

besley & copp
EST 1750

powering the  supplyportal

Franchise Brand Management

Our Experience

Welcome to besley & copp, helping your franchise network balance the need for control and the desire for enterprise.

Managing your identity and brand promise across a franchise network is a challenge but if handled correctly, every franchisee can be empowered and become an effective brand champion.



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powering the  eSupply Portal

*"Because of their expertise besley & copp have become a true partner in the Professor Poopenshtinken's Magical Maths success story. We have been delighted with their service, and with a solid foundation now in place in terms of brand management, procurement and our great eSupply Portal website, **we have everything we now need to scale our business and continue our magical journey.**"*

Dr Jenni Bradford, Magical Maths

New Woman Franchisor of the Year - Winner 2015

The besley & copp difference is our ability to offer a dual support solution for both marketing and operational divisions of your business. Whilst both have their own unique day-to-day requirements, both require:-

- Asset management
- Product procurement
- Stakeholder communication
- Logistics

Supporting Your Franchise



We work with some of the world's most recognisable franchise brands.

The franchise business model is unique and requires tailored support for both the franchisor and the franchisee.

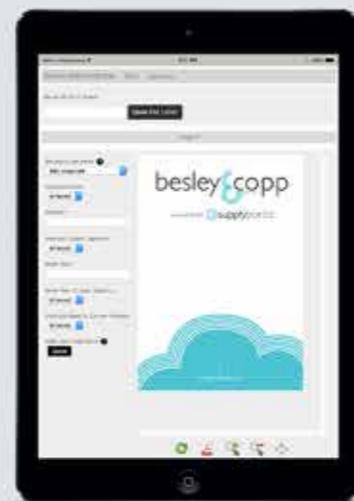
For the franchisor, we provide flexible centralised support including a dedicated account manager to help with all aspects of managing and developing the product and services portfolio. From the building of your eSupply Portal website through to protecting your brand and generating an optional revenue stream, we have the expertise in place to help you manage and develop your business. Whether you have dedicated resources in place or not, besley & copp will work with you and your team to free up valuable time to concentrate on your core objective of selling franchise territories and increasing brand recognition.

For the franchisee, the emphasis is on providing individual support and advice. We understand that they need everything to run their business quickly and at the best possible price. Our aim is to develop a sustainable long-term relationship with each franchisee, supporting their investment and the growth of their territory.

*"ServiceMaster have worked with besley & copp for over 10 years now. We have always experienced **superb customer service**, on top of Professional service, quality and value for money. It's a pleasure to work with you!"*

*Wendy Buck
Administration Manager
ServiceMaster*

Management and control



The fact that a franchise brand is made up of individually owned businesses raises the challenge of brand control and consistency of provision across a network.

Establishing control and supply across this network is essential and choosing the right partner is key. As an experienced franchise supplier, besley & copp has been helping franchisors launch, grow and support their brands for over 10 years.

The eSupply Portal

The eSupply Portal is an elegant web-based solution designed to deliver your brand assets, stakeholder communication, marketing and operational product portfolio across your franchise network.

From simple asset management through to procurement and ecommerce services, the eSupply Portal enables your network to find and personalise a centrally controlled product range at the touch of a button, reducing central administration and lowering costs.

Key benefits include:-

- Fully branded website
- Combined marketing and operational portfolio
- Controlled brand identity
- Creative design services
- Streamlined administration
- Reduced costs
- Pick and pack
- Managed storage and distribution
- Full network support

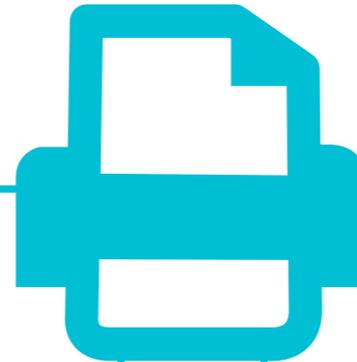
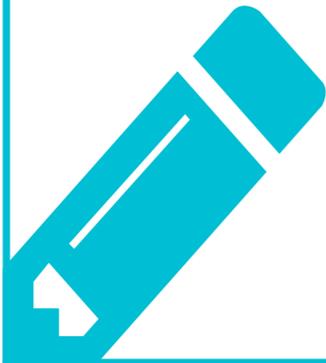
*"We have worked with besley & copp for a number of years now for our head office print, but also in providing our franchisees with a full web to print portal. **The system is brilliant** and the team behind the scenes are always very helpful. It's saved us so much time, and indeed resources."*

Michelle Downey
Head of thebestof

What We Do

Design & Illustration

Our Studio has a reputation for creativity and attention to detail at an affordable price. Whatever your brief we will apply our friendly and flexible approach to ensure you get the outcome you deserve.



Advertising & Social Media

Creating eye catching adverts and social media posts are important in today's digital age. We can help you roll out your campaign across multiple platforms with consistency and brand control.

Point of Sale

Whether you are attending an exhibition, need office signage or perhaps bespoke packaging, we have a complete range of point of sale products to suit all requirements.

Promotional Merchandise

Create a lasting impression with our superb range of promotional merchandise. Visit our website to view our full catalogue.

Office Supplies

Take control of your office supplies spend with our one-stop next day delivery solution. From copier paper to paper clips, we can supply everything your business needs with consolidated invoicing and improved controls.

Print

Whatever your print requirements are, we have the expertise to deliver a high quality, low cost solution. From leaflets to brochures, envelopes to labels, we can supply everything you need to help you run and market your business.

Workwear

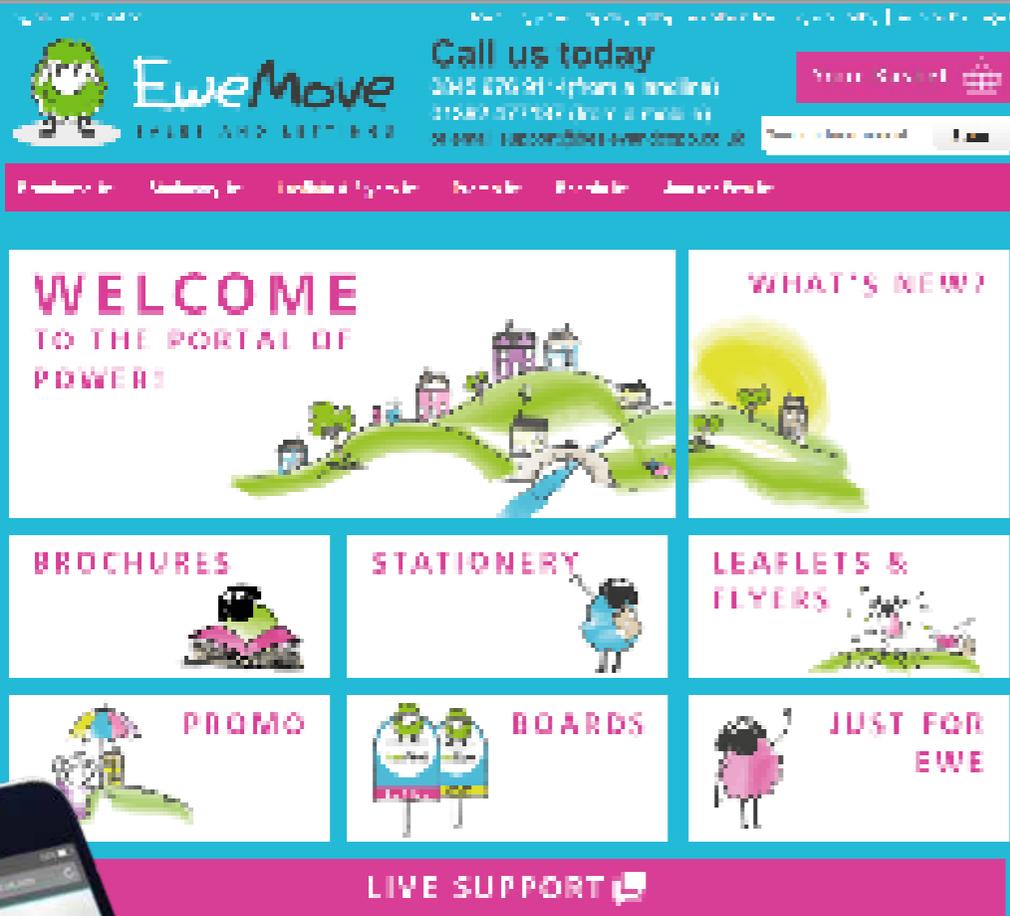
Look great inside and outside of work with our extensive range of branded leisure & workwear. From sportswear to formalwear we have thousands of products to suit all budgets.

Mailing & Fulfilment

Never underestimate the power of a well designed piece of direct mail. Whether you need a one-off mailing or an entire campaign, We can help you design, print and take advantage of reduced mailing costs.

Storage & Distribution

If your business needs to store and distribute products to your network, our modern warehouse with it's flexible 'pick & pack' facility can seamlessly integrate into your day-to-day requirements.



Case Study - EweMove

From its launch in 2013, multi-award winning Estate Agency Franchise EweMove has quickly established itself as one of the fastest growing real estate franchises in the UK. With over 90 territories and a unique fun approach to it's marketing, it would be hard to miss all of those sheep!

The Problem

With such phenomenal success, it was important that all of the hard work that went into establishing the EweMove brand was not diluted and that new products and initiatives could be rolled out to the franchisees quickly and effectively. This was critical to protect the franchisee's investment and the brand as a whole. With instances of non-brand compliance becoming more frequent and the product portfolio widening, pressure on EweMove central administration was building and a strategy was required to ensure brand control and future scalability.

Whilst many of the issues were obvious (brand control, supply chain concerns and franchisee support), finding a partner that could bring everything together proved more difficult.

The Solution

With extensive experience in the real estate sector and a specialist franchise supplier, besley & copp were the ideal partner for EweMove. Word of mouth is always the best advertising, and following a referral from another high profile franchise network, thebestof UK, besley & copp appointed a dedicated account manager who began working closely with the EweMove team.

Following a detailed audit of their requirements, we made a number of recommendations which would resolve many of the issues currently being experience.

The eSupply Portal would be the cornerstone of the solution, helping EweMove to de-centralise the design/artwork process and empower the franchisees to regionalise the centrally designed marketing material at the touch of a button. This saved time not only for EweMove HQ, but also reduced the lead time for product delivery to the franchisees which was vital in a highly competitive marketplace.

In addition to the technology, we also recommended changes in the supply chain, bringing together a portfolio of suppliers that besley & copp would manage on behalf of EweMove under a single Service Level Agreement. Once again, de-centralising unnecessary administration and freeing up valuable time needed to grow the business and sell franchise territories.

Supporting the project was another area that besley & copp added value. With their extensive experience in the franchise sector, they positioned themselves neatly between EweMove HQ and their franchisees, becoming a first port of call for many day-to-day enquiries and requirements. This again reduced the call on the EweMove team centrally and added an extra level of support.

*"besley & copp have been fantastic in helping manage our growing network of franchisees and how they use our brand. **They really understand the importance of our identity** and they've helped us produce thousands of high quality products... our franchisees really appreciate the service offered by besley & copp too, the portal saves them so much time, it's a one stop shop and takes all their graphic design headaches away."*

Sarah Briggs
Marketing Manager
EweMove



unlock your potential
and find out more

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