



KARE PLUS[®]
THE CARING COMPANY



FRANCHISE APPLICATION PACK

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01952 783 338



kareplus.co.uk/franchise





WHERE IT ALL BEGAN

Kare Plus has been established for over 25 years. Starting life back in 1989, our origins stem back to providing specialist and non-specialist nursing staff to the NHS and private hospitals; uniquely placed to take advantage of the changing healthcare landscape.

Kare Plus has now swelled to a nationwide network of franchised branches - but unlike many other healthcare franchises, we offer more than just domiciliary care. We provide a wide range of healthcare staff, including nurses through establishment recruitment, domiciliary and supported living services - providing three true sources of income.

We are listed as preferred suppliers with some of the UK's leading care home groups. We place specialist nurses as well as care workers, in the community through our domiciliary care services and we offer unrivalled compliance and support to our staff and franchisees.

In fact, Kare Plus Directors, Tom and Steve started life in the Kare Plus network as franchisees, so clearly understand the wants and needs of all their customers, staff, clients and franchise owners.

Steve Welsh

Group Managing Director

Tom Ree

Group Director



HISTORY & VISION

Following Directors, Steve and Tom's time as Kare Plus franchise owners, they purchased the brand in its entirety in 2010, rebranding with a new, clear vision and goal; to change the face of the healthcare market.

To achieve this, the company was developed into a nationwide network of franchise branches providing compliant, compassionate and qualified carers and nurses to established healthcare settings and into people's own homes.

Fast forward a few years, and the network now consists of over 70 branches across the country successfully achieving healthy profits from the UK's fastest growing multi-service healthcare agency's model.

If doesn't stop there though. New service offerings are regularly added to the model, broadening franchise owners' services, hours and profits and providing new, quality healthcare provisions to their local communities.

FRANCHISE APPLICATION FORM

(All Information provided will be treated in the strictest of confidence and not disclosed to any third party)

YOUR DETAILS

Name:

Number:

Address:

Email:

Postcode:

IN WHICH GEOGRAPHICAL AREAS WOULD YOU MOST LIKE TO OPERATE IN?

1st Choice:

2nd Choice:

3rd Choice:

Scotland / North East England / North West England / Central West Midlands / Central East Midlands / East Anglia / Wales / South East England / South West England / South Central England / London

FRANCHISE

How did you hear about Kare Plus?*

Why are you considering a Franchise?*

What attracts you to a business in the care sector?*

What do you hope to achieve from running your own business?*

What skills do you possess that would help you to succeed in business?*

Can we ask do you have the right to work & do you reside in the UK?*

*Include any further information necessary on extra sheets of paper

Can you influence people positively in a business environment?

Can you work with figures and databases?

Approximately when would you wish to start?

Yes ☐ No ☐

Yes ☐ No ☐

Date:

EMPLOYMENT Please attach your CV

Company Name:

Start Date:

End Date:

Position:

City:

Current Earnings:

Reason for leaving:



FRANCHISE APPLICATION FORM

FRANCHISE APPLICATION FORM

EMPLOYMENT CONTINUED

Company Name:

Start Date:

End Date:

Position:

City:

Current Earnings:

Reason for leaving:

FINANCIAL INFORMATION

Immediate Liquid Capital Available:

Equity Available:

Name of Bankers?

Do you have any previous or pending criminal convictions including spent convictions?

Yes ☐ No ☐

Do you own your own home?

Yes ☐ No ☐

Do you have any unsettled CCJ's?

Yes ☐ No ☐

Have you ever been declared bankrupt?

Yes ☐ No ☐

Have you ever been convicted of a criminal offence?

Yes ☐ No ☐

Are you facing any legal proceedings?

Yes ☐ No ☐

Are you listed on the electoral roll at you current address?

Yes ☐ No ☐

Have you ever been disqualified as a company director?

Yes ☐ No ☐

Do you have any other business interests or income sources?

Yes ☐ No ☐

REFERENCES

Name:

Name:

Address:

Address:

Number:

Number:

Relationship:

Relationship:

Why do you consider yourself suitable to own a Kare Plus Franchise:

DECLARATION I certify that all the information supplied is, to the best of my knowledge and belief, true and accurate

Signed : Date :

Please mark your envelope "Private & Confidential" and post this Questionnaire, together with your CV or career profile to; Vikki Donnachie, Kare Plus, Telford Plaza 1, 8th Floor, Telford,TF3 4NT

CONFIDENTIALITY AGREEMENT

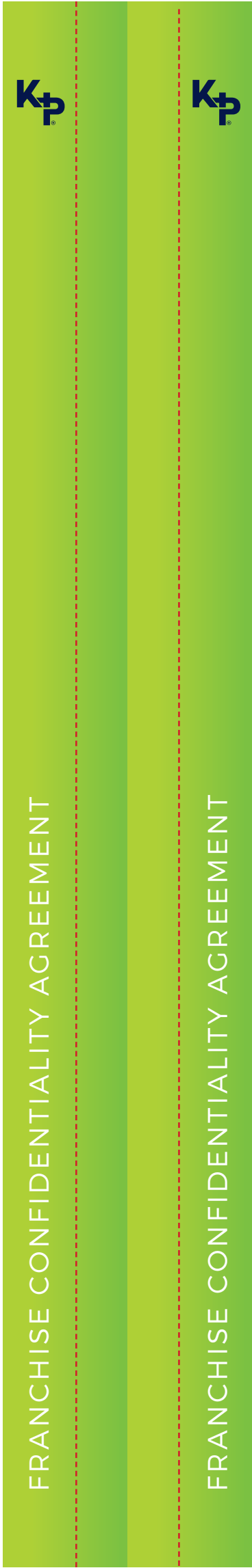
In consideration of the disclosure to me of certain information to enable me to assess the franchise proposal concerning the business of providing nursing and domiciliary care ("Proposal") I hereby agree to abide by the terms of this letter with respect to the holding in confidence of information originating from you ("the Company").

As used in this letter, the term "Confidential Information" shall mean any information in intangible or documentary form and including information imparted orally disclosed by the Company or its franchisees at any time, and not in the public domain, including any compilations of otherwise public information in a form not in the public domain. In particular Confidential Information shall include (but is not limited to) all financial information or projections concerning the Company, all details or carers wages, rates for social service contracts and comments or information given to me by any of the Company's franchisees.

It is understood that the Confidential Information is not meant to include any information obtained in the following manner:

- a) Information which, at the time of disclosure, is in the public domain.
- b) Information which, after disclosure, enters the public domain unless the entry of that information is a result of any breach of this Agreement.

I acknowledge that the Confidential Information is the absolute property of the Company which has a proprietary interest in maintaining the confidentiality of the Confidential Information. I therefore agree that I will not disclose, use, or permit the use of the Confidential Information for any purpose, at any time, or in any way, except as necessary for the purpose of the Proposal and then only in such a manner as to protect fully the confidentiality and security of the Confidential Information.



I further agree to limit the disclosure of any Confidential Information to my professional advisers and proposed bankers to whom such disclosure is necessary for the purposes of the Proposal.

Upon notification from the Company, I agree that my rights to use the Confidential Information shall cease and I shall immediately return to the Company, unless the Company has agreed otherwise in writing, all Confidential Information emanating from the Company or prepared by me for the purposes of the Proposal, including but not limited to any copies made or notes taken of the Confidential Information.

Name: _____ Signature : _____ Date _____

Name: _____ Signature : _____ Date _____

Name: _____ Signature : _____ Date _____

Name: _____ Signature : _____ Date _____

For and on behalf of Kare Plus Franchising Ltd

Name: _____ Signature : _____ Date _____



WHY NOT DO IT MYSELF?

This is the question probably faced by anyone looking at the possibility of joining a franchise. There are advantages and disadvantages to joining a franchise and going it alone. The franchise route has to be right for YOU and the franchisor, so... it's advisable to consider all of the options beforehand.

Taking on a franchise is not something to be considered lightly.

Hopefully we can help with your decision by exploring the options available.

COST



Fixed franchise fee and set up costs - you will know exactly what outlay you need before you start.



You can put a business plan together after researching the market place - this will take time and mistakes and errors may be made while you discover what works.

MARKETING



Start up pack provided for you, additional stock of marketing materials can be purchased from franchisor's preferred suppliers.



Time, money and energy will be required to design your logo, website and other marketing materials.

SETUP



Assistance from franchisor whilst being part of a national network and brand.



Do you have the relevant knowledge and experience to get your business off the ground?

LOGO



Included in your start up pack



Design your own

WEBSITE



Included in your start up pack



Design your own

LEAFLETS



Included in your start up pack



Design your own

FLYERS



Included in your start up pack



Design your own

LOCATION



Assistance in finding your offices.



You will need to locate and secure your own office in your area.

SUPPORT



Full ongoing support provided as and when required.



There may be little support if you are working alone.

KNOW - HOW



Proven business model from your franchisor who has tried and tested everything.



Do you have the relevant experience and know how to get your business off the ground quickly?

BRAND & NETWORK



Joining a franchise which is a national company, with full coverage and a household name will benefit you as a franchise owner. National brand awareness is stronger than a single operation.



Will you be able to establish brand recognition and instant consumer trust working alone?

COMPETITION



We are constantly researching the competition and introducing new initiatives to stay ahead in the market place.



Who is your local competition? Can you compete with them working alone?

PROFIT



We are constantly researching the competition and introducing new initiatives to stay ahead in the market place.



Earn while you learn can sometimes mean spending on expensive mistakes while you get the business right.





CONTACT US

@kpfranchising



@kpfranchising



Kare Plus Franchising



Contact us today:

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