

EXCLUSIVE FRANCHISING SYSTEM

rightbike

A PASSION FOR CYCLING



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Welcome to Rightbike

I wanted to personally take this opportunity to introduce you to Rightbike. Most people are not aware of the magnitude of franchising – but it's the single biggest business worldwide.

*“Stay in business
for yourself –
not by yourself”*



Rightbike's commitment to growth

Our commitment to growth, our enthusiasm and positive outlook, are key components of the Rightbike philosophy.

Once you begin working closely with us, you will discover how these and other ways of thinking and working can become instrumental aspects of your success.

Being part of Rightbike gives you the unique benefits that only a franchise can offer and you still own and make “your” decisions on “your” business.

Contacting our franchisees is the best way to discover your potential with Rightbike...

So, congratulations on taking the first steps in evaluating us and I hope with the enclosed information, we will be able to show you some of the benefits that our business “family” can bring to you.

We look forward to welcoming you to Rightbike!

A handwritten signature in black ink that reads 'Owen Pattinson'.

Owen Pattinson, Managing Director

The Rightbike Mission

Quality of service and customer care feature highly in the business ethic promoted by Rightbike. We can offer a real opportunity to grow your business and make it more successful.

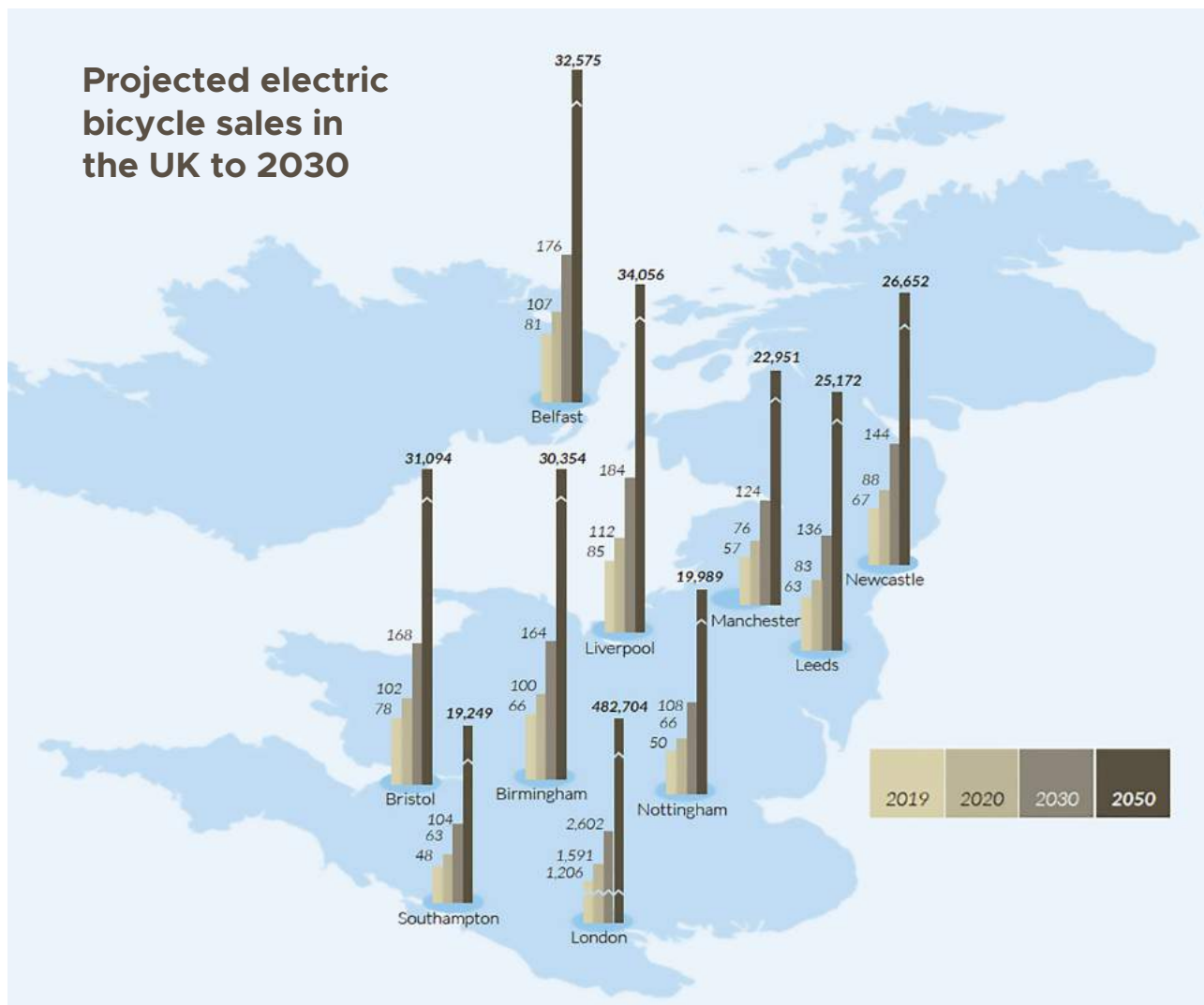
Not only will you have access to the marketing and commercial advantages offered through the Franchise, but you will also enjoy the best technical, health, safety and training guidance that the industry can offer for both today and the future.

Rightbike is committed to the development and support of individuals who are devoted to achieving excellence for their customers and themselves.

Our customers will receive superior service and support. We will continue to maintain the highest levels of service through our dedication and commitment.



The UK E-Bike Market



Our market in the UK

“The growth of the market for bikes in the UK has been both strong and consistent for over 10 years, just look at what the industry is saying.”

(as quoted reference: blog.halfords.com/the-ebike-forecast).

UK E-Bike market size: 2020

“2020 has been the biggest year in history for electric bike sales in the UK. As well as more awareness around what an electric bike is, plenty of e-bike market growth is predicted thanks to a wider range of electric bike choices, from affordable, entry-level e-bikes all the way up to top-of-the-range e-bikes with longer lasting batteries and performance frames and components”.

The UK E-Bike Market

UK E-Bike market size: 2021

Next year, we expect to increase e-bike sales in a big way. This isn't speculation either – the growth in e-bike sales over the last few years as well as 2020/2021 points towards a 30% increase in e-bike sales, a figure that shows just how seriously cyclists in the UK are approaching electric bikes.

“As a registered public health nutritionist and wellbeing and lifestyle consultant, I know only too well how difficult it is to motivate people to stay fit and well, and be active in the very sedentary world that we have found ourselves living in. We all need to exercise daily if we want to enjoy better health, it's basically no longer an option. “E-bikes encourage exercise for all, and especially those with compromised health issues who are being told by their doctors to exercise daily to get them into better health. If e-biking were increased and it became the preferred method of transport for short distances over cars, I have no doubt that it would positively impact the increasing obesity and heart disease rates we are seeing in Europe.”

Yvonne R Wake, BSc MSc RPHNut and lifestyle consultant

UK E-Bike market size: 2030

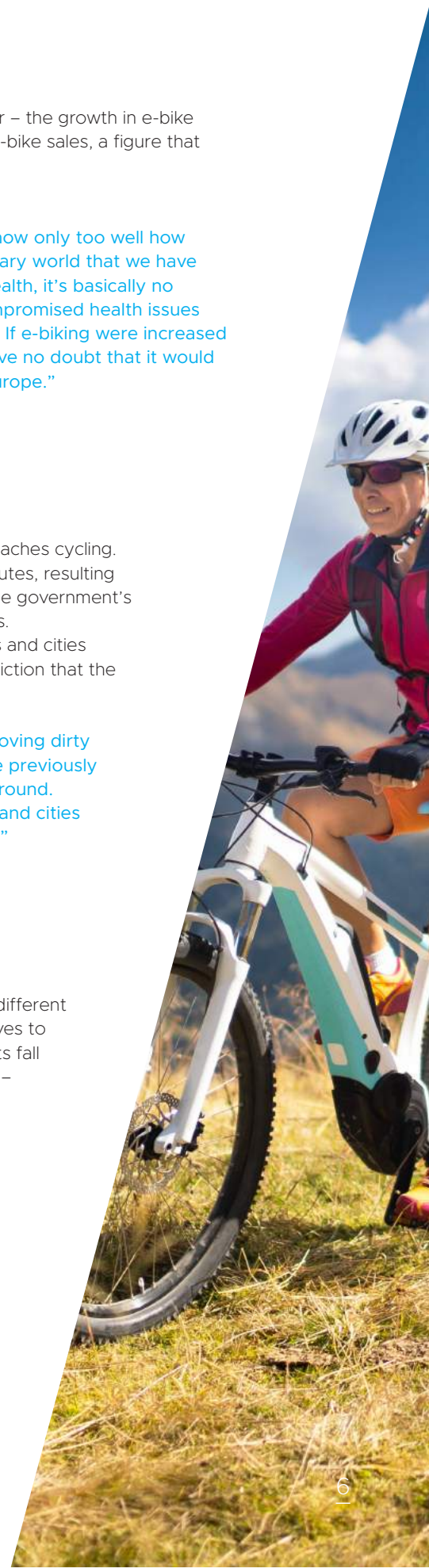
Over the next decade, several factors could play a huge role in the way the UK approaches cycling. As well as the aforementioned pressure on local authorities to create more cycling routes, resulting in improved environments for riders, a much bigger turning point comes into effect: the government's plan to completely ban the sale of new petrol and diesel cars by the end of the 2030s. This move towards electrification, along with much stricter pollution rules within towns and cities could see the bike become a key mode of transportation. This is reflected in the prediction that the number of e-bikes sold within these 10 identified cities will pass the 8,000 mark.

“Electric bicycles can potentially play a big role in cleaning up our transport by removing dirty vehicles from our roads and getting people onto two wheels. People who may have previously been unable to travel by bicycle could have an entire new, cleaner way of getting around. “By getting more people out of their cars we can look to a future where our towns and cities are not choking on polluted air, and climate-wrecking emissions have been slashed.”

Craig Bennett, Friends of the Earth chief executive

UK E-Bike market size: 2050

With fossil-fuel modes of transport well outdated and our infrastructure looking a lot different by 2050, e-bikes could be a popular alternative to cars. As battery technology improves to the point where a charge is only needed once a week or less, and manufacturing costs fall thanks to automation, e-bikes may become just as prevalent as pedal-powered bikes – with an estimated 1.5 million sold within these selected cities in that year.



The Franchise way

How to put the odds in your favour

Source: Based on a recent Annual British Franchise Association survey by National Westminster Bank and the British Franchise Association, franchising in the UK continues to grow. Over a 710,000 people are employed with an overall turnover of more than £17.2 Billion.

93% of franchises reported profitability in 2019

There are an estimated 48,600 franchised units in the UK, the highest number ever and nearly two times more than 25 years ago, with the number of franchisees reckoned to be around 20,000. That's because around one third of franchisees own and run multiple units.

Franchisees claim that profitability remains high at 93%, and over two thirds of franchised units that have been running for 5 years or more report being either quite or highly profitable.

60% of franchised units turn over more than £250,000.

Failure rates for franchises remain very low, with fewer than 1% per year closing due to commercial failure.

UK franchise sector 2019

Information from the Annual British Franchise Association -

Total Franchise Systems	935	Up 50% since 1996
Total Franchised Units	48,600	Up 10% since 2015
Total Turnover	£17.2 billion	Up 14% since 2015
Total Employment	710,000	Up 14% since 2015

Franchise profitability

2010	2011	2013	2015	2018
90%	91%	92%	97%	93%

2018 Time held franchise

Up to 2 years	3-4 years	5+ years
85%	92%	98%

The benefits of franchising

Consumers prefer national franchises

Even for established businesses, franchising makes sense!

In essence, franchising is systemic business support. Franchising enables the entrepreneur to learn from the experiences of others, by following a system developed from the most successful companies in a given field. The Franchisee saves time, money and energy, by following a proven pattern – receiving continuous support from both his franchisor and all of the other franchisees in the group.

The power of synergy

Inherently, franchisees have a competitive advantage over other small businesses. This results from the synergy of companies working together, all with a common goal. Not only does the Franchisor provide a proven business format, ongoing assistance and research into new services and operation methods, but the franchises themselves become laboratories of innovation.

When one develops a superior operating method or new marketing idea, all franchises benefit!

When one franchise provides a customer with a memorable service experience or conducts a great local marketing campaign, there is a spill over effect benefiting neighbouring franchises and those throughout the country.

This synergy is only possible because each franchise is exclusive. One franchise's success does not detract from another – on the contrary – so there is every incentive to co-operate with your fellow franchisees.

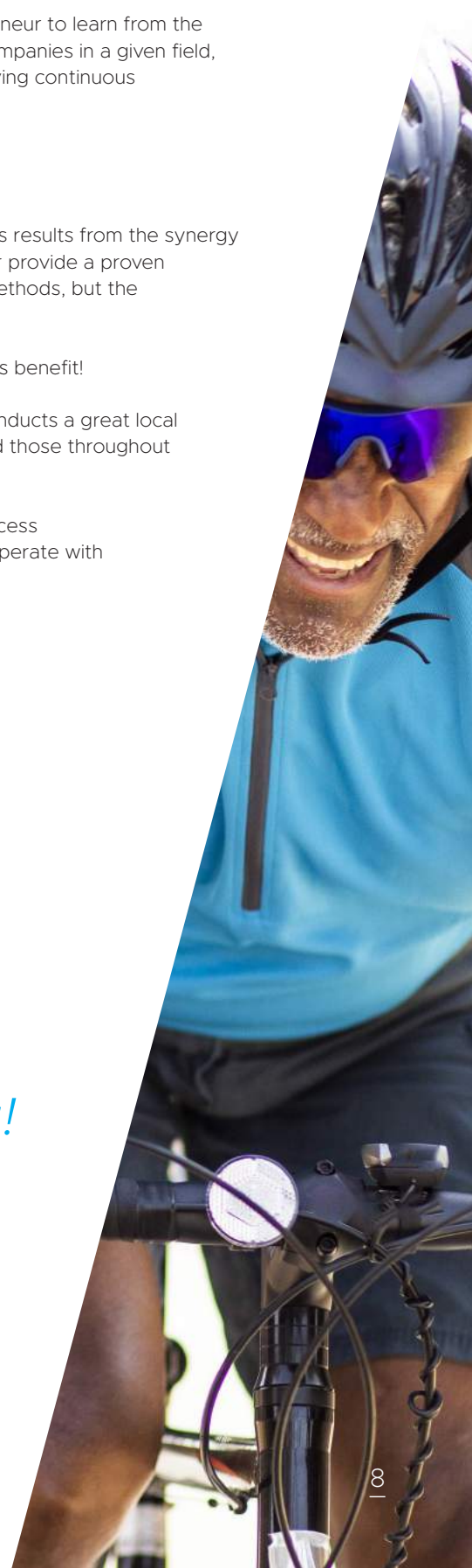
*“Together we can all achieve
far more than each of us
can independently”*

That is the power of synergy!

That is the power of franchising!

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The benefits of franchising

Value-added benefits of owning a franchise

- Nationally, **PREFERRED** 2 to 1 by Customers
- Additional **BUYING POWER** and **DISCOUNTS**
- Increased **MARKETING EXPERIENCE**
- Additional **SALES TRAINING** Skills
- “Added-Value” **CUSTOMER SERVICE** Systems
- **IMPROVED MANAGEMENT** Coaching and Guidance
- **FRONT LINE TRAINING** for Technicians
- **ON-GOING TRAINING** and **SUPPORT**
- **RELATIONSHIP BUILDING** with Customers and **OTHER FRANCHISEES**
- Increased **EQUITY GROWTH**
- **RESALE** Assistance
- **SUCCESS PRINCIPLES** to Personal Growth – Goal Setting – Lifestyles
- **CROSS MARKETING** with **OTHER FRANCHISEES**
- **ADVANTAGE** over **COMPETITORS**

Why buy a franchise?

Franchised businesses are successful businesses

According to many surveys, up to 77% of independent enterprises fail within five years – as many as 82% don't last 10 years.

Yet even after 10 years, 90% of franchised businesses are still operating and still making a profit.

It is your hard earned money – if you were looking as an independent investor, where would you put it?

After 5 years

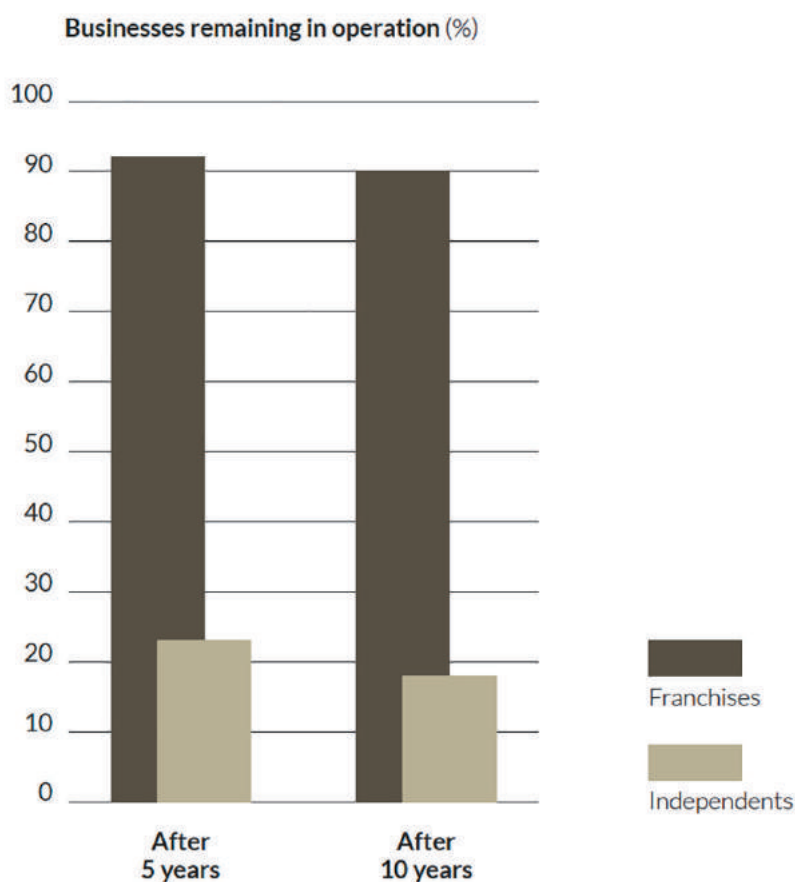
92% of franchises are still operating

23% of independents are still operating

After 10 years

90% of franchises are still going strong

18% of independents are operating, and even fewer are profitable



Why buy a franchise?

The franchise system fulfils both yours and your customers' needs

The franchise system

The franchise system is a detailed process of step by step business practices – a methodology proven over time which you can follow to achieve business success.

By following the system you will:

- Have a plan for consistently developing your business
- Build equity in your business
- Grow your business in pace with your resources
- Control your overhead (i.e. both fixed and variable expenses)
- Build an organisation:
 - A) Find a successor B) Recruit quality personnel C) Develop People
- Update your goals to ensure growth and avoid the plateau trap
- Have solid business, financial, accounting and marketing record systems
- Add assets only as new business and growth objectives need them
- Put in place long-term rewards for the years of work
- Plan for success – daily, weekly, monthly and annually
- Control financial circumstances and operate within the constraints of your current financial situation
- **HAVE FUN**, remain on top of, and in control of, your business so that you can enjoy yourself!

What customers want

Customers want good service at a fair price and someone who will solve their problems without taking advantage of them. Research studies show customers trust companies with a national name, a brand... Companies like Rightbike.

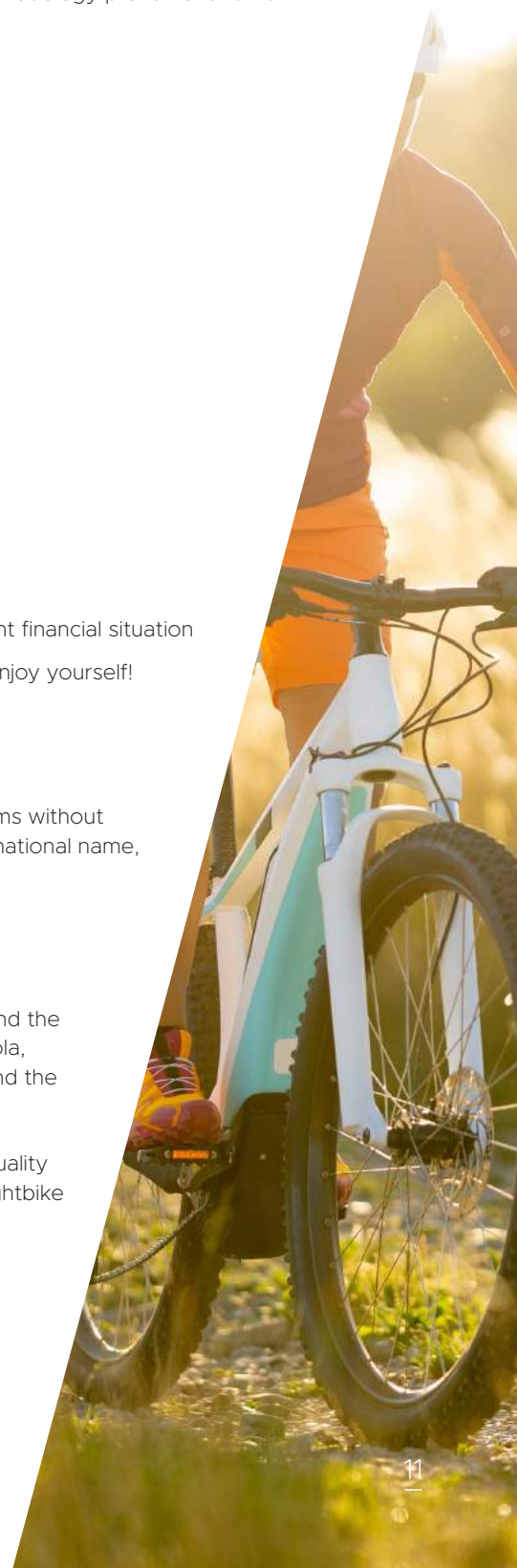
Why brands?

Brands represent “world-class” consistent quality, value and reliability. Every day around the world, people are buying into the branding experience – look no further than Coca Cola, Sony, Nike. We live in a branded world where customers demand quality and value, and the consistency that Brands deliver, when the customer wants it and where they want it!

No-one other than Rightbike creates a recognised national name representing high-quality bikes, service and repair. Give customers a national name they can trust – one like Rightbike – and they will respond.

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Why invest in a Rightbike franchise?

Exclusivity

When you invest in a Rightbike franchise, you own the exclusive rights to the name and concept in your chosen territory.

Your competitors will not have access to your proven techniques and methods

Support

Rightbike is dedicated to your growth and prosperity. As a Rightbike franchisee, you will enjoy the full backing of our organisation. Specific ongoing support provided to Rightbike franchises include:

- Extensive business, marketing and management training
- Exclusive use in your territory of the Rightbike marketing arsenal, and our proven approach to sales, service and repair
- Technical support and training
- National account marketing
- Lower prices on equipment and accessories through our exclusive buying group arrangements
- National Conferences; Training Meetings and information exchanges with other Rightbike franchisees
- Rightbike marketing programmes, direct mail letter bank and marketing material
- Exclusive Rightbike technical training manuals

Why invest in a Rightbike franchise?

Franchise is co-operation not competition

In addition, all Rightbike franchisees provide mutual support and idea generation. Rightbike franchises learn from one another in a non-competitive environment. The support and advice from other franchises is another distinct and exclusive advantage.

The combined efforts and experiences of Rightbike franchises across the country provide an incredible synergy. When one franchise discovers a new and innovative approach, it can be shared with their other franchise partners.

Future value

The exclusive rights to the Rightbike name will add value to your business. When it becomes time to sell, our franchise gives you much more to sell than a depreciating asset base and a customer list. The franchise license may well become your most valuable asset; one that is appreciating every day.

And... If one day you do decide to sell, Rightbike are able to assist you in your efforts to find a buyer. After all, Rightbike has a continuing interest in your business as a growing concern. Through our contacts across the country, we will probably be your best assistants in finding the right person to purchase your business.

Problems and solutions

The greatest problems faced by businesses today include:

- How do I keep business coming in?
- How do I secure work from national account customers?
- How do I negotiate the best buying prices – and how do I know they are the best?
- How do I protect my income stream during down times?
- How do I earn higher margins?
- How do I find, and keep, good personnel?
- How do I manage my business finances?
- How do I ensure we are providing quality work?
- How do I build a reputation and differentiate myself from other bike businesses?
- How do I compete against competition?
- How do I establish and maintain excellent customer service?
- How do I comply with changing government regulations?
- How do I build increasing equity in my business?

Rightbike has proven solutions to these and other challenges



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Frequently asked questions

Can a franchise be sold or transferred?

YES. A franchise may be sold if it is in good standing, all in accordance with the franchise agreement. Rightbike does reserve the right of first refusal, and we must consent to the transfer of any franchise: however, the consent of Rightbike may not be unreasonably withheld.

And remember this most important fact. If you do ever decide to sell your business, a franchise almost always demands a higher price than a stand-alone company.

How long does my franchise last?

The initial term is 10 years. You may renew for an unlimited number of additional 10 year periods at the then current franchise terms, with no additional franchise fee. Of course, you must be in good standing with Rightbike, and have complied with the terms of the franchise agreement.

You don't necessarily need to have run your own business before, but you must have an open mind to learn and put into practice the advanced systems and business methods you will learn.

Can I buy more than one franchise?

YES. You can buy any number of franchises subject of course to qualification and availability.

Must I buy equipment and supplies from Rightbike?

NO. You have total control of your business. Rightbike will set standards and can assist you in selecting equipment. We have negotiated preferential buying prices with many suppliers, large and not so large, but you are free to buy what, and from whomever you wish.

In addition to main lines of equipment, we have also negotiated special arrangements for many other needs of your business – from insurance to printing, from private health to vehicles. In many, many ways you will find that the combined buying power of a franchise organisation ensures you will get the best value whatever your needs.

What about advertising?

You will participate in a national advertising programme provided by Rightbike. All funds are held in a separately managed account exclusively for national advertising efforts. You will be encouraged to participate in selecting the best outlets for these funds.

In addition, you will also be provided with all materials necessary to advertise in your own area.

Must I carry the Rightbike name?

YES. We hope you will be proud to use the name of Rightbike. When you buy the franchise, you are required under the franchise terms to operate solely under the Rightbike name.

If however, you are converting an existing business you are allowed (for up to 12 months), to list your previous company name with Rightbike.

Frequently asked questions

Do I receive assistance in converting and opening?

YES. You will have to complete pre-opening training.

Is training available at my place of business?

YES. But initially you will be required to attend Franchise Management Training at the Rightbike Head Office. In addition, you will be encouraged to attend National and International conferences which are held regularly.

Will I receive help after training?

YES, this is the one of the strengths of a franchise. Advice and assistance is available for the life of your franchise. Plus, you will receive the confidential Rightbike Operations Manual, the Marketing Manual and the Forms Manual all of which cover many important facets of your business operations. Over time as these manuals are updated and revised, all changes will be sent on to you.

You will also receive the company newsletter and regular bulletins containing useful information about important events in our industry.

Help and support will always be as near to you as your telephone.

Do you run a pilot company?

YES. We have a company with its own territory, which is operated as a typical franchise. We try and test every part of the programme to ensure that if you ask how to do something, we can answer from experience. During your training, you will have the opportunity to visit our pilot operation to see just how everything works.

Do you offer a finance programme to help with the initial franchise start up costs?

Assistance with financing is available to qualified applicants – a number of high street banks will lend up to 70% of the required investment. We have negotiated special van and equipment leasing programmes.

I am definitely interested – what's the next step?

Complete the enclosed Registration Form and post it back to Rightbike. We guarantee that the information you submit, will be held in the strictest confidence, and will not obligate either party at this stage.

Once we have received the completed Registration Form, you will be supplied with additional information to assist you in the evaluation of your personal opportunity with Rightbike.

What to expect

Our brand identity

We have created an eye-catching and distinctive brand identity, which does what it says on the tin! Bold, professional and timeless, there's no mistaking our mission when you see the logo - it's the right bike for you!



Brand examples for our Petersfield store



What to expect

Our Social Media campaigns

We have a dynamic and comprehensive selection of social media adverts ready for use, promoting crucial aspects across the business from bike hire to new gear, all backed up with professional and targeted optimisation ensuring excellent engagement and reach.



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What to expect

Our store concepts

The brand theme follows through into our stores: clear, fresh and designed to allow the bikes and gear to do the talking. A contemporary feel with a nod to the environments and terrain that our bikes will meet along the way.

Store concept



We offer 3 types of store refit -

- 1 Exhibition style branded plinth display
- 2 Branded 'zone' within your existing store
- 3 A full refurbishment to transform your store into Rightbike



Typical store frontage

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What to expect

Out and about - vehicle livery

Our bold logo works well in large scale, applied to vehicles of all sizes. It's an important brand awareness tool to get you and your business noticed when out and about collecting and delivering, a conversation opener and the mark of an established and solid business -



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What to expect

Looking the part - staff uniforms

Feeling part of the 'Rightbike family' is important to us, so our discreet branded apparel helps to engender a sense of belonging. It also helps customers identify to amongst the bikes and gear within the store!



Black polo shirt



Fleece jacket



Blue polo shirt



Black T shirt

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Join Rightbike and watch your business grow!

Join Rightbike, become part of an exclusive franchise network and watch your business grow!

The bike business is changing and for many companies, increased competition, spiralling overheads, low margins and inefficient business systems are profit killers!

Contact us and we'll be in touch.

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