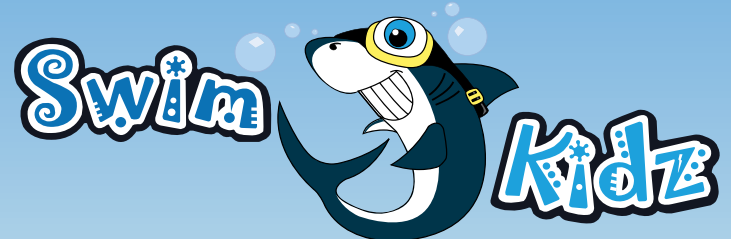


**DEVELOP A  
“SUPER” CAREER  
AS A SWIMKIDZ  
FRANCHISEE**



**THE FRANCHISE OPPORTUNITY**

A baby is shown swimming underwater in a pool, with arms and legs extended. The water is clear blue with some bubbles. The baby is looking towards the camera.

# **YOUR SWIMKIDZ FRANCHISING QUESTIONS ANSWERED**

## **What are we offering?**

To put it simply, we are offering you the opportunity to have a career that you will love and to be a business owner with a professional and supportive network to maximise your success whilst minimising the risks.





# Who are we?

- We are a professional and specialist Swim School teaching Mums in waiting, Babies, toddlers and children of all abilities
- Swimkidz is family owned and run for likeminded people
- Run by local people in the communities they live in and know
- Many of our Franchisees are former customers or teachers
- Associate Members of the British Franchising Association passing their detailed selection process in 2015

# Why do we do what we do?

- Set up to support enthusiastic people to deliver structured swimming lessons so the passion for swimming is passed onto future generations
- To set up and assist Franchisees in running a successful and rewarding business both financially and with high levels of job satisfaction



# How do we help our Franchisees set up and run successful businesses?

We tailor a bespoke package to suit your business aspirations

We deliver full training in all aspects of the business including the following:

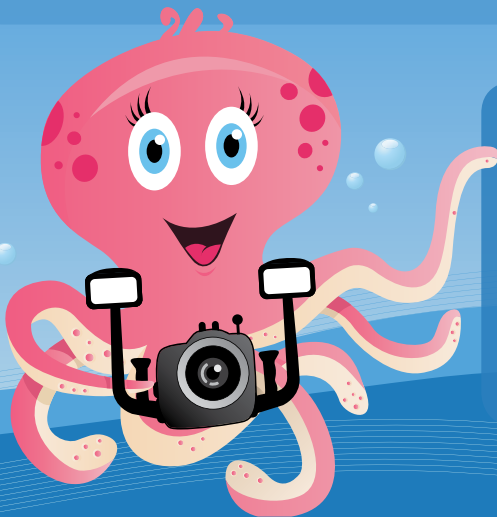
- World class comprehensive swimming teacher training to National and Internationally Accredited standards
- Business Management Training
- Specialist Financial and Accounting support
- IT Support including setting up your own website
- Marketing and Public Relations Support including media
- Access to our Bespoke Database to assist your running of your business
- Specialist Human Resource Support
- Tried and tested processes, procedures and operating manual to support you in growing your business
- In house photography team to take amazing underwater portraits
- Starter pack including uniforms, equipment, stationary etc

Individual support from a network of successful business professionals



## Where do we operate?

- Our business is rapidly growing across the UK and Internationally
- Please don't hesitate to enquire to see if an opportunity is available in your area for this exciting business opportunity



The above is just a taster of what we offer, please pick up the phone and ask for more details, e-mail [Franchising@swimkidz.co.uk](mailto:Franchising@swimkidz.co.uk) or visit our website

**[www.swimkidz.co.uk](http://www.swimkidz.co.uk)**







## Questions to Ask Yourself:

- Do you want a change of career?
- Are you self-motivated and focused on achieving goals?
- Do you want to be in control of your own success?
- Are you a gregarious and passionate person?
- Would you like to be helped in growing a successful business?
- Do you enjoy swimming?
- Would you love to work with parents, babies, toddlers and children?
- Would you like to help others learn a lifesaving skill?
- Would you like to work flexible hours?

## Our Vision

To be the swim school of choice for parents by delivering structured, stimulating and fun lessons from pre-birth to toddlers.

### Mission Statement

- To provide quality, affordable swimming lessons for expectant Mums, babies, toddlers and children of all abilities.
- To be delivered in a safe and stimulating environment by qualified, experienced and enthusiastic instructors who will pass on their passion for swimming to future generations.
- This will be achieved through the Swimkidz family friendly team of dedicated franchisee's, instructors and support staff.



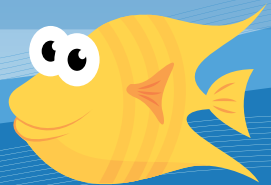
# The Opportunity Playing to strengths

Operating a Swimkidz Franchise is an opportunity to run your own business but not on your own. We have a dedicated team to assist you, as well as a network of franchisees sharing ideas and forums to help to you achieve best practice.

We believe that as our local franchisee you deserve the best environment in which to work and that means giving you as much support to allow you to do what you do best. We have spent years developing the most effective ways of talking to, and working with local like-minded businesses and we share those insights and strategies with our successful applicants.

A large proportion of our business is through referrals, this is a testament to our approach in itself. We treat our customers with the same respect we would expect and we pride ourselves on our communication with them. We provide our franchisees with access to simple online systems to help effectively manage their time - cutting out the need for lots of unnecessary paperwork and administration.

Our franchisees come from varying work backgrounds from admin assistants to scientists. It doesn't matter what you have achieved previously if you have the passion and determination to succeed we will assist with everything else.







**Don't take our word for it, these people made the call and look what they say!**

“

*I started Swimkidz North Buck Franchise 3yrs ago and all I can say is it's the best thing I ever done. Was hard work initially but was worth it.*

*Waking up and loving to go to work is not what most people can say. Teaching the babies, Toddlers and children is very rewarding and fun. Seeing the little ones progress throughout the programme is amazing and rewarding! It never ceases to amaze me how comfortable and relaxed the babies are from their first submersion. I am passionate about what I do and seeing the little ones swim unaided gives me a great sense of pride*

*Also having the support from Trish and the franchise team is great , she is really knowledgeable in all aspects of swimming and has taught me a great deal on both aquatic and business skills.*

*Thanks Shelley mum of  
Byron 7yrs*

”

If you would like to join in our success, why not give our Franchise Team a call so we can discuss in detail this amazing opportunity and arrange to take you through the next steps...

Don't hesitate, be proactive and start the rest of your working life with a spring in your step

Call

**0118 9836130**

**or Andy on +44 7734 757001**

and start to feel your life change



“

*I left the financial services industry after 30 years because I wanted to put my efforts into something more satisfying, I had a long background in swimming and when the opportunity came up to be my own boss as a Swimkidz Franchise owner I started to think very seriously about a change of direction.*

*I took the leap approx. 18 months ago and have not looked back since, like any new business its not easy work and you really do need to put your heart & soul into it to make it succeed but its very rewarding and I have never regretted making the move. The training & support given by Trish is second to none, from the first day of training you could tell that she lives for the success of the business but most importantly the success of the process which is to make babies & children safer & more confident in the water.*

Paul Daniels  
Swimkidz East Berkshire

”



“

*After having spent all of my working life in the Travel Industry I settled down to have a family and along came my son William.*

*When William was about 6 months old I tried to get him into lessons in our local pool and couldn't get him in due to a long waiting list.*

*I then received bad news I was being made redundant which was a huge shock as I had planned to go back after my maternity leave.*

*It got worse as my marriage then broke down and I was left a single mum bringing up a young baby.*

*Money was tight and going back to an office job was proving difficult with fitting in childcare to cover.*

*It was time for a change and having remembered my sister in-law having gone on a baby and pre-school swim course with this in mind and remembering how difficult it was to get my son into lessons I decided to look into this further.*

*Initial chats with Trish Hare founder of SwimKidz made me realise this could be a great opportunity for a new career and business opportunity. I have never looked back, SwimKidz has changed mine and my son's life's around. It was hard work at first but its paid off and our life's couldn't be better.*

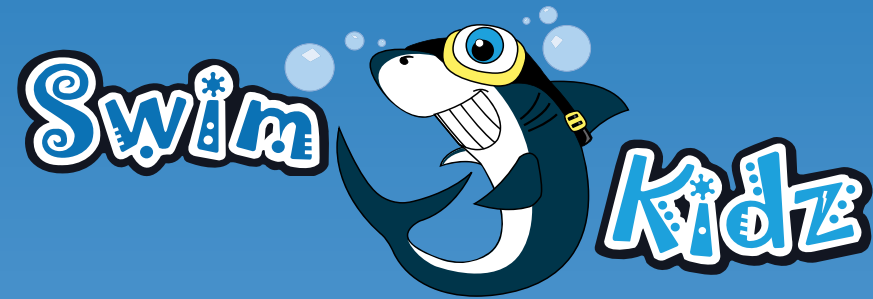
*A job I love, more time to watch William growing up and an income I had only dreamed of!*

Tracey  
Swimkidz South Bucks

”







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