Introducing a unique and exciting Podiatry franchise opportunity
Introduction

With the ever-changing political and financial environment we live in and NHS podiatry departments often bearing the burden of budget cuts and service re-design, life can become even more challenging for podiatrists and chiropodists.

How often have you considered becoming your own boss?

Why not run your own successful footrescue® franchise or even a chain of footrescue® clinics

footrescue® established in 2005 is one of the first ever companies to launch a network of franchised podiatry clinics, and through hard work and determination it has become one of the most respected and dynamic podiatry brands within the industry.
But I’m not a Podiatrist

Both our franchise models (a management franchise and a unit franchise) have been designed to provide a full professional service to a vast marketplace of potential customers in the foot health sector.

As a management franchisee, prospective franchisees require no industry experience as full training is provided and you can recruit the podiatry staff to work in your clinics. Your skills will be based on your own management and sales experience and your ability to lead a team.

As a unit franchisee, you will gain the knowledge and support of an already established brand with a fantastic reputation for quality service and products.
Background to footrescue

Since developing its first clinic in the heart of Bournemouth and establishing itself as a leading provider of care into private residential care homes, footrescue® has grown into one of the most respected private chiropody and podiatry providers in the South of England.

Its reputation for developing new services and constantly looking for original and exciting ways to deliver the best possible care to its patients has enabled footrescue® to win service contracts with large organisations such as Procter & Gamble and Sunrise Senior Living.

The core principal upon which footrescue® developed its approach to podiatry is that of reassurance, having vast experience of the NHS for a combined total of over 25 years. We at footrescue® were determined to address the problematic issues of the NHS and provide a professional, easy-access service where patients felt important and were assured that we cared about them and the outcome of their treatment.
A look at the Podiatry Industry

The Podiatry industry is buoyant, growing and here to stay, proving it to be a recession-proof market. Due to the current credit crunch and the government's attempt to pay off its debts, public sector services are struggling to meet demand, and more and more people are choosing to go private for their foot care because they are unwilling to languish on long waiting lists.

Recently announced changes for commissioning care in the NHS could lead to services such as Podiatry/Chiropody being marginalised and both patients and staff migrating to the private sector. The potential for GP consortia to be formed in localities gives foot:rescue® opportunities to secure national contracts that you can deliver locally.
More than just a Pedicure

Podiatry and Chiropody is much more than a pedicure. Podiatrists specialise in medical care of the foot and ankle, and they are qualified and licensed to use anaesthetics for surgical interventions and a variety of medicines and techniques to cure the foot of certain ailments and infections.
Benefits of joining footrescue

Most newly qualified podiatrists have a desire to own and run their own business. However, research has shown that it can take up to four years for this to actually come to fruition. Many who join the NHS often find it difficult to make the transition into the private sector as they cannot take the financial risk of reduced income for that period of time. At footrescue®, we can shorten this gap by up to three and a half years.

As a company footrescue® is committed to continued success in the market it serves. Accordingly, we will put everything into achieving just that and we can provide you with the know how of running your own podiatry business but without the sharp learning curve that is associated with starting out on your own where the failure rate is four times that of buying into a franchise network.
What do we have to offer?

- A totally new concept in podiatry
- Strong marketing and professional website to promote your business
- On-line 24 hour 7 days a week booking facilities for your patients/customers
- A unique and growing brand in a growing multi-million pound sector
- Multiple income stream opportunities and the benefit of footrescue® being a large company and therefore able to secure national contracts
- Good net profits and a capital resale value
- A Management franchise option as you develop your business and recruit your own podiatrists to work for you
- All-year-round high revenue business with renewable franchise agreement
- Comparatively low investment with unlimited growth potential
- Comprehensive training in all aspects of the business
- Exclusive large territories of 100,000 population
- High quality products with centralised on-line purchasing
- On-line 24 hour, 7 days a week access to your management information enabling you to work where you want when you want
- Minimal staff requirements - Multi-outlet potential
- Extensive ongoing support
- Desirable lifestyle business with strong design characteristics to give a professional clean and modern look to all aspects of the service
The Business Opportunity

**Podiatrist Practitioner (unit franchise)**

The first type of franchise has been designed to suit the single unit franchise. The exclusive franchise territory allocated will have a population of no less than 100,000. The initial franchise fee for this type of franchise will be £15K with estimated net operating profit in year 1 in excess of 25%, year 2 of 26% and year 3 of 26.5%. There will be an additional working capital requirement of £20K.

**Management Podiatry Franchise**

The second type of franchise has been designed for the individual interested in managing a chain of podiatry clinics. In this franchise the franchisee will employ and manage a team of podiatrists and auxiliary staff operating over an area with as many as 4 clinics operating within a single franchise territory. The allocated franchise territory in this instance will have a population no less than 500,000. The initial franchise fee will be £15K followed by £10K per additional clinic opened and with an estimated net operating profit in year 1 in excess of 25%, year 2, 27%; year 3, 28%. It is estimated that there will be an additional working capital requirement of £55K in year one for this franchise.

(The figures quoted above should not be taken as a guarantee of profitability but simply as a guideline)
Add-On Services

The footrescue® franchise system gives our franchisee partners the opportunity to earn additional income from the fantastic and exciting range of add-on products that we have developed.

Our system trains franchisees in how to maximise customer spend whilst at the same time providing an ethical and worthwhile service.
Support & Training

As a highly ethical brand footrescue® strongly believes that in order to deliver a first class service the training offered to our franchise partners must be second to none. The unique combination of a tried and tested model with extensive initial training and ongoing support ensures that we can offer a turn key business model that is one of the best in the market place.

footrescue® will provide you with all the operational and management tools needed to achieve and maintain maximum productivity and profitability including some of the following:

- **Bank introduction** (if required)
- **Professional advisory introduction** (if required)
- **Business Plan assistance**
- **Clinic site selection, design & construction**
- **Equipment and Add on products** (through our nominated suppliers)
- **Operational Manuals**
- **Initial 4 weeks training course** (Head Office and on territory)
- **Clinic Opening Marketing & PR launch**

footrescue® offers a substantial wide ranging ongoing training & support programme including:

- **Ongoing PR, marketing and promotional activity**
- **Mystery shopper and market & customer research**
- **Ongoing new product development**
- **Regular business development and field support including**
- **Monthly meetings for the first 3 months**
- **Business reviews after 3 and 6 months**
- **3 visits from our franchise manager or ourselves per year**
- **Health & Safety checks**
- **Operational and brand standards audits**
- **Franchisee forums and meetings**
Qualifications & Accolades

Jim & Kay Leigh (the founders of footrescue®) are internationally recognised as some of the UK’s leading podiatrists. They have built up an impressive podiatry track record of qualifications and accolades throughout their professional career.
Testimonials

Here are just some of the comments from our happy foot rescue® customers:

“Great service and two very knowledgeable Podiatrists! I had a painful corn for years but the Podiatrists not only treated it but discovered what was causing it and put it right. Thank you for making my feet comfortable again…”
Grateful of Bournemouth

“I can’t believe it, they actually treat hands too. I had a wart on my hand for years and it really was a mess, looked horrible and affected me at work, but Jim was happy to freeze it off just the same as he does on feet – it went in one go…”
Lesley from Bournemouth
The Next Stage

What skill sets do you require to be a Foot rescue franchisee?

We are looking for either qualified podiatrists or individuals with an entrepreneurial flair and the ability to manage a chain of podiatry clinics. Above all, potential candidates must be:

+ ambitious
+ motivated
+ enthusiastic
+ possess good people skills
+ dedicated

If you are interested in this new exciting franchise please complete the application form below and email to franchise@footrescue.co.uk