

[PLATINUM WAVE]

OPPORTUNITIES ABOUND

Platinum Wave eyes expansion across the Middle East

For many successful brands, franchising internationally is the ultimate business goal. Platinum Wave is among a very small group of consultancies with genuine hands-on experience of launching brands into overseas territories.

Managing director Suzie McCafferty says: "The Middle East is a fantastic place for franchising. The business communities there really understand the concept of franchising and have been embracing it for decades. Even if you look at the relatively small UAE on its own, you see that services count for more than half the economy and it has an 84% urban population – perfect for multi-unit franchise brands to thrive in."

Platinum Wave has a number of franchise brands that are actively looking for master franchisees and area developers across the region right now. Let's take a look:

RAZZAMATAZ THEATRE SCHOOLS

According to founder and managing director, Denise Hutton-Gosney, Razzamataz was created to make performing arts available to all young people, regardless of their background or circumstances. "We give children everywhere the chance to attend classes taught by experienced performers, who can give them the perfect introduction to the most wonderful industry in the world! To do this, we have ensured classes are affordable and our curriculum is fun, and modern. Attending our classes is made as easy as possible."

Denise believes that with her

companies training and support, suitable master franchisors and area developers could replicate the incredible success she has enjoyed in the UK; and it is certainly a story of success. Razzamataz Theatre Schools launched its first classes back in 2000 and grew quickly, gaining a great reputation across the UK. However, the company really hit the national headlines after a very memorable performance on the BBC's Dragons' Den, which resulted in Denise securing financial investment and business mentoring from millionaire Duncan Bannatyne.

Today, Razzamataz has more than 40 franchised part-time theatre schools, all offering children between the ages of four and 18 training in dance, drama and singing together with exciting opportunities to perform and audition. The UK classes cover everything from traditional West End and Broadway musicals through to street dance and pop singing.

Denise has identified the Middle East as an international market with substantial potential. Razzamataz has already gained a considerable following outside the UK market, thanks to its numerous commercial partnerships including First Choice Holidays which hosts vacationing families in its resorts from Egypt to Cuba.

Denise says: "As we have demonstrated conclusively in the UK, Razzamataz has the streamlined business systems and training and support structures in place to create a hugely successful franchise operation."

PREMIER SPORT

Premier Sport has over 100 franchised territories in the UK and is now looking to expand overseas with the recruitment of master franchisees and area developers worldwide.

The World Health Organisation (WHO) recommends 60 minutes of physical activity each day for children aged five to 17 years, and that physical activities for children and adolescents should be developmentally appropriate, fun, and offer variety.

UNICEF surveyed almost 5000 school children just in the UAE and found 68% were either getting no exercise or too little.

Since 1999 Premier Sport has been at the forefront of a drive to address the same issues in the UK. In fact, Premier Sport is the UK's largest children's coaching company of its kind, successfully delivering more than 25,000 sport and physical activity sessions every month. The company supports teachers and parents by providing children with an invaluable service before, during and after school, and throughout the holiday periods.

The company has around 8.5 million visitors to its activities every year – that's a child getting active



member of the British Franchise Association (BFA).

WATER BABIES

Water Babies started in the UK in 2002 to present parents with the ultimate choice in swimming lessons for their children, from birth to toddlers.

Having completely dominated its home market, Water Babies has gone on to become an international success story that no other brand in its sector can begin to compete with. It now has franchise networks in the UK, Ireland, Netherlands, Canada, New Zealand and China.

With such strong branding and lucrative add-on services (that has seen it also become the world's largest producer of underwater photography for babies) it is no surprise that Water Babies has entered these international markets with such huge success.

The company is currently looking for experienced business partners who have the capacity to open or build dedicated Water Babies centres in Dubai, Qatar and Abu Dhabi.

Franchise partners will have complete access to Water Babies' industry-leading business systems, training programmes and management team to ensure a quick, smooth and successful launch.

With so much focus and investment in sport across the Middle East, this appears to be the perfect time to launch your Water Babies business to the ever-increasing young population and their children.

SELECT APPOINTMENTS

Select Appointments is one of the UK's most respected recruitment companies for successful businesses and high-quality candidates. Its

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business processes and franchise systems have been developed, refined and proven over 36 years and appear to be easily transferable to other countries, surely making the Select Appointments master franchise concept an extremely attractive proposition for the right international business partner.

As the UK's biggest trading partner in the Middle East and the leading economy and largest population in the Gulf region, Saudi Arabia presents a unique and exciting opportunity for Select Appointments. To maximise this potential, it is seeking to identify an ambitious business partner with the resources and enthusiasm to build a franchise network of high-performing Select Appointments offices across the kingdom.

Select Appointments has the experience and proven business systems and procedures to enable a skilled local partner to provide an unrivalled recruitment service. It will show them how to perfectly replicate the model, including all the vital back-office functions crucial to the success of each office.

There are currently 37 franchised territories in operation throughout the UK and the company has stated it is working towards growing the network to 100. Select is a member of both the Recruitment and Employment Confederation (REC) and the British Franchise Association (BFA), the governing bodies for recruitment and franchising in the UK, respectively.

The Master Franchisee will have the opportunity to sub-franchise to others in the kingdom, thus building your own Select Appointments franchise network. Select Appointments will provide you with all of the overall training and support required to launch your own franchises and for master franchisees, we also provide all of the training and support required to recruit, train and support your own franchise network.

★ FOR MORE INFORMATION

Do you think you could replicate the success of these four franchises in your country? To find out more about these proven franchise models or to arrange an informal conversation please contact Suzie McCafferty on suzie@platinumwave.co.uk