



Franchise Opportunities for 2022



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www.white7.co.uk

Who is White 7 (UK) Ltd.?

White 7 Ltd. as the originating company was formed in March 2012 and was created to provide the ultimate in chauffeur vehicle experiences from our base in Shropshire.

Taking clients to a number of destinations around the country to include Birmingham, Bristol, London, Leicester, Manchester, Scotland and all the major international airports. This also included major sporting events such as Wimbledon, the British Grand Prix at Silverstone and international Rugby matches at Cardiff and Twickenham. Additional information on our client services are detailed on the website under their respective categories.

In researching the market, we found there was some saturation of services provided by the traditional taxi company and private hire vehicle operators. All of whom provide a valuable service in their category of operation. However we believed that the services to be provided by White 7 would be in what is known as the 'high end' market for the more discerning client. Whether that be for corporate clients going to important business appointments or the airport for overseas engagements, private clients celebrating a special occasion at a restaurant or the theatre or those getting married and want our services to help them celebrate their very special day. To achieve this high level of service we selected the international award winning brand of BMW and specifically the renowned '7' series long wheel base, M Sport model. In addition we specifically decided to select the colour white which makes the White 7 brand so distinctive in comparison to our competitors. Of course whilst the 'car is the star,' the chauffeur is equally as important and that is why we have been very selective to appoint certain individuals as chauffeurs at White 7 from outset such as serving and retired police officers.

Having secured the success of our company and branding from our location in Shrewsbury, it was quite evident to us that our proposition could also be successful on a national basis in multiple locations. Therefore we commenced the new national company White 7 (UK) Ltd. in 2016 to expand our services nationally on a franchise business structure, with each individual franchisee typically based in or near to a large town or city thus allowing maximum business opportunity. Our franchise structure is so designed that each franchisee has his or her own operational region with a target minimum population of 500,000 but with no competition from another White 7 franchisee. Indeed this structure assists all franchisees because where multiple vehicles are required, one franchisee can support another franchisee's client booking with their own vehicle. This negates the cost of a franchisee having to purchase multiple vehicles at outset and as such within our business proposition, fellow franchisees can become colleagues rather than competitors.

As you are probably already aware, there is a distinct advantage in commencing a business via a franchise structure because as the franchisor we have many years of experience in the executive chauffeur vehicle market. As such we understand many of the problems an individual can encounter at outset of commencing a new business especially if that person does not have any or very limited experience. In addition we have a nationally awarded website and high quality stationary and brochures to assist franchisees in securing business with new clients in any market sector. The website itself facilitates a five page personal profile of each franchisee so that prospective clients in that region can see their appointed White 7 franchisee / business owner. This gives that franchisee credibility and profile. It is the intention and determination of the directors to make White 7 the premier national based brand in the executive chauffeur vehicle market and together with BMW, White 7 can provide the ultimate chauffeuring experience in the United Kingdom.

If you find our proposition of interest and you would like to know more about the business opportunities at White 7, please contact our head office directly by phone or email or complete the enquiry form on our website. We look forward to hearing from you.

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A White7 franchise gives you a great start

So many people think of starting their own business - not just for the financial rewards but for the opportunity to be your own boss and run your own life.

But the downside is that although you get all the rewards, you also take the risks.

Taking on a franchise within a proven operation reduces those risks substantially. By joining White 7 (UK) Limited, you can reduce them even more!

The principle:

- Established track record from 2012. As a franchisee of the company, you become part of a proven business proposition.
- Faster start up. Rather than starting a business on your own, you have the opportunity of becoming more successful and quicker as a franchise business owner because you have our many years of experience as the franchisor.
- Your own five page personal profile on our actively managed website and supported by high quality stationary and client service brochures.
- Special discounts on the BMW 7 series through our corporate relationship with Rybrook BMW.
- Fleet style vehicle insurance policy incorporating employer and public liability cover at lower cost.
- Bespoke franchisee region of operation with minimum population target of 500,000.
- Proven client marketing strategies in support of the website and brochures.
- Becoming part of a national award winning company with a brand registered trade mark.

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Business support

As a franchisee of White 7 you will receive valuable ongoing business support from ourselves as the franchisor from outset and for as long as you require it. This includes the ethics and business management of owning your own franchise business, marketing, technology support, licencing aspects with your local authority and chauffeur training. There are many aspects in owning and managing a business whether it is part of a franchise structure or otherwise.

In a franchise business with White 7 you will receive that support with many years of experience whereas without this structure you don't. We have listed below the principle members of the team as a guide to our corporate structure.

The **Managing Director / Shareholder** of the company is **Alan Bowyer** and he is assisted by **Anthony Randall, Marketing Director / shareholder** both of whom have extensive corporate experience having been company directors and owners in other businesses over many years. Alan and Anthony formed the company originally in 2012 and are responsible for all the corporate strategy and branding for White 7.

David French is a shareholder in the company and a former Chairman of the Police Federation based in London. Prior to this position, David was a serving Police Officer for 31 years. David has extensive experience as a chauffeur and matters appertaining to the codes of practice for licencing regulations and policy as required by the government and local authorities. David was also appointed as our first franchisee based in Shrewsbury.

Rajan Singh is also a shareholder whose principle position at White 7 is to attract and attain national contracts for the company. Rajan has extensive experience in Media having previously been Executive Vice President of Star TV and Sony Entertainment Television Asia to name just two. Rajan now owns his own media company and his connections are second to none and this compliments the skills of the company.

What do I receive in becoming a White 7 (UK) Limited Franchisee?

As a franchisee you buy the right to develop your own franchise business in a defined geographical area with a guarantee from White 7 (UK) Ltd. that no other White 7 franchisee can undertake business in that area. However there may be times when certain client bookings require an additional vehicle and as such a fellow franchisee could support your requirement. As such another White 7 franchisee would become a colleague and not a competitor and assist you in attaining that business.

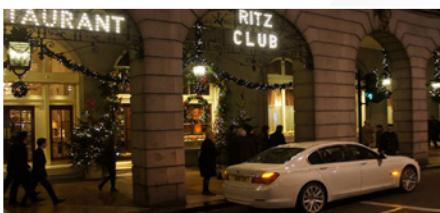
We have formed strong corporate relationships with a number of individual businesses for the supply of their services in support of the franchisee requirements. This includes **Rybrook BMW** and **The British Chauffeurs Guild** to name but two. One of the main benefits of franchising is that it is a business partnership between franchisee and franchisor. As the franchisor, our support is essential especially in the early days of trading for the franchisee. In the initial period there will be a very much 'hands on' approach gradually stepping back and letting you, the franchisee take complete control as you become more confident, professional and experienced.

Our aim is to provide a national quality service to clients with an emphasis on personal service and professionalism. We also aim to build up a strong two way working relationship with all our franchisees and as such make the White 7 brand synonymous with excellence.

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The earnings potential



What you actually earn from a white 7 franchise is really down to the individual in terms of how hard you work, the time committed and the level of skill applied. That is no different to many other business analogies.

Certainly there will be differences between individual franchisee income because for some they may only want to work on a reduced hourly basis whereas some may want to build the franchise business to a level incorporating multiple vehicles. As the franchisor we do not set any targets whatsoever, it is a matter for each franchisee to decide their personal targets to meet their own needs and aspirations.

The level of income achieved will also be based on whether the franchisee commences trading with a pre-used or a new vehicle. Because of the cost and benefits of acquiring a new vehicle which the client appreciates, we allow a higher charging tariff than that of a pre-used vehicle. Typically this is £35.00 per hour for a pre-used vehicle in comparison to a new vehicle at £45.00 per hour. This can also be varied depending on a franchisee's location in the 'UK' typically central London where tariffs are usually higher.

Therefore assuming a nominal 40 hour working week plus 30 wedding bookings annually, the pre-taxable profit for a pre-used vehicle would be approximately £ 47000.00 pa but this rises to approximately £ 74000.00 pa for a new vehicle. This profit includes all known costs of operating the franchise. Therefore whilst a new vehicle will cost more in terms of purchase, it will provide a higher level of income and subsequent profit.

This level of income is based on the quoted fees of the client booking but it is also quite common for clients to give the chauffeur a cash gratuity as an appreciation of their services upon completion of their booking which is not included in the profit projections above because it is an unknown quantity.

It should also be recognised that over a period of time, the franchise business itself should increase in value as the client portfolio increases and therefore at a later date the franchisee can sell their business to another person. Whether that be a colleague franchisee of White 7 or not. As such this structure can be seen as part of that franchisee's retirement strategy.

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Satisfied customers

Don't just take our word for it,
read what our satisfied customers have to say...

“ Richard and I would like to thank White 7 for a great limousine service which helped make our recent French holiday so relaxing. We really appreciated the prompt and comfortable drive to and from Birmingham International and wish you all the best for a successful business. ”

Richard & Judy Clowes

“ Thank you White 7! What a lovely Anniversary treat! Great experience and Tim was fantastic. Thanks Tony for supplying such a great car and a great evening. ”

Dave & Nicola Mackenzie

“ I would like to say thank you to Simon and yourself for making our evening such a wonderful experience. The look on my husbands face when he answered the door was priceless! It was a brilliant birthday surprise, Many Thanks! ”

Liz Ellis-Neal

“ We have had a brilliant, relaxing Spa day and the luxury travel was the icing on the cake. We feel very, very special today. Many thanks White 7 and all the best. ”

Will & Emma Henderson

“ Thank you White 7 for your great service. Seamless and sublime luxury travel - The perfect way to travel. ”

Simon Leader

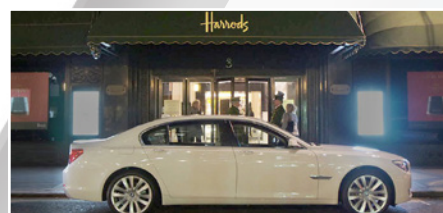
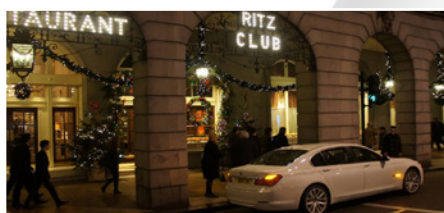
“ Thanks you for a truly memorable and exceptional service. We had an amazing evening purely made true by White 7! PS. Tim was a perfect part of our evening. ”

Carrie & Scott

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What you need to be successful

There is just no escaping the fact that running your own business can be hard work.

However, you are doing it for yourself and the rewards of a White 7 (UK) Limited franchise will be there for you to see from day one.

Listed below are a number of qualities that an individual must have to become a franchisee at White 7 (UK) Limited:

- Commitment/dedication
- Trust and honesty
- Professionalism
- Flexibility in working schedule (self-employed status)
- Exceptional driving skills
- Courteous
- Clean driving licence
- Presentable and of smart appearance

If everything you've read so far makes sense, and you think that a White 7 (UK) Limited Franchise is something you want to know more about, we should talk further.

Call us on 01743 360007

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