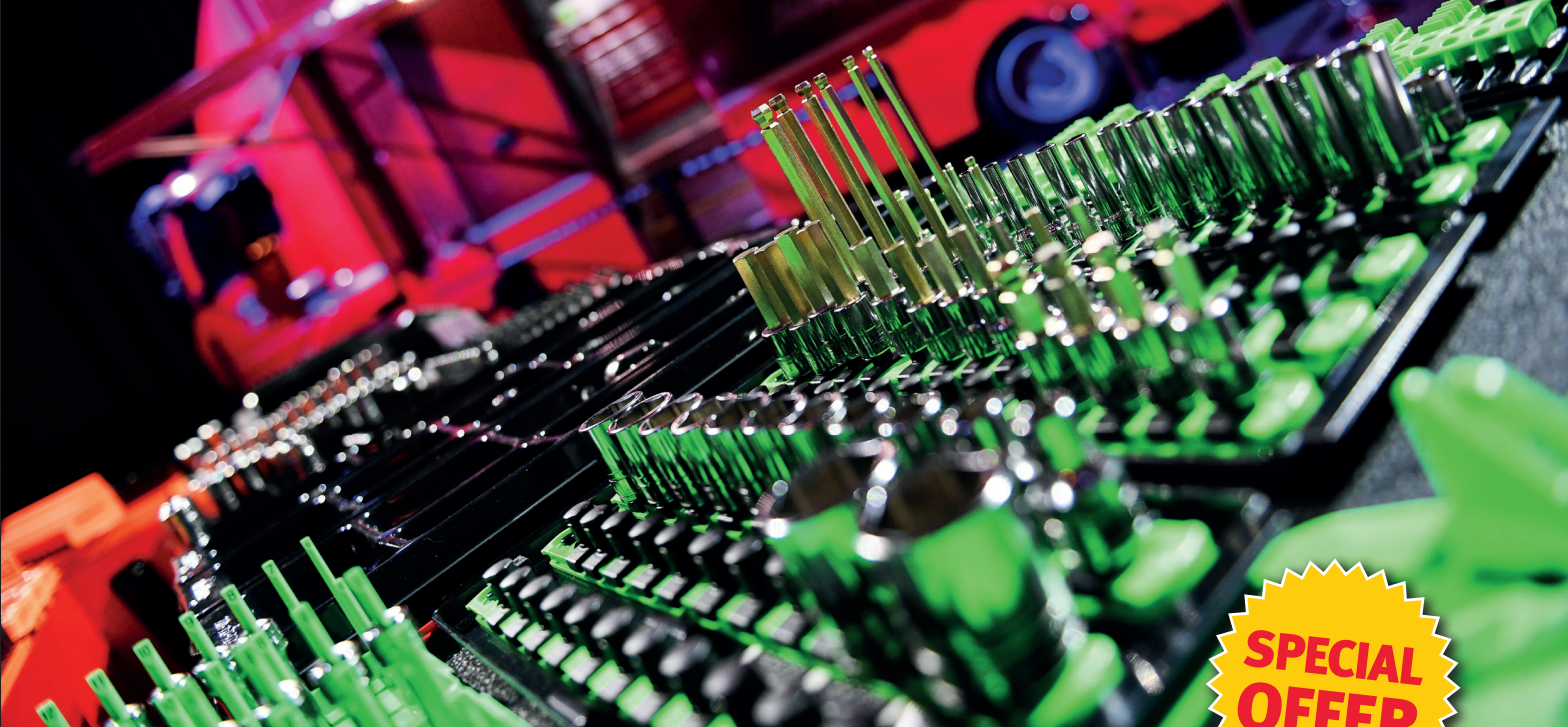




**BE YOUR OWN BOSS**  
**FOR LESS THAN £12K!**

**SPECIAL  
OFFER**





**SPECIAL  
OFFER**

*"I'm driven to be the best and to provide a great lifestyle for my family, that includes the big house and the nice car - I'm not ashamed to say so. I want to be able to look back in a few years' time and say, 'that's mine, I built that'."*

Craig Bishop, North Dorset franchisee.



*"Snap-on teach you all the basics you need to get you on your way. Even now, if I don't know something about the latest spanner, someone at head office will. Nothing is ever too much for them and, as long as I'm working hard and watching my bottom line, everything else just seems to fall into place."*

Matthew Shelley,  
North Cornwall franchisee.

## Work for yourself, not by yourself!

You already know Snap-on as the number one professional tool brand in the world. What you may not know is that Snap-on is also a fantastic business opportunity. **Usual business start-up costs are £24,143 but for a limited time only you need just £11,755<sup>1</sup> and we'll fund the rest! That's right, for less than £12K you get to start your own Snap-on franchise!**

- ▶ A Snap-on franchise is a mobile tool store that YOU own
- ▶ Sell the world's leading tool brand directly to professionals - like yourself
- ▶ Operate in your own exclusive territory
- ▶ Follow our proven business model
- ▶ Get full training and a lifetime of support from our expert team

## Who can be a Snap-on franchisee?

Almost anyone! It's all about attitude...

We look for someone who has great people skills and the ability to really build relationships with customers. You need to be dedicated and willing to put in some serious effort but so long as you have a great attitude and the motivation, we can teach you all you need to build a profitable, rewarding business.

## What's it like owning a Snap-on franchise?

No two days are the same, and that's something that franchisees tell us they love! Daily activities include:

- ▶ Planning your day! Using the dedicated point of sale system you can easily prepare your bespoke sales pitch for every customer
- ▶ Merchandising! Snap-on will provide you with plenty of sales promotions but you get to dress your store your way to entice customers to buy more!
- ▶ Delivering exceptional service to your customers, identifying their wants and needs and offering them a solution
- ▶ Back of house admin like banking, stock checks and ordering

You'll visit on average 20 garages each day where your customers will be waiting for you. Some will want to know 'what's new Snappy?' whilst others may need help with repairs or things like upgrades and trade-ins. We're all about working smart so have developed state-of-the-art software that can auto-route your working weeks, Monday to Friday. It starts furthest away and works you closer to home as you get to Friday - that's why, on average, our franchisees mileage is less than 10,000 per year.



## Never run your own business before? No problem.

We've trained over 430 franchisees in the UK - people just like you. Training starts with you jetting off for ten days of classroom-style training in the US where you will learn how to run a successful Snap-on franchise.

You will then return to our UK head office in Kettering where you will meet the staff who will support you on a daily basis and collect your very own custom-built mobile store!

We are committed to making sure you have the best possible start to building your business and, once you're out on the road, your one-to-one training continues with your dedicated Franchise Developer who will ride with you for your first five weeks.

As part of our six-month intensive onboarding process, you'll then receive a further 31 days of on-van support from a Sales Developer and Business Manager over the following five months. That's 51 contact days in your first six months!

## Support for life.

Our team of over 150 head office staff support you in all aspects of your business; from sales and marketing to product, IT and finance. After your six-month on-boarding programme, you'll find your Franchise Performance Team are there to support you for life!

Your Business Manager will conduct regular business reviews with you to analyse your business and identify areas for growth. Your Sales Developer will help you to maximise your sales potential and achieve your growth goals, so, the sky really is the limit!

We hold monthly and quarterly franchisee forums, an annual conference and our legendary tool show. We also have a National Franchisee Advisory Council and dedicated head office support line.

## Our no-nonsense, help-to-buy scheme.

Even with our amazing offer, you can still take advantage of our help-to-buy scheme. Snap-on Finance is our in-house bank which offers business loans to fund the purchase of your franchise. To start your very own Snap-on franchise, you need just £11,755 and then, we'll fund the remaining investment on a ten-year interest-bearing loan<sup>2</sup>.

- ▶ Cut-out the high-street banks
- ▶ Get finance from people who truly understand your business... us!
- ▶ A 3-month repayment break to help you as you launch
- ▶ Fixed monthly repayments mean there's never any surprises!

With Snap-on there are no monthly royalties to pay and no initial training fees like most other franchisors charge so you keep 100% of your profits.

<sup>1</sup>this offer applies to selected territories only and to be eligible, you must launch your business before the end of 2019.  
<sup>2</sup>subject to personal circumstances.

*"It's not hard to see why the guys who join stay in the business for 10, 20, 30 years - Snap-on is a way of life."*

Kenny Ferguson,  
Mallusk, Northern Ireland, franchisee.



*"It's like I wake up in the morning and just go into Snap-on mode! Whether I'm thinking about what orders I have for that day, what route I'm on for the morning, or plans for the following week, I very rarely wake up in the morning without thinking about the day ahead. I think that's a great indication of how much I love what I do and my passion for Snap-on."*

Steve Handrick, Devizes franchisee.



*"I'm determined to build a really profitable business – my aim is to hit sales of £8k per week, I actually don't think I'm far off that already. I just love making the sales, it's really rewarding. And knowing you're supplying a fantastic product that's going to make all the difference to the guys out in the field is the icing on the cake."*

James Dainton, Horwich franchisee.



## Never just a man in a van.

**Our moto is: in business for yourself but never by yourself.**

When you join us you're part of a team, our network is our family. As a Snap-on franchisee, you are matched to one of our Franchise Performance Teams who each have clearly defined roles in order to support you in all areas of your business - that means always knowing who's going to be on the other end of the phone or visiting you in person.

- ▶ Become part of a team of over 430 likeminded business owners
- ▶ Monthly franchisee forums for training, new product launches and sharing ideas
- ▶ Quarterly regional forums
- ▶ An annual conference and our legendary tool show!
- ▶ National Franchisee Advisory Council - have your say in business strategy
- ▶ Dedicated team of over 150 support staff at head office

## Proud to be Snap-on.

We were proudly voted the UK's number 1 van franchise by the Elite Top 100 in 2018.

We have been finalists every year for the last 5 years at the Franchise Marketing Awards, and we won in 2017 for going the extra mile to support our franchisees from day one with marketing their business.

Our franchisees have been shortlisted in the British Franchise Awards every year since 2014! In 2019 Craig Bishop won 'Young Male Franchisee of the Year' for his exceptional performance, growth and being an inspiration to other would-be franchisees.

## Next steps.

Snap up this special offer today! If you've got the drive and determination to be your own boss, then we want to help you achieve it. Give us a call or drop us a line on the details below, it's that simple. There's no pushy sales, just the facts about the franchise and how we will support you to build a profitable business, for less.



Call our dedicated recruitment manager on **07770 728 615**

or visit **[www.snaponfranchise.co.uk](http://www.snaponfranchise.co.uk)**.

Complete the contact form and we'll get in touch to have a chat.