



Franchise Information Memorandum



@lawnlettersni



@lawnlettersnorthernireland



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Who We Are And What We Do!

Welcome to Lawn Letters! (or Yard Cards, as they are known in America!)

We are a sign rental business that uses large letters and graphics to spell out a greeting or messages on your lawn, a unique way of sending a message to a loved one, friend or even just to make an announcement like the birth of a new baby or engagement, as the scope of what you want to say is only restricted by your imagination!

The concept has been operating extremely successfully in America for several years and has produced some of the fastest growing franchises with 1000's of franchisees across the country.





Who We Are And What We Do!

In fact, Entrepreneur.com has recently listed two Yard Card franchises in their Top 10 fastest growing franchises in America for 2022!

From our own experience we believe that we are in the perfect position to replicate this success in the UK and Ireland, and with almost 20 years franchising experience we feel that we have the necessary skills and tools to do just that.

Currently based in Northern Ireland, we have been tirelessly working on streamlining the processes, carefully selecting the inventory and problem solving so that our franchisees are able to hit the ground running and launch their own Lawn Letters business with every tool that they need to make it a success.





Who We Are Looking For

Lawn Letters is the perfect lifestyle franchise as it can fit around your job, your kids or your other time commitments.

You are your own boss in terms where and when to place your messages - after the school run, in the evenings or early mornings, before work or after- it is entirely up to you and gives you so much freedom while still having the excitement of running your own business.

We have had so much fun in setting up our messages and seeing the joy and happiness that each new message brings, it really doesn't feel like a job 😊. Our corporate clients are just as happy too!

With a bit of determination and good organisation skills you could be running your own successful Lawn Letters franchise easily within months.

With just 2 sign rentals per week (3-4 hours per week) you could be generating revenue of **£600*** per month.

With 4 sign rentals per week (6-8 hours per week) you could be generating **£1200*** per month of revenue!

If you would like further information and an informal chat then feel free to contact us.

***based on average rental of £75**





Benefits of Being a Franchisee

- ✓ Full training on how to run and expand your business.
- ✓ Bespoke inventory to allow you to begin placing your letters from day one.
- ✓ Access to your own designated bookable website.
- ✓ Work alongside the franchisor and other franchisees and share knowledge!
- ✓ Our shared experience allows you to minimise mistakes.
- ✓ Ongoing support from Head Office – you are never alone!





Management Training

At Lawn Letters, our objective is to ensure that all Franchise Owners are fully trained and supported in their role as a business owner such that the business is operational from day one.

We will train you on the physical aspects of the business including storing, staking, transporting and setting up of your displays.

There will also be time allocated to the following business management side of your business including:

- ✓ Financial Management
- ✓ Marketing and Sales
- ✓ Reordering
- ✓ Website
- ✓ Health & Safety
- ✓ Insurance - EL & PL
- ✓ Customer Service
- ✓ Franchise Calendars





Continued Operational Support

Ongoing support to franchisees is an integral part of the franchise model. We endeavour to develop our brand, operations and the business, for the good of all involved. With Lawn Letters you can expect the following:

- ✓ Operations Manual updates as and when is necessary.
- ✓ Additional training where required if new processes come on board.
- ✓ Franchisor site visits to meet with the franchisee to discuss various topics from budgets to local marketing to new business ideas.
- ✓ Franchise meetings bringing all franchisees under one roof for the easy exchange of ideas and business development.
- ✓ Stock ordering system constantly updated with new items.
- ✓ Advice on business development.
- ✓ Financial Health checks for each franchisee - if and when they require it.
- ✓ Generic attended phone number to allow for customer enquiries if you are not available.





The Franchise Package

- ✓ License to trade under the Lawn Letters brand.
- ✓ Training.
- ✓ Marketing Launch Advice.
- ✓ Designated webpage with booking option.
- ✓ Stock to include letters, graphics, stakes and lights.
- ✓ Operations Manual.

Costs

Initial Franchise Fee	£995
Stock*	£6495
Training (included)	£0
Total	£7490
4 x Plinths for indoor/hard base (optional)	£600

* Subject to change due to delivery costs fluctuations





Your Action Plan

If you feel that a Lawn Letters Franchise is of interest to you then follow these guidelines:

- ✓ Talk to family and friends and seek their opinions.
- ✓ Carry out a market research on your intended catchment area/territory.
- ✓ Investigate banking options as you will need to take payments.
- ✓ Spend some time and produce a business plan and how you can market Lawn Letters (We can help with this!)
- ✓ Arrange funding if required.





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