

## Raring2go! Belfast franchisee launches first magazine to a fantastic reception

Terry Hughes, Raring2go!'s first franchisee in Ireland, has distributed her first community focused magazine in Belfast and reports receiving a fantastic response.

Raring2go! is the definitive magazine and website of what to do and where to go for parents and children up to nine years. All information available in the magazines is also available online and the website is extensively promoted in the magazine. As a genuinely part-time opportunity Terry has been able to achieve the work/life balance that she was searching for.

"I was working long hours in Scotland in business development and wanted to achieve a better work/life balance and move back to Ireland," said Terry. "I wanted a business that was enjoyable, something I believed in, that was financially viable with the potential for future growth. Raring2go! offered an exciting product and I was lucky enough to secure a key area in Northern Ireland. When I met with the franchise team I found them to be positive and motivational people who believed in the product."

Having completed her three days' training in the UK, which covered all the main areas of the business, Terry moved back to Ireland and started work straight away. Terry has recently distributed 10,000 copies of her first magazine through primary schools and



Terry Hughes, Raring2go! Belfast

has been very pleased with the response so far. "Raring2go! is a great product and the response has been fantastic," Terry confirms.

"Getting my first magazine published was my short-term plan. In the long-term I'm aiming to build the business and expand distribution – Belfast offers great value. It's been really great to learn something new and very different. Since publishing the magazine I've been inundated with emails, which is super."

As part of an 90 strong network of franchisees Terry has access to ongoing support and says that she communicates with head office every Monday via a conference call: "The support from Raring2go! has been great. The printers in Brighton have also provided a fantastic support service and have really helped me to understand the publishing world."

## Franchising in Ireland grows

During 2006, the franchise sector in Ireland showed sustained growth of at least 12 per cent, according to the Irish Franchise Association (IFA). There are now 260 systems in operation, with 2,500 franchisees/outlets and employing more than 22,000 people.

In addition, the IFA grew its membership base by 20 per cent, including new franchisors and franchise consultants. IFA Chairman, John Green, said: "Increased interest in franchising as a means of starting or expanding a business was evidenced by excellent attendances at our six regional franchisee seminars and presentations to third-level colleges, Enterprise Boards and business organisations. Our website is enjoying a record number of hits and the IFA has attracted good levels of publicity."

### INTERVIEW ♦

#### Cleaning Doctor Liam Hennessy, Oldcastle, County Meath



A Cleaning Doctor franchise is an excellent opportunity for anyone who wants to start a business. It's not too expensive and you have the backup of a whole network. With Cleaning Doctor you don't start at the bottom, you start halfway up.

Willie Little, the franchisor, spoke very well and was really enthusiastic. I could see the potential of the business and could see the opportunities where I live.

The training was very interesting and explained everything in detail. It was a lot to take in but once I started doing the job it all made perfect sense. In preparation for the launch of the business I placed adverts in local pages and in the telephone directory, and distributed 20,000 brochures. I had the option of using the Cleaning Doctor Roadshow, but I was busy from the start and didn't need it.

I was nervous when I did my first job but with the top of the range equipment it is very easy. Plus you have the ongoing support of Cleaning Doctor. The training is also ongoing, last year I attended four courses, which I found very useful and which gave me the opportunity to meet the other franchisees. There is also an expert on hand to explain new developments in the industry.

Within a year and a half the business had turned over €92,000. This year I'm aiming to get even more domestic customers and to secure more maintenance contracts with hotels. I'm also hoping to employ a member of staff before the end of the year,

Cleaning Doctor have been exceptional and are totally committed to their franchisees. I can pick up the phone at any time to Willie and he's there.