



## **FOR SALE WIRRAL EDITION**

**Guide Price £10,000**

**Kids Direct Wirral** has been established over 20 years and in that time gained an enviable reputation as the area. Whilst the Wirral edition has built up a strong business with an enviable reputation it is fair to say that there are many other opportunities to take the business further. We are committed to excellence and the highest standard of service. Over 75% of our advertisers continue to advertise with Kids Direct year after year, showing that Kids Direct really works. The business has a loyal customer database. We publish 15,000 copies 3 times a year. Copies are free and go home in children's school bags hence the name Kids Direct.

### **Q: How do I make money?**

A: By selling adverts in your directory.

A typical 16-page directory can produce an income to you (after royalty fee and printing costs) from £2,000 per edition depending on the number of adverts you sell. Obviously as your edition grows, so will your income. Our largest edition is 94 pages!

### **Q: What other investment do I need?**

A: Apart from your initial investment in the franchise, the only other equipment you will need is a good computer, telephone answering machine/fax and a scanner.

Additional expenses will include: -

- Telephone
- Postage
- Office Supplies
- Car expenses (Distribution only)
- Internet access

### **What are the advantages?**

You can work from home, creating your own hours. No work during school holidays.

You do not need any employees, however some franchisees employ people to help with the deliveries and sales.

The license and the rights to use the Kids Direct name, with back up of a branded franchise.

A trade area that is exclusive to your franchise. Established customer database.

### **What experience do I need?**

Good computer skills with experience of desk top publishing. Some sales experience an advantage.

### **What happens next?**

If you are interested please email your name, address and telephone number to **info@kidsdirect.org** you will then be asked to sign a Confidentiality Agreement once this has been returned the owner will be pleased to discuss more in depth financial queries with any serious and able prospective purchaser.