



## **“The Garden Landscape Design and Construction Specialists...”**

**Garden Design, Soft Landscaping, Hard Landscaping, Fencing, Brickwork, Patios**

# **FRANCHISE PROSPECTUS**



## **“Have a look through this prospectus and see your potential to earn a ‘six figure’ income running your own Garden Landscaping business.**



Steve Preston and Steve Long  
Garden Landscaping Franchise  
Founders.

“We will teach you everything you need to know to run your own Garden Landscaping Franchise. Our unique approach means that all the actual landscaping and construction work will be outsourced to quality approved Diamond Landscaping suppliers unless you choose to be more ‘hands on’ and do some of the work yourself.

This approach will allow you to concentrate on winning business without getting distracted by doing all of the actual landscaping and construction work yourself.”

Thank you for requesting this “Diamond Landscaping” franchise prospectus.

We are delighted that you have taken the time to investigate this unique Garden Landscaping Franchise Opportunity.

### **Diamond Landscaping - Brief Overview**

Diamond Landscaping has a history dating back to 1996. The Company has built a reputation for professional landscape gardening, garden design and delivering the desired gardens and land features to the requirements and lifestyle of its clients.

**Experience and expertise** together with proven lead generation strategies is one of the main reasons for our continued growth. We are now in a position to expand our operation further through a franchise network.

We have divided the UK into generous exclusive territories so this franchise opportunity gives individuals who meet our strict entrance requirements the potential to build a sizeable and successful business.

### **Franchise Package Options**

There are three optional packages that franchisees can choose from :

1. The first option is, that the business can be run using sub contractors that Diamond Landscaping Head Office will recruit. This would enable the franchisee to concentrate solely on winning new business and means that franchisees do not need to have had any gardening or landscaping experience beyond that which is covered by the franchise training.
2. The second option is, that the business is run ‘hands on’. This package is probably best suited to people with previous experience.
3. The third option is a business with a mixture of options (1) and (2).

*Further details of these packages are covered later in the prospectus.*



This prospectus should provide you with all the information that you need to help you decide whether this opportunity is one you would like to take further.

### **Who are we looking for?**

We are looking for hard working individuals with drive, determination to succeed and who enjoy dealing with people. This is a business where you have to be able to go the extra mile to provide the level of service that our customers have come to expect.

Although we do not exclude anyone, it is our belief that the most successful applicants will;

1. Have had experience in the construction industry and are used to working full days outdoors with similar work related to patio and drive construction but need some training in soft landscaping and business management.
2. Have experience in Horticulture but need some training in hard landscaping procedures and business management.
3. Have strong management or project management skills useful in co-ordinating outsourced services and in running the business but need some training in both hard and soft landscaping with a degree of hands on learning.

We will only accept people who will be able to meet the level of quality and service that we have set; who want to provide an experience that is second to none.

Best regards,

Steve Preston and Steve Long



## **Diamond Landscaping Franchise Prospectus**

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## **Why choose a Diamond Landscaping Franchise?**

### **(1) High income potential and saleable business**

As a Diamond Landscaping franchisee you will have the opportunity to build a successful business and earn a high income, working for yourself, but with the training, support and experience of an established business behind you. The group has a proven business formula which will form the basis on which every franchise operates.

The earning potential for a Diamond Landscaping franchisee can be seen in the earning potential section of this prospectus.

The other great benefit to owning a business is that you could have a valuable asset that you can sell in the future.

### **(2) Your exclusive territory**

Each franchisee is given an exclusive and large territory to work within. This means that only you can operate and market within your chosen area. The size of your territory also means that you have the potential to build a sizeable business over the coming years without being restricted by a small territory which would limit your potential.

### **(3) Premises not required**

Each franchise is designed to operate from a home based office initially with the main office equipment requirements being a computer, printer, fax, mobile phone, telephone, digital camera and internet access. As your business grows you will then have the option to continue working from home or moving into business premises.

### **(4) Credibility and use of company brand**

As part of the franchise agreement you get to use the “Diamond Landscaping” brand with its systems, name, logo, website, history and stationery. This gives you credibility and confidence to move forward.

### **(5) Training and ongoing support overview**

Ongoing comprehensive training and support will be given to franchisees which will consist of on site and office based training.

Support and assistance is continually available to franchisees as part of the franchise offering. See the training section of this prospectus for more details.

Experts from Diamond Landscaping are in place to support franchisees on a day to day basis. There is also a highly skilled and experienced management team in place to offer support and guidance in the running of the business.

The Diamond Landscaping website has a knowledge base section for franchisees where all key materials and presentations can be referred to. This is available to you 24 hours per day.



### **(6) Assistance with raising finance**

Finance packages are available for prospective franchisees if required. A business plan template has been developed which is then amended to suit your particular circumstances. This can then be shown to any High Street Bank or Lender either by yourself or with our assistance. This approach helps secure the lowest finance rates available.

### **(7) Proven lead generation**

Diamond Landscaping has a proven business formula for generating leads and business.

This is covered within the Operations Manual, which becomes available to you when you become a franchisee. This covers target markets, sales activity, lead generation tools and techniques, lead conversion and maximising the amount of money in a contract.

The Diamond Landscaping website is focused on the customer's needs and is a source of information as well as a powerful tool for generating enquiries.



## **The Diamond Landscaping** **Market opportunity**

We work closely with our clients, both residential and corporate to ensure the end result exceeds expectations. We adopt best working practices to ensure that work in progress in the grounds or gardens cause minimal disruption to the normal working or daily routines of the household or business.

**A list of our products and services include the following:**

- **Garden Design**
- **Garden Patios**
- **Driveways**
- **Car Ports**
- **Garden Pathways**
- **Garden ponds, formal and natural**
- **Waterfalls and streams**
- **Stand alone water features**
- **Swimming pools and hot tubs**
- **Garden Walls and Arches**
- **Garden Fencing**
- **Gates and trellis work**
- **Garden and Landscaped Lawns**
- **Pergolas and gazebos**
- **Garden Lighting**
- **Garden Irrigation**
- **Garden Planting and planting schemes**
- **Garden Recreational and Play Areas**
- **Lawns**
- **Drainage**
- **Sheds and Summerhouses**



## **Why franchising?**

Franchising is a great way to start and run your own business as you have the support and backup of the franchisor behind you

### **A franchise reduces the risk of failure**

Starting a new business always carries a risk – new businesses are vulnerable. The degrees of vulnerability vary depending on:

- Knowledge
- Skill
- Financial resources
- Relevant abilities

Many who start up their own business lack some or all of these qualities. Many fail because they cannot learn quickly enough before their money runs out.

With a franchise this risk is substantially reduced because you are buying the experience and expertise of the franchisor. This will also help you to avoid making the same mistakes that have been made in the past.

And because you become part of a successful business franchise network, you will be able to take advantage of others knowledge and benefit from the strong relationships that continue to develop.

### **Other franchise benefits**

You are selling a recognised brand and service with a proven business format for you to operate.



## **The training process and ongoing support**

The franchisee training programme and operations manual has been designed to train somebody with some or no gardening and landscaping experience and give them the required skills and knowledge to operate their own Diamond Landscaping Franchise.

### **Initial training**

The initial training takes place over eight full days at Diamond Landscaping and covers the following areas:

- (1) Diamond Landscaping overview and the market place
- (2) Setting up and running your Diamond Landscaping business
- (3) Technical training to be able to confidently deliver our landscaping products and services
- (4) Sales and marketing
- (5) Administration and reporting

This training gives you sufficient knowledge to confidently begin trading as Diamond Landscaping within your exclusive territory.

### **Ongoing bespoke training**

Once you have had your initial training from Diamond Landscaping additional bespoke training is available to you upon request.

### **Ongoing support**

As mentioned above ongoing training is available at any time. Diamond Landscaping also provides comprehensive telephone and e-mail support. This ensures you are never left on your own and support is available whenever you need it.



### **Diamond Landscaping– Franchise earning potential**

The potential earning figures for a Diamond Landscaping franchisee can be seen below. The current Diamond Landscaping business is currently trading at approximately £30,000 per month.

	<b>Turnover</b>	<b>Gross Profit</b>	<b>Net Profit</b>
<b>Year 1</b>	£120,000*	£ 48,000*	£ 27,200*
<b>Year 2</b>	£240,000*	£ 96,000*	£ 59,600*
<b>Year 3</b>	£300,000*	£120,000*	£ 77,600*

In Year 1 we would expect you to do a turnover of £120,000\*, £240,000\* in Year 2 and £300,000\* in Year 3.

Beyond Year 3 we would expect you business to continue to grow each year\*.

\* These figures are potential earning figures. No guarantee of actual earnings can be given.



## **The Franchise Package**

**£25,000 +VAT**

*NB. All VAT is reclaimable as long as you are registered for VAT*

### **The Diamond Landscaping franchise includes the following:**

- Full training which is both office based and on the job. This covers all aspects of running a Diamond Landscaping franchise.
- One day First Aid Course
- Trading under the Diamond Landscaping brand name.
- An exclusive territory for you to trade in.
- Permanent ongoing head office support in all aspects of running your business.
- Marketing start-up launch and £1000 marketing in Year 1
- Operations and resource manual.
- Central 0845 number / call answering for franchisees with all leads passed on
- Central website
- Web based system to manage quotes, invoices and cash flow
- A dedicated & integrated web presence and e-mail.
- 500 business cards and compliment slips
- 5000 leaflets
- Sales Presentation Kit
- Site Survey Laser Measure
- First Year subscriptions to Simply Documents and the Federation of Small Business
- Initial equipment list worth £1200
- Diamond Landscaping clothing including; Short sleeve polo shirts(10), trousers (2) Jacket (1), T Shirts(5), Long sleeve polo shirts(5)
- Phone
- Laptop Computer, Printer and Computer Security Package
- Signs and site board
- Sign writing for your vehicle

### **Ongoing fees**

- There is an ongoing fee of 10% of turnover, payable monthly (7% in Year 1).
- From 6 months onwards there is a marketing levy of £100 per month



## **Next steps**

### **Who are we looking for to join us at Diamond Landscaping?**

We are looking for hard working individuals with drive, determination to succeed and who enjoy dealing with people. This is a business where you have to be able to go the extra mile to provide the level of service and performance that our clients have come to expect.

We will only accept people who will be able to meet the level of quality and service that we have set; who want to provide an experience that is second to none. The characteristics we are looking for are as follows:

- Hard working
- Ambitious
- Professional
- Good at dealing with people
- Attention to detail and committed to customer service
- Looking to build a valuable business

### **Taking your application further**

If having read through the prospectus you believe you have the necessary skills and desire to become a Diamond Landscaping franchisee then you are ready to take your application further.

The next steps are to answer any questions you may have regarding the franchise and then arrange for you to come and view the Diamond Landscaping operation first hand.

Please fill in the brief form on the next page or do it online at the Diamond Landscaping Franchise website at [www.DiamondLandscapingFranchise.co.uk](http://www.DiamondLandscapingFranchise.co.uk)

The quickest way is to fill it in online but if you decide to fill in the form on the next page please post it back to:

Steve Long  
Diamond Landscaping Ltd  
17,Squires Bridge Road  
Shepperton  
Middlesex  
TW17 0JZ

Alternatively please ring Steve Long on 0800 0147050. You can also e-mail him at [info@diamondlandscaping.co.uk](mailto:info@diamondlandscaping.co.uk)

# Further Enquiry Form

## Personal Details

Name :

Address :

Post Code :

Home Phone Number :

Mobile Number :

Fax Number :

E-Mail :

Date of birth :

Nationality :

Marital Status :

Are you in good health? :

Where did you hear about the franchise? :

Ideal franchise location :

Best time to call :

## Home Office Equipment

Computer :

Laptop :

Fax :

Printer :

Software Packages :

## Brief Career Summary (last five years)

Current Occupation :

If in business how long have you been trading? :

Have you got a criminal record? : YES  NO

(if yes please expand on)

Have you ever been bankrupt? : YES  NO

(if yes please expand on)

Have you sufficient capital to invest in the franchise

and working capital? : YES  NO

Would you need additional finance to invest in the

franchise? YES  NO

How many hours a week are you willing to work in

the business? :