

# 10 Important Questions



The UK's leading domestic cleaning company

**MOLLY MAID** has been a leader in the domestic cleaning industry for over 25 years. In addition to our successful operations in the UK, **MOLLY MAID** enjoys similar success in Canada, the United States, Portugal and Japan. With over 450 **MOLLY MAID** franchises worldwide annually cleaning over 2 million homes worth a combined £100 million, **MOLLY MAID** is the brand most often chosen to clean people's homes.

If you are thinking of starting a management franchise in the domestic cleaning market here are **10 important questions to ask:**



## ***How well known is the brand?***

1

People are reluctant to buy a service from a company they have never heard of. A strong brand makes for a strong business and trusting customers who will pay a premium for a brand name with an excellent image or reputation. When you visit the Franchisor, ask to see any research that they have carried out so that they can verify any claims being made.

## ***How long has the Franchisor been operating in the UK?***

2

This is important because the longer they have been operating the more experience they have gained and the more expert guidance you will get and the more secure you will feel. Also ask to speak with a Franchise Owner who has been in the business longest to find out how successful they are.

## ***Is there a proven system?***

3

Successful franchises offer, among other things, brand name recognition, and proven systems for marketing, human resource management and operations. It doesn't matter what industry you are considering, you need to know that the Franchisor will provide you with solid systems that will help your business to run smoothly from the start.

## ***Are you going to get a high level of support from the Franchisor throughout the life of the franchise?***

4

Sort out those who simply pay lip service to the provision of support by getting the views of Franchise Owners in the system. The key question to ask them is "Are you satisfied with the nature and support you receive from the Franchisor?"

### ***Is the Franchisor prepared to show you actual trading figures from a selection of existing Franchise Owners who have been with the organisation for varying lengths of time?***

5

This is very important because it will show you how realistic the earnings projections are that you have been given. Also ask Franchise Owners if they are happy with the earnings generated.

### ***Will the Franchisor let you contact any Franchise Owner in the system?***

6

It is very important before committing that you can get the views of someone whose 'been there, done that'. Contact at least three Franchise Owners that are at varying stages in their business. You should be able to talk to as many as you feel you need to and ask them the same 10 questions identified here.

### ***Is there a strong focus on the customer?***

7

Ask about how the Franchisor tracks consumer needs and responds with services that meet customer demand. Once again ask to see any research they have done in this area to help Franchise Owners market their businesses to existing and to new customers.

### ***Does the culture and way that the franchise organisation operates suit you?***

8

It's very important that you can get on with the people in the Support Office and that you feel you can work with them on a daily basis if need be. You need to feel comfortable with them and confident that you can turn to them for support throughout the life of your franchise. It is important that the organisation and business fits your personality and you can be happy in that line of work. Ensure that the Franchisor has a sole focus the same as yours – building your business, this way you will know that you are both going in the same direction.

### ***What are the development goals of the Franchisor?***

9

It could be that they involve existing Franchise Owners in some way. If they do you need to know what the implications would mean to you and your business and if you'll be expected to carry the cost.

### ***Are you a partner or an employee?***

10

Successful systems are where Franchise Owners are partners in the business. An active Franchise Owner Council helps to ensure decisions that effect you are being considered by others who have the same interest as you.