONAL  
PRODUCTS



CORPORATE  
IDENTITY



INTERIOR  
DECOR



PROJECT  
MANAGEMENT



EXHIBITS  
& DISPLAYS

Discover a place where creativity and technology meet to visually impact the business community



## Congratulations, you have taken the first step in an exciting journey

The lifeblood of any franchise operation is the franchisee. Their success is the reason that we have become a global leader in the sign and graphics industry - with over 660 FASTSIGNS franchisees worldwide. This is backed up with over 35 years of experience in providing the best training, advice and support to guarantee to give you the best possible start for your business success. At FASTSIGNS we have just one goal: to help our franchisees succeed in building and maintaining high sales volumes and maximising their profit potential.

As a franchisee, you will reap the benefits of world-class technology and advice, plus the internationally recognised FASTSIGNS trademark and brand name. We're proud of our heritage and the consumer reputation that we've earned. FASTSIGNS outperforms other sign franchises year after year. But don't take my word for it, read what our franchisees have to say and see how you can join our worldwide team.

John Davies  
Managing Director, United Kingdom  
[john.davies@fastsigns.com](mailto:john.davies@fastsigns.com)



## **Richard Towers, Peterborough, Established 2005**

I wanted to be open from Monday to Friday, preferring to deal with business people, in business hours. Being my own boss was important. This was a personal choice since my background was in the extremely demanding fast food sector. I wanted a business-to-business franchise that gave me enough help whilst moving into a new industry. Also I wanted a tried and trusted brand and a business model that worked anywhere in the world. Managing my own business was important so a single operator, 'man in a van' franchise was not for me. The industry sector was also important, but the values of the business had to match the way I think and the way I like to do business.

The marketplace had to be dynamic and I love working indoors and outside as well. Plenty of variety was also on the list: a mixture of manufacturing, administration and selling. Two days never being the same. FASTSIGNS met the brief.

## **Trevor and Mark Davies, Huddersfield, Established 2005**

We are a father and son and have unique backgrounds in motor racing and small business management. I previously owned a food industry company, and my son, Mark, was a racing driver for Renault Sport U.K. We opened a new FASTSIGNS Centre in Huddersfield in spring 2005.

We attribute our success to an ability to work well together, and to a good division of responsibilities in the Centre. I handle sales and marketing operations, while Mark works in design production and general management. "We've developed a great system that plays to our individual strengths," says Mark. "My dad and I knew that working together potentially could have its challenges, but so far, everything is working far better than we had ever hoped." We decided to locate our Centre in Huddersfield because of the outstanding commercial and residential growth in the area. We wanted a service-led business that would utilise our skills in an exciting, growing industry.

**I needed a change of direction and I wanted to be my own boss.**

**—Richard Towers**



**We were looking for a business opportunity where we could work together.**

**— Trevor and Mark Davies**

**Choosing the right sign franchies opportunity wasn't difficult once we spoke to FASTSIGNS — Jenny Borham**



**FASTSIGNS offer an unrivaled level of training and practical help to keep you ahead of the competition**

## **Jenny Boreham, Chelmsford, Established 1996**

A walk down the high street was a real eye opener. Signs were in shop windows, outside and inside every building. Small businesses, large companies, signs were everywhere - there were direction signs, display signs, company logos, advertising banners, vehicles with signs, signs for health and safety and much more - simple labels and stickers for example. Everyone seemed to have bought signs to provide information and to sell their goods and services.

I now know what FASTSIGNS said is true; customers are business professionals, accustomed to personalised treatment, quality products and on-time service.

They appreciate expert consultation; advice and can become loyal customers who provide ongoing business in the future.

### **What do FASTSIGNS offer?**

FASTSIGNS will provide the managed franchise business system, the use of the FASTSIGNS brand name, assistance with business set up, training on all aspects of the business both technical and nontechnical.

FASTSIGNS will also provide first class ongoing support that helps you to succeed. Remember - you may be starting up - but FASTSIGNS have helped over 660 others, like you.

**The FASTSIGNS Centre** itself is the high-energy environment filled with creative activity. The layout of the showroom encourages customers to observe the entire sign-making process, from on screen layout to finished product.

**The most up-to-date computer technology** creates custom made signs and graphics, banners, exhibitions, vehicle graphics and much more.

**FASTSIGNS** are open and transparent about sales levels, costs, where money is spent, profit margins, and the technical and commercial support available from headquarters and from the network of responsive, talented franchisees. Behind the scenes, logos, designs and graphics are readily available to access and use electronically in the Centres.

**FASTSIGNS** have a consistent marketing plan that works locally and nationally to help bring in customers and enhance the image and awareness of the brand. Regular meetings are a vital part of the system which keep the franchisees in touch.

**A proven business system has much to offer you.**



**Which of these important qualities do you have?**

Are you a self-starter, high energy, hard working, with an ability to manage and delegate, to rely on others?

Do you have:

The desire, a passion even, to work and own your own business?

A need for an existing business model with proven operations and systems, which will allow you to speed up the commercial opportunity (the FASTSIGNS franchise system)?

The willingness to deal with a fast-paced marketplace and continuous changing technology? (supported by the advances made at FASTSIGNS). Also an ability to meet deadlines and provide a personal service to a wide range of potential industries?

If you have experience in operations, marketing or sales, then you are already ahead of the game.

**Make the move to change the direction of your life today and join the winning team.**





In confidence, we can discuss business plans, a return on your investment, cash flow, and personal goals.

What you don't necessarily need is experience in the sign industry. A full training curriculum is provided.

## The FASTSIGNS world-class advantage.

FASTSIGNS have been established for over 35 years and are leaders in sign and visual communications industry. The strategic, philosophical and operational differences mean FASTSIGNS outperform other sign franchises, year after year. We are renowned for our ability to transfer the system to local level and accelerate your business performance.



## Training and Support

You receive expert help in the areas of:

- Site selection - lease negotiation
- The most up to date training and staff development (you are not on your own)
- Unmatched e-commerce marketing strategies and tools
- Customised marketing plans for your Centre
- Protected, dedicated territory
- Continuous research and development
- Four weeks of initial training including 2 weeks on-site training



## So what is the application process like?

The meetings with John Davies, UK Managing Director, are confidential and thorough. The support from your Franchise Business Consultant, is thoughtful and inspiring.

Discussions are two-way, no interrogations, nothing is too small to be aired and considered. Nothing is too complicated either. There is no pressure. You'll feel part of a family. The system is transparent - all steps crystal clear.



The marketing plan is consistent and high profile - providing the right image, and level of brand awareness to bring in customers. Using the most up-to-date technology to keep you ahead of the competition.

You will experience the success that comes from following the FASTSIGNS system all the while allowing you, the franchisee, to manage our own business according to local requirements.

Our FASTSIGNS Franchisees are continually recognised for innovation and excellence within the sign industry. We are proud to have such an engaged and active franchise system.

## Your next steps to becoming a FASTSIGNS franchisee

Schedule an exploratory meeting at a FASTSIGNS Centre to discuss the market, the business and your ambitions. From this you can decide if this is the business life for you. This normally leads to a full presentation of the business opportunity (after signing a Non Disclosure Agreement), at our Stafford Head Office.

At the Stafford Head Office, Confidential details are made available, regarding all FASTSIGNS' systems and operations as well as a full cash flow projection for years 1, 2, and 3. It is strongly recommended that any business partners you may have be present.

Once your franchise application is processed, FASTSIGNS leadership will review your application and make the decision on awarding the Franchise. We take great consideration regarding whether the FASTSIGNS franchise system is the right fit for both you and the FASTSIGNS Franchise.

For more information visit:

[www.fastsigns.co.uk/franchise-opportunities](http://www.fastsigns.co.uk/franchise-opportunities) and complete our Enquiry form.

Alternatively you can contact John Davies at 01785 253140 or via email: [john.davies@fastsigns.com](mailto:john.davies@fastsigns.com)



# **FASTSIGNS**

More than fast. More than signs.

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