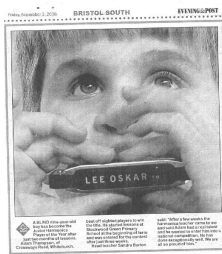


HARPSCOOL.co.UK



HARPSCOOL
'Where Children have Fun
Learning Music'

**FRANCHISE
PROSPECTUS**



Would you like to run your own Harmonica Teaching Franchise with the potential to earn a significant income teaching children how to play the harmonica?



“We will teach you everything you need to know run your own Harmonica Teaching Business. You can run the business from home and on a part time basis to begin with, using our proven methods and systems”.

Ben Hewlett
Owner

Hello,

Thank you for requesting this “HarpsCool” franchise prospectus.

My name is Ben Hewlett and I am delighted that you have taken the time to investigate this fantastic Harmonica Teaching Franchise Opportunity. We believe this is a unique opportunity because it offers you the potential to build a business working part time and from home teaching children to play the harmonica in schools.

We have put together an excellent franchise package which will enable you to build your own successful HarpsCool Business.

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

HarpsCool - Brief Overview

HarpsCool is an independent and unique organisation dedicated to teaching the diatonic HARMONICA and was by set up Ben Hewlett in the latter part of the 1995.

It stems from his passion about music in general, the harmonica particular, and his powerful desire to share the fun of playing such an amazing instrument.



HarpsCool has a small team of teachers fronted by Ben and does more or less the same as Schools Music Services - where Ben learnt his trade. Currently HarpsCool teaches 530 students a week aged 4 - 14 with seven tutors in about 30 Bristol and South Gloucester schools. HarpsCool Bristol is growing gently and strongly.

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

Prospectus

This prospectus will tell you exactly what this opportunity is all about – a little bit of our history, about the business as it is now and the key benefits you will enjoy as a franchisee. We will also provide details of how much you can earn and what your initial investment will be.

The 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.

Next steps

The next step in the process is to fill in the form at the back of this prospectus and then arrange a visit to our head office. This will give us both the opportunity to meet each other, give you the chance to see the business first hand – and provide you with the chance to ask any questions that you may have.

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.

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.



If having read through the Prospectus you believe you have the necessary skills and desire to become a HarpsCool Franchisee, then I will be delighted to meet you.

Best regards,

Ben Hewlett

Managing Director

PS. This really is a once in a lifetime opportunity to transform your life and build a successful business and lifestyle for yourself!





HarpsCool Franchise Prospectus

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‘SMALL INSTRUMENT, BIG BUSINESS’



Why choose a HarpsCool Franchise?

Below we have highlighted the main benefits of being a HarpsCool franchisee which should help you answer the above question.

(1) Proven Business Formula

As a HarpsCool franchisee you will have the opportunity to build a successful business 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 you operate.

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

(2) Large exclusive territory

Each franchisee is given an exclusive large territory to work within. This means that only you can operate and market within your chosen area.

The size of your area means that you have the opportunity to build a sizeable business over the coming years without being restricted by a small territory which would limit your potential.

(3) Low overheads and part time

Each franchise is designed to operate from home initially with the main 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.

You also have the opportunity to begin running this business on a part time basis.

(4) Credibility and use of company brand

As part of the franchise agreement you get to use the unique “HarpsCool” processes, systems, name, logo, website, history and stationery. This gives you credibility and confidence to go out into the market place and get off to a good start. It also enhances your position in the mind of potential clients that they are dealing with an established and reputable company.

(5) Training and ongoing support

Ongoing comprehensive training and support will be given to franchisees which combine on the job 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 HarpsCool 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

(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) Additional products and services to sell

We will also train you in selling additional products and services which will further boost your turnover and profitability.

(8) Proven lead generation

HarpsCool has a proven business formula for generating leads and business.

The key area which covers this is contained within your training and operations manual and includes target markets, sales activity, lead generation tools and techniques and lead conversion. This also includes backend income too.

The HarpsCool website is focused on the customer's need and is a source of information as well as directing them towards enquiries and bookings.



The HarpsCool Market opportunity

Company background and marketplace

HarpsCool was set up in 1995 by Ben Hewlett, trading under the name of HarpsCool and working from home, covering the Bristol area.

HarpsCool started out in the late 90s with Ben teaching harmonica at Dulwich College. He started playing harmonica in the mid 80's and studied first with Paul Lamb, and then with Brendan Power who introduced him to teaching, now these guys are the most respected players in the UK.

Ben left London returning to his native Bristol, and started teaching harmonica at Red Maids School, St Ursula's, and Colston Girls School, he also ran a couple of harmonica evening courses and a blues band workshop each week at the Folk House. After a year or so he added some state schools having joined Bristol and Banes Music Services.

Pretty soon he was working five days a week and getting exhausted without earning enough so he went independent around 2001 and took on a bunch of new schools. Luckily a couple of ex-students approached him and asked if they could do some teaching so he trained them up and handed over some schools to them and took on some more to keep him busy, pretty soon he was working five days a week again taking on and training more prospective teachers.

Having topped 600 students, 10 teachers and 40 schools at times and made some classic mistakes along the way he realised he needed a Management Team to help run HarpsCool and to help the business to grow organically. The plan was to introduce more people to playing the harmonica by taking on more schools and more teachers and to also increase the instruments we teach at a future date.

Our **experience and expertise** together with our 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 of individuals.





HarpsCool - products and services

The core Business is teaching primary school children how to play the harmonica in small groups of six for thirty minutes once a week.

Other products and services include:

- Whole Class teaching
- Secondary school teaching
- Private school teaching
- Adult Education
- Early years music
- Birthday Parties
- Transitional workshops for Y2/3 and Y6/7
- School staff team-building workshops
- After School Clubs
- Holiday Clubs
- Merchandising
- Festivals

Please note that all these 'Other Products' are not represented in the income figures shown and can more than double the income of the business.





Why franchising?

Franchising is a fantastic way to start and run your own business – it provides you with an opportunity to earn a high income but with 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 the 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 avoid making the same mistakes that they have made during their trading life.

And because you become part of a successful business, you will be able to take advantage of their knowledge and link into the strong relationships that they have developed over the years.

Other franchise benefits

You are selling an established product or service with a turnkey business plan and format for you to operate. This includes the brand, systems and processes, lead generation and marketing assistance plus help with raising finance if required.



The training process and ongoing support

HarpsCool has spent many months developing their franchisee training programme and operations manual.

Initial training

The initial training takes place over five full days at HarpsCool Bristol and covers the following areas:

- (1) HarpsCool overview and the market place
- (2) Setting up and running your HarpsCool business
- (3) The technical aspects of teaching Harmonica in the classroom
- (4) Sales and Marketing
- (5) Administration and reporting for your HarpsCool business

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

Ongoing bespoke training

Once you have had your initial training from HarpsCool it doesn't stop there. Ongoing bespoke training is available to you if you want more advanced training or just some refresher training to go over anything again.

All Harpscool franchisees and teachers get free access to all the current and upcoming 'Ben Hewlett harmonica course' tutor cd/book sets as downloads. There are 14 volumes so far and between 2 and 4 new volumes are written each year.

Lesson fees include access to the HarpsCool.co.uk website. This is the hub of the HarpsCool teaching material; it contains a vast collection of instructional and performance videos, written sheet music to download, information about our team and how we work, lesson dates, what we are currently teaching plus all our CD/books in downloadable format.

It also enables all our teachers to use this collection as the core teaching material and to know the students also have access to the material.

The fee of £3.00 per student per month for ten months a year is added to their monthly lesson fee as a bundle to grant access. Currently these volumes are worth over £150 if you were to buy them.

The franchisee must pass that £3.00/student/month to the franchisor on a monthly basis. This is purely collected and passed on – it does not affect profit, and does not show in any figures in this document.

Ongoing support

HarpsCool also provides comprehensive telephone and e-mail support too. This ensures you are never left on your own and support is available whenever you need it.



HarpsCool– Franchise earning potential

The HarpsCool franchise can be run either full time or part time. We also recommend that at least 80% of the lessons are outsourced to Harmonica teachers to run the lessons for you. This will help you to maximise your income potential as you can focus your attention on increasing the number of schools and lessons that your franchise is able to run.

The more time you are able to spend on the business the greater your level of income will be. Working full time in the business will allow you to generate more income than working part time BUT we do allow you to start part time. Working part time and outsourcing the teaching to harmonica teachers is a sensible strategy to follow.

On average every 100 pupils are worth approximately £16,000* to you across the year in both front end and backend income. Some areas will be able to charge significantly more per lesson so these figures could increase further still.

Pupil Numbers	Income £
100	16,000*
200	32,000*
300	48,000*
400	64,000*
500	80,000*
600	96,000*
700	112,000*

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





The Franchise Package

The cost of the HarpsCool Franchise is £4,995 (+vat)

NB. All VAT is reclaimable

The HarpsCool franchise includes the following:

- Full training which is both office based and on the job. This covers all aspects of running a HarpsCool franchise.
- Trading under the HarpsCool brand name.
- An exclusive territory for you to trade in.
- Permanent ongoing head office support in all aspects of running your HarpsCool business.
- Complete start-up package – including stationary and sales literature.
- Operations and resource manual.
- A dedicated & integrated web presence and e-mail.
- 250 Business Cards and Letterheads
- 2500 Flyers
- 20 harmonicas and workbooks

Ongoing fees

- There is an ongoing fee of 10% of turnover, payable monthly.



Next steps

Who are we looking for to join us at HarpsCool?

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
- Reliable
- 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 HarpsCool 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 HarpsCool operation first hand.

Please fill in the brief form on the next page or do it online at the HarpsCool Franchise website at www.HarpscoolFranchise.co.uk The quickest way is to fill it in is online but if you decide to fill in the form on the next page please post it back to:

Ben Hewlett
HarpsCool
17 Horse Street
Chipping Sodbury
Bristol
BS37 6DA

Alternatively please ring 01454 881089.

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? :