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FRANCHISE PROSPECTUS 2019



FRANCHISE CONTACT

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An Exciting Opportunity

Be Part of Something Exciting

In 2017 Imagination Station was launched with the aim of becoming a leading Pop Up Event & Childrens Party Entertainer in the North West. Our events are Fun, Exciting and Relaxed. Children can enjoy a variety of creative activities from painting to slime, canvas art to dream catcher design.

Children love the activities and parents enjoy spending quality time with their children and have the opportunity to socialise with other parents during our events. 85% of activities available at our events have been designed and produced in house so are exclusive too Imagination Station and wont be found anywhere else.

Since launching Imagination Station have hosted events in Greater Manchester, Bury, Preston, Chorley, St Annes, Blackpool, Bootle, Liverpool, Warrington, Wigan, Bolton, Cheshire & North Wales. Working in Shopping Centres, Family Pubs, School Fairs, Festivals, Soft Play, Leisure Venues, Cafes & Restaurants.

Huge Pool of Potential Customers

You will own your exclusive territory in which you will operate. You will deliver Imagination Station events at venues in and around your area with full support from Imagination Station HQ. We will work with you on a programme of events that have exciting themes and a proven track record to maximise your turnout and revenue.

Be Part of something Exciting that fits around you and your family!





Franchise or Go It Alone?

Thinking of Starting Your Own Business?

Choosing the proven concept of an Imagination Station franchise may be the perfect solution if you're looking to get working straight away and reap the rewards as soon as you start. Let's take a look at why.

	Franchise	Going Alone
Start Up Costs:	Fixed Franchise fee & Set up cost	Difficulty budgeting for the unexpected
Training:	Full Training provided from an experienced team	Learn from your mistakes as you go along
Branding & Marketing:	Recognised Branding & Website	Expensive Logo design & website build
Print Material:	Designed for you every month	Time & Money with graphic designer & printer
Social Presence:	Join an already interactive growing online audience	Start from scratch with an online profile
Equipment & Stock:	Equipment & Stock package delivered to door	Source Suppliers, negotiate payment terms
Support:	Full support, advice & guidance from the team	No support or anyone to bounce ideas off
Know-How:	Tried & Tested Business Model	Invest time & Money developing your model
Venues:	Assistance finding your venues	Determine what works and venues available
Competition:	We stay ahead by introducing new products every season Plus our activities are exclusive to us!	Time spent on determining who your competition is and how to compete
Profit:	Our mode works which means you can start earning immediately	Enter the unknown

With immediate access to everything you need to start your Franchise plus ongoing support throughout your business journey, Imagination Station offers great value for people looking too bring in a second income or work around family commitments

Earning Potential

How much you earn will depend on the level of effort you put in but in a typical year you can expect to deliver an average of:

Birthday Parties: Our parties suitable for ages 4—10—average party spend is £150 average cost is £25

Pop Up Events: School holidays and Weekends - £500 in 1 day is achievable— Average day in a shopping centre £350 cost £100

Festivals: family festival - Average day £650 cost £250

Retail Sales: Franchisees are invited to sell Imagination Station Art & Craft Kits to their customers for financial return. Benefit from additional income and increased awareness in your local area.



Next Steps

By joining our growing team you will be part of a network of like-minded people. To support our unique brand we want to ensure we grow with the right people. Imagination Station has a fantastic reputation of friendly staff and this is essential to the growth and future of the company. We ensure franchisees are both right for Imagination Station and that Imagination Station is right for the potential franchisee. We offer great value for money and our selection process is very competitive.

The Franchise Award Process



Following on from becoming an official franchisee, you will be invited for two days of training which will cover, business operations, management, marketing, development, products and activities

Start-up Package

During your training The Imagination Station Team will be working hard behind the scenes preparing everything for you to launch your business.

Here is some of what you can expect:

- A personalised web page & imagination station email
- Business Cards and Print marketing for you to take back and distribute to market your business
- Event signage to display at all your upcoming events and parties
- A Full Starter pack of all activities, utensils and materials to get you started
- Pop Up Furniture
- Your Imagination Station Aprons for you and your guests to wear



The Financials

A final reminder of what to expect from becoming an Imagination Station Franchisee

- Have a career that works around your life and commitments
- You are part of a wonderful supportive team of like minded people
- You have great earning potential
- You get to be your own boss but you are not alone in your business
- You are working in a fun ever changing environment
- You will be contributing to children and family having creative quality fun times together

Start Up Investment: £4,999

Your start up investment includes enough stock and materials to last over 4 months trading.

You will be able to then order replacements for all your stock as and when it sells.

Monthly License Fee £100 per month

Earning Potential

How much your earn will depend on the level of effort you put in:

Birthday Parties: suitable for ages 4—10 based on a party of 10 children = £150 cost is £25

Pop Up Events: School Holidays and Weekends - £500 in 1 day is achievable— Average day in a shopping centre £250 cost £100

Festivals: family festival - Average day £500 cost £250

Retail Sales: Franchisees are invited to sell Imagination Station Art & Craft Kits to their customers for financial return. Benefit from additional income and increased awareness in your local area.

During your training we will go through all avenues of potential revenue streams



FAQS

- Where does the training taking place?
Training is held in Greater Manchester over 2 days
- Do I have to pay my Franchise fee in one instalment?
It is preferable but we can discuss other options on request
- When do I have to pay my monthly license fee?
Payment of monthly license fee's start in month 3, you get the first two months free
- How many events do I have to deliver?
You will be required to deliver a minimum of 2 events a month
- Do I need a helper?
Depending on what activities you are providing depends if you need a helper, some activities you will want an extra pair of hands others you will be extremely capable of managing groups on your own - being part of the team we can also help out with extra staff, so should other team members be free and local they may come to assist
- What kind of person do you think this job suits?
A friendly organised person who likes being around children and their families, someone who is bubbly, smiley and confident—you don't need to be super creative or crafty!
- Can I do this as a second or part time job?
Yes you can., however your potential to earn money directly relates to how proactive your are in booking events.
- Can I Bring my Children along with me?
Yes to events, we actively encourage it, but not to birthday parties you are hosting
- What size car do I need?
A normal family car is fine, however, sometimes you would not be able to fit your children in the back as sometimes you will need to bring folding tables where you will need the back seats
- What Storage do I need?
You will need space to store your kit but not a huge amount as boxes stack and tables fold
- How big would my Franchise area be?
We will work with you to scope out your territory, we recommend you do not travel further than an hour
- What are my ongoing costs?
You will sometimes pay for venue hire, and you will have to pay for materials as you run out
- Where do I buy my kits from?
You purchase all your products directly from Imagination Station, although after your initial start up kit has run out you will be free to buy some materials/utensils from other shops



Excited to Get Started?

Email Kelly on Fun@imaginationstation-mcr.co.uk to apply now.

You will be asked to fill in an initial enquiry form so we can get to know a little about you and what you do. Then Kelly will get in touch and we can get the ball rolling!

