

Business Doctors helping SMEs to grow

BY ROISIN KIBERD

With Business Doctors, the aim is simple: “Our elevator pitch is that we help ambitious SMEs to achieve what it is they want to achieve,” said John Nelligan, who is bringing the Doctors’ curative powers to Ireland. “Seventy-five per cent of SMEs want to grow, or want to be more profitable, but every business is slightly different in their requirements. We are a collaborative franchise.”

An exhibitor at the upcoming Dublin Franchise Show, Business Doctors is a franchise designed to help other franchises. Bringing in industry veterans with backgrounds in executive and high-level corporate roles, they employ a holistic approach to business consulting. Drawing on decades of experience, their teams have helped hundreds of small and medium-sized businesses across diverse industries.

From humble beginnings – the business was founded in the UK in 2004 by Rod Davies and Matthew Levington



John Nelligan, Master Franchisor for Ireland, with Matt Levington and Rod Davis, founders of Business Doctors; all three will be attending The Franchise Show

in a room above a takeaway – Business Doctors has grown steadily ever since. Offering a hands-on alternative to traditional business consulting, they provide an extensive and widely developed support

network to SMEs in the UK, South Africa, India, Malta and now Ireland. 2016 is a year of expansion for Business Doctors, and Davies and Levington plan to attend on both days of the exhibition to meet poten-

tial franchisees. They are also speaking at the event. “We’re only launching in Ireland this month,” said Nelligan, who first learned about Business Doctors through an ad seeking franchisees pub-

lished in *The Sunday Business Post*. “I met the guys, visited their office and got a better look at the operation... It all happened between April and July. We liked each other’s ethos and each other’s core

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All our business doctors are business people

values.” The Irish branches will add to their 45 franchisees in the UK, along with offices further afield. There are more in the pipeline. What makes a good Business Doctor?

Nelligan said: “We tend to go for people with a corporate background, people who have elevated themselves to management level in SMEs or professional service organisations. All our business doctors are business people. They will have built up a wealth of knowledge and experience, and they’ll have good business scars from being involved in it for so many years.”

Coaching businesses to get better results

As an ActionCOACH franchise partner, everything you do is about adding value, building people and helping companies grow. Our coaches build an amazing community and truly give back, while being well-rewarded.

According to Marina Bleahen, managing director, ActionCOACH: “There are many reasons that more than 1,000 people have chosen to enhance their lives by becoming ActionCOACH franchisees since it launched in 1993. Recognised as the world’s number one business coaching brand, ActionCOACH has won many international awards, including Irish Franchise of the Year, European Master Franchise of the Year on three occasions and, most recently, achieved an all-time record with a Franchise Satisfaction benchmark score of 90 per cent for a €25-75k investment level franchise, securing the triple crown: The UK’s Best Mid-Priced Franchise Winner (2015 and 2014), 5 Star Franchisee Satisfaction status (third year in a row), and Continuous Improvement award winner (2015 and 2014).



The effectiveness of having a coach in sports is proven the world over, and ActionCOACH is matching the results in coaching SMEs. An ActionCOACH keeps the business owner accountable: eliminating excuses, replacing ineffective systems, and halting unproductive effort.

All businesses need coaches, and ActionCOACH is unrivalled in its ability to serve SMEs, creating opportunities for potential coaches in every community. There are over 180,000 Irish businesses in ActionCOACH’s target market, and each franchise partner works with 10-15 business owners; so to reach just 1 per cent of that target market, ActionCOACH needs over 100 business coaches in Ireland, and so far they’ve recruited the first 15 of that team.

Approved franchise partners will receive comprehensive training and support to start their business coaching practice and commence earning on day one. A true testimony to ActionCOACH, Derek O’Dwyer, franchise partner, says: “In my 15th year as an ActionCOACH, I am on my third licence. I’m proud to be an ActionCOACH and proud to be part of ActionCOACH Ireland.”

Bricks 4 Kidz: a STEMulating business opportunity

Bricks 4 Kidz inspires and educates, teaching children the principles of STEM (science, technology, engineering and maths) with LEGO products. Each franchisee offers seasonal camps, birthday parties, pre-school and primary school workshops, after-school classes and school tours.

Founded in Florida in 2008 by architect Michelle Cote, Bricks 4 Kidz began as an after-school LEGO class. In eight years, it has expanded to over 15,000 locations worldwide, and over 750 franchises awarded across 45 countries, numbers which have seen it declared as one of the fastest-growing franchises in the world.

“In July of last year, we launched Bricks 4 Kidz in Wexford, and already over 6,000 children have participated in our LEGO Technic



Karl Fitzpatrick, master franchisee for Bricks 4 Kidz in Ireland

and Robotics programmes,” said Karl Fitzpatrick, master franchisee for Bricks 4 Kidz in Ireland. “We have subsequently appointed a sub-fran-

chisee for Fingal, and we’re in talks with a large number of prospective franchisees at present with a view to developing Bricks 4 Kidz into a

national brand.” Fitzpatrick is also the managing director of Chevron Training and Recruitment, president of Wexford’s Chamber of Commerce and presenter of South East Radio’s Business Matters show. He has been involved in the education sector since 2007.

Fitzpatrick first encountered Bricks 4 Kidz at an international franchise show, and recognising that educational play is an emerging trend in children’s learning, Fitzpatrick was impressed by this business, which successfully manages to integrate the world’s favourite toy into a programme that effectively teaches the principles of STEM to children.

The concept is surprisingly versatile: with 15 different revenue streams, including holiday camps, in-school workshops and themed birthday parties for children, the company has also developed programmes

for adults. Bricks 4 Biz offers corporate team-building and business strategy sessions, helping teams work through their ideas with LEGO. Bricks 4 Seniors is a programme for nursing homes, where, in collaboration with the home’s activities coordinator, they can hold fun and engaging classes which improve the residents’ dexterity.

When asked about what he is looking for in potential franchisees, Fitzpatrick said: “We are actively looking to grow the Bricks 4 Kidz brand across Ireland and are interested in

hearing from business people that are currently operating within the children’s entertainment or education sector.

“Bricks 4 Kidz offers something different to the traditional franchise: it’s an opportunity to be part of a fast-growing, innovative and inspiring business which utilises an established global brand,” said Fitzpatrick.

“Educational play franchises are going to experience phenomenal growth over the coming years and Bricks 4 Kidz will be to the forefront of this sector.”

Homecare provider reaches out to franchisees beyond Dublin

Founded in Omaha, Nebraska, in 1995 and launching in Ireland in 2013, Right at Home operates in eight countries including the UK, the Netherlands and Australia. Its Dublin head office provides home care for HSE clients across the north city, as well as private individuals.

“Since opening, the focus has been on building a quality-driven business model,” says David McKone, managing director of Right at Home Ireland.

“Firstly we achieved ISO 9001 certification and became HSE providers, then we won the HSE tender in 2014 and 2016 and recently won the Irish Franchise Award for best pilot franchise system.”

“We’re looking for someone with management experience,” McKone said of Right at Home’s ideal franchisee.

He added: “Someone who has been successful in their career so far, and wants to do something for themselves as well as for their community.” He described Right at Home as “very much a management business”.

“The primary role, at the start of your business, is business development. As it grows, you’ll move into the

operational side. A healthcare background isn’t necessary, as we will provide all the training needed for running a home-care business.”

In the typical Right At Home office, a care manager oversees a team of carers, providing a range of personalised services including personal care, homemaking and companionship to older people and adults with a disability.

Right at Home’s first franchisee, Natalie Crowe, opened her business catering to Galway City and the surrounding area earlier this year. “I’m delighted to welcome Natalie on board. It’s been a great success so far. All at Right at Home wish her the very best during this exciting time,” said McKone.

They’re also bringing innovation to the field. McKone says his business philosophy is to introduce at least two innovations a year into the business. They have launched an e-learning system for caregivers and cutting-edge management software for franchisees to boost efficiency and quality.

Currently Right at Home are in talks to open franchises in several counties, and are focused on developing the west and south of Ireland.

“There’s quite a greenfield



David McKone, managing director, Right at Home Ireland, and Natalie Crowe, Right at Home Galway

of opportunity at the moment”, McKone said, “and there’s been a keen interest in the franchise.”

At the Franchise Show on September 9 and 10, their Operations Manager and Fran-

chise Business Administrator will be in attendance, along with McKone himself, who will be speaking in seminars on both days at 2.15pm, about opportunities with Right at Home.

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Acorn Life DAC	618	Kendlebell	324
ActionCOACH Business Coaching Ireland	426	Lawry's The Prime Rib	220
AIB	526	Local Appliance Rentals	316
Aloha Ireland	322	Lock Doctor	310
Artzone	312	Lumy By Paris	617
BCM Business Cost Management Limited	510	Making Money	516
Bricks 4 Kidz	308	Massage Heights	220
Business Doctors Ltd	500	Mr Arkwright's Tool Emporium	406
Camile Thai Kitchen Ltd	524	Muffin Break	306
Coffee-Bike	201	Novi Global Recruitment Ltd	624
Coyote Ugly Saloon	220	PartyStore Systems	620
Denny's	220	PCL Franchise Enterprise Ltd	300
DPD Ireland	414	PuroClean	404
Embroid Me	408	Right at Home	320
Energie Fitness	628	Sanondaf	522
Esquires Coffee	416	Sherpa Kids Ireland	614
Everlast Fitness	220	Signarama	408
Experimac	408	Smarter Surfaces	412
Fastway Couriers Ireland	630	Snap	604
Franchise Development Solutions International	720	Sport4Kids	528
Franchise Direct	410	Straetus UK & Ireland	318
Franchise Expo.ie	201	Supergreen Solutions	408
Freedome (Sky Zone USA)	220	SuppliesBox.com	514
Global Franchise Mag.	516	Synergy Stocktaking	718
Grimaldi's Pizzeria	220	The Flying Locksmith Inc.	518
Heavens Above	622	thebestof Ireland	418
Interface Financial Group	419	Transworld Business Advisors UK Ltd	406
International Art School	512	Tutti Frutti Frozen Yoghurt	400
Irish Franchise Assoc.	328	Vapestore	201
Jasper's Catering	201	What Franchise	516
		Zero Dry Time	520



RDS Dublin
9th & 10th September