

# Your expert in franchise consultancy, marketing, and recruitment

Platinum Wave has a cabinet full of awards and the experience to back them up

**W**hat does Platinum Wave do? It's all about you, actually.

## DO YOU WANT TO FRANCHISE YOUR BUSINESS?

A common starting point is helping businesses successfully transition from independent company to national franchise. This is where we find the answers, in order, to these crucially important questions: Can you franchise your business? Should you franchise your business? And, what is the best way to franchise your business?

We start with a feasibility study. We recommend how your franchise proposition should be structured, help you identify potential competitors (for both franchisees and customers), determine appropriate franchise fee structures, and highlight the key legal and operational documents, processes, and systems required to franchise.

This will help you to structure your franchise start up package, provide advice on brand protection, franchisee training and support programmes, operational processes, systems, supply chains, franchise territory mapping, franchisee profiling, and also produce franchisee and franchisor projections models. And that's by no means an exhaustive list – we haven't even mentioned the operation manual yet, or your franchise agreement!

## WANT TO RECRUIT THE BEST FRANCHISEES?

We know that not every potential franchisee has franchising on their radar, so some won't be on portals or searching for opportunities on Google. So you (we) need to get creative. You need to be thinking about headhunting, advertising campaigns, PR and having some incredible marketing collateral that tells your business story and the amazing ways it can change their lives.

We have a team of dedicated head-hunters with decades of commercial recruitment experience between them. This team is



trusted by the likes of international mega brands Wendy's, Ben & Jerry's and German Doner Kebab to find them the very best candidates – whether it's master franchisees, area developers, multi-unit operators or even internal recruits for their franchise teams.

## LOOKING FOR EXTRA HELP?

Building franchises and recruiting franchisees is what we do, but it's not all we do. CEO Suzie McCafferty is in hot demand as a business mentor. Not surprising when you consider she's been

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in the industry for over 20 years and in addition to Platinum Wave, sits as a non-executive director on the board of Right at Home UK, is on-boarding director at HERO Brands (owners of brands like German Doner Kebab and Island Poke), chaired the bfa's regional forum in Scotland for over 10 years, and is now regional chair for EWIF.

## WHAT'S NEXT?

We've not taken our foot off the gas at all during COVID. Like everyone, it brought us our fair share of challenges, but we've continued to sell franchises, work on a steady stream of consultancy projects and place great people into exciting new roles in franchising.

In fact, we are currently hiring for new team members in every division to increase our capacity. Who knows, maybe we'll be helping you launch your franchise in a new country or finding you that new brand to add to your portfolio? We'd love to hear from you.

**Global Franchise AWARDS 2022**  
**FINALIST**

**At a Glance**  
**Platinum Wave**

**Year established:** 2010

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