



# business advantage

Invaluable franchise opportunities with us, **i.e. interlink express**

**interlink express**   
carrying your reputation

## Invest in your future

If you're considering becoming a franchise holder with one of the UK's leading overnight parcel delivery companies, we'd like to help. To do just that, this pack includes everything you need to know about Interlink Express, explains the way our franchise system operates, details the level of support you can expect from us and outlines the opportunities you can enjoy by running your own business. But before we tell you more about what we have to offer, here are the qualities we expect all our prospective franchisees to possess and demonstrate:

- **A high level of integrity**
- **Team player mentality**
- **Strong sales abilities**
- **Commercial expertise**
- **Excellent inter-personal skills**
- **A supportive family background**
- **A good understanding of finance**

## Why choose Interlink Express?

Interlink Express is part of the GeoPost Group of Companies owned by the French postal organisation, La Poste – giving us significant resources, stability and accountability.

To share expertise and capitalise on best practices and resources, Interlink Express works closely with the other time-critical express businesses within the GeoPost Group (Interlink Ireland, Parceline, DPD UK and Chronopost).

- Interlink Express Parcels Ltd. operates a parcels collection and delivery service through over 100 franchises located throughout England, Scotland, Wales and the Channel Islands. In addition, our subsidiary company, Interlink Ireland, operates a network of over 30 franchises.

### **Providing the best possible service for our customers**

- Interlink Express employs over 600 staff through Geopost UK, sending parcels both nationally and internationally, on behalf of over 40,000 regular customers.

### **Maintaining excellent standards of customer care**

- Interlink Express provides a comprehensive range of services encompassing the entire business spectrum, from next day documents to international air freight, and generating a turnover in excess of £90m per year.
- Our commitment to excellence is demonstrated by our registration with the International Quality Standard, Registration No. ISO 9001:2000.



## Using our name to your advantage

An Interlink Express franchise is a contract to provide and sell our service in a certain area for a nominated time period. It gives you the support of a large, successful company with a trusted name and reputation, while allowing you the autonomy to run the business as your own.

In this way the franchise holder takes responsibility for the business, but also enjoys the rewards. With the back-up of an established company like Interlink Express the risks are minimised and the opportunities enhanced.

### Offering a better business proposition

As a leader in the franchising and parcel deliveries industries, Interlink Express provides you with a proven business format and comprehensive support package:

- Interlink Express is a full member of the British Franchise Association (BFA), established to monitor franchisors and provide support to members.
- Interlink Express has a comprehensive nationwide network of franchises, which means that when you invest in a franchise it will be an established business with properly prepared accounts. You will not be investing in a concept but in a live business.
- Taking over an established franchise with a proven method reduces the risks associated with starting a new business.
- Interlink Express provides a fully comprehensive induction and training programme, essential before you take over a franchise.
- You are paid monthly for all collections and deliveries that you make, enabling you to plan and control your cash flow.
- Because Interlink Express raises and collects all invoices relating to packages sent through the system, you will not be responsible for customer debts.
- Interlink Express provides full and on-going assistance and advice on all areas of your business, including financial and administrative best practice.
- A regular and constantly updated training programme is provided.
- Regular meetings enable you to keep in contact with other franchise holders.
- On-going business development advice.
- Interlink Express constantly monitors marketing and business trends in order to keep you informed of relevant developments within the industry.



*"I chose to invest in an Interlink Express franchise because I had used their services in the past and always found them very professional. The local depot had a well-deserved reputation for providing excellent customer service, so when another franchisee told me about a potential opening in Luton & St Albans I didn't hesitate in pursuing the opportunity. Although I have significantly more responsibilities now, it's far more fulfilling that working for someone else."*

Kate Gray, Interlink Express franchisee, Luton & St. Albans.



## Reasons for our success

By providing the highest level of service and value for money, in conjunction with unmatched local knowledge, Interlink Express is rated No. 1 for overall quality of service and customer satisfaction within the parcels and courier industry.\*

This consistently high level of success can only be maintained through enthusiastic, business-orientated franchise holders who share our beliefs – and by doing so, you too can share our success:

- **Providing the best possible service for our customers.**
- **Providing value for money across the range of services.**
- **Maintaining a professional approach in all aspects of business.**
- **Providing excellent customer care.**
- **Participating in continued training and development courses.**
- **Maintaining a strong corporate identity.**
- **Combining the most up-to-date and proven technology with a strong personal communication – with our customers and within Interlink Express.**
- **Maintaining continual investment to stay at the forefront of the parcels business, including the development of a £15m new hub and an investment of £5m on new IT infrastructure.**

\* Source: independent survey by Triangle Management Services.

*"I joined Interlink Express in 1984 as an agent operating the Market Harborough franchise. Two years later I bought the business and became the youngest Interlink Express franchisee ever. Today, I own a second franchise, have merged the depots and control a business which employs 23 people and has a turnover of nearly £700,000. Without the expertise and reassurance gained from having Interlink Express behind me, and the support, experience and encouragement offered by my fellow franchisees, this would not have been possible."*

Nick Metaxas, Interlink Express franchisee, Northants.



## Investment and return

Initial investment can vary but is usually between £100,000 and £500,000 and covers an initial franchise agreement period of 10 years, which after that time, can be increased in terms of five years. Profit from the business should allow you to repay this within the term while still providing you with a good income – effectively leaving you to build up the business and enjoy the future rewards.

Examples	Area 1	Area 2	Area 3
Commissions	£621,576	£345,860	£693,559
Less: Vehicle Running Costs	£191,342	£86,764	£130,797
Wages	£260,234	£140,149	£322,147
<b>Gross profit</b>	<b>£170,000</b>	<b>£118,947</b>	<b>£240,615</b>
Less: Premises Costs	£39,138	£20,565	£67,362
Admin Costs	£29,645	£13,625	£33,204
Finance Costs	£7,614	£1,448	£14,786
<b>Net profit</b>	<b>£93,603</b>	<b>£83,309</b>	<b>£125,263</b>
<b>Net profit as % of turnover:</b>	<b>15.06%</b>	<b>24.09%</b>	<b>18.06%</b>

### Purchase of existing areas

Because Interlink Express as a company has a fully established network of franchises, the only way to become a franchise holder is by purchasing an existing franchise.

### Funding assistance

Interlink Express will not provide financial support for the purchase of a franchise. However, we do have relationships with the leading banks who will inspect your business plans and may help you to raise the funds you require.

### Franchise fee

To take on a Franchise Agreement with Interlink Express, you will be required to pay a Franchise Fee of £15,000 + VAT. This charge is non-returnable in order to cover the following:

- Completion and maintenance of the franchise agreements.
- Induction training, including accommodation and food.
- Initial 12 months' contribution to accountancy fees (up to £2,200) with our nominated auditors who must be used. They will provide you with:
  - Monthly management accounts.
  - Quarterly VAT returns.
  - Annual accounts.
  - PAYE can also be provided at a very reasonable rate.

## Induction and training

Our continued success is due largely to our commitment to developing our business through a full and comprehensive induction course and regular training programmes. Run either by Interlink Express, our parent company GeoPost, or contracted outside consultants, it is an essential part of the process of becoming an Interlink Express franchise holder, and is designed to give you in-depth knowledge of all areas of the business.

### Induction programmes for new franchise holders

Depending on the area being purchased and the relevant experience of the purchaser, induction programmes usually last a minimum of four weeks, and are designed to introduce new franchise holders to all relevant areas of the business. As well as gaining an understanding of the role of each department within the company, you will also be introduced to the individuals who may later be assisting you in the running of your business.

Part of the induction programme involves spending a week at the Interlink Express head office and the central sorting hub, two weeks at a training depot and a further one week at the depot being purchased, in order to develop an understanding of how it all works. You will also spend time with members of the Interlink Express team to ensure you are competent in certain key areas such as sales and operations.

The induction programme is comprehensive and covers the following subjects:

Customer services	Action plans	Staff training
Credit control and billing	Business development	Procedures
Marketing	Depot modelling	IT
Franchising	Sales	Human resources
Quality ISO 9001:2000	Health and safety	Hub and linehaul
Product knowledge	Account management	Security

### Assessment

During your induction programme there will be a comprehensive assessment to ensure that we are as happy as you are to progress with preparations for the taking over of a franchise. This will give both parties useful feedback and we are always ready to listen to your comments and queries.

### On-going training for franchise holders

Training and development is an on-going process which does not stop when you take over a franchise. We are committed to keeping you informed of any new developments in the above categories.

### Training your staff

It is not just the franchise holder who will require training – your staff also have a responsibility to maintain our high standards. Because of this we require the franchisee to attend our 'On the job training – train the trainer' course which teaches you how to instruct your staff members in key areas of the business.

*"Having reviewed a number of franchise opportunities within various markets, I found the Interlink Express proposition to be the most exciting. This was driven by Interlink's position as a member of the big four European service providers, the unmatched level of assistance and commitment the company offers its franchisees, its reputation within the market place and the significant investment made in its hub and sortation centre, one of the most technically advanced in Europe. Since becoming a franchisee, the support I have received has been overwhelming – ensuring that my business is an outstanding success."*

Simon Hawtrey-Coombs, Interlink Express franchisee, Bournemouth.

## Helping you take the next step

If you are interested and wish to make a genuine commitment to becoming an Interlink Express franchise holder, the next stages are as follows:

- **Complete in full and return the enclosed application form.**
- **Suitable applicants will be invited to a preliminary meeting.**
- **Should the meeting prove successful we may ask that you visit an existing franchise to see first hand how it operates.**
- **There will then be a more detailed meeting, after which we will provide you with a sample franchise agreement and accounts relating to the franchise you wish to purchase. From this you will need to formulate a detailed business plan.**
- **You will then negotiate directly with the existing franchise holder for purchase of the business. Once you have reached an agreement and fulfilled all legal requirements, provided Interlink Express is satisfied that you have met the required standards, we will be ready to sign a new franchise agreement.**
- **After successful induction training you will then be in a position to begin operating your own Interlink Express franchise.**

NB. This Interlink Express Franchise Pack does not form part of your franchise agreement.



Interlink Express has achieved  
ISO9001:2000 approval



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Interlink Express Parcels Limited is a subsidiary of GeoPost UK Ltd.