

“I knew I wanted a proper job but it had to give me the flexibility to work around family life”

An off-the-shelf business...

Up and running fast

Fully supported

Good earnings

Own boss

Self-employed

Flexible working

Flexible hours

Builds skills

Building confidence

Provide flexible employment to others

Fun to do

Part of the local business community

And we need one in your area now

**At last...
A way to have
your own
business
and
a family
life**



Candy Bayley, founder of Mail Shot International, started the company when her children were small and found a way to build a successful business around the demands of family life. Now you can use her winning formula to set up and run your own branch of Mail Shot International.

**Mini
Prospectus**

**Mail Shot
International**
FIRST CLASS DIRECT MAIL SERVICES

What's special about Mail Shot International?

Many businesses and other organisations regularly need to send out large or small batches of personalised mailings. It can be a troublesome and time-consuming task that places an extra burden on already busy staff.

Mail Shot International specialises in handling such jobs quickly and efficiently in a very cost-effective way. Even complex mailouts involving multiple insertions or special packaging can be handled simply, easily, quickly and at short notice.

As the saying goes "this isn't rocket science" but it does require a degree of skill, know-how and experience plus the use of some basic specialist equipment that many businesses just don't have.

Unlike many large industrial-scale mailing houses that can only handle very large jobs because of the set-up costs of their expensive and complex high volume equipment, Mail Shot International works on a more human scale with skilled workers and simpler equipment. This means that even small-scale complex jobs can be set up and completed fast. Reliability, accuracy and excellent service has led to a steady growth in the business and high client retention rates.



How does Mail Shot International Operate?

Mail Shot International helps you set up and run your own independently owned Mail Shot International branch under a fully packaged and documented franchise scheme that provides you with everything you need to succeed and gives you exclusive rights to operate in your local area. You get help with your marketing and sales, with pricing, with production techniques and you get technical support from very experienced specialists. You become part of a growing network with central managed facilities to support you such as web sites, electronic services, marketing initiatives group meetings and research and development.

We help you develop your own business plan before you start so you know exactly what time and money you are committing and what you can expect to earn from the outset and over time. We have a flexible approach to enable you to take your circumstances into account.



Mail Shot International also handles electronic services which is an expanding field.



What do I earn as a branch owner at Mail Shot International?



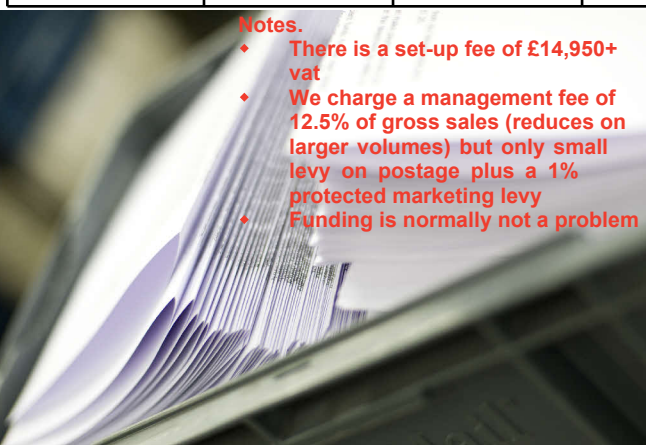
You earn your money from the services you provide including the creation or assembly of all shapes and sizes of material, inserting them into envelopes or packets, labelling them and mailing them out in the UK or overseas using a variety of postal services. Personalised mailing, intricate printing and matching, picking and packing, electronic mailouts and much more besides is on offer.

Many customers place regular orders for mailouts that in some cases can go on for months or even years. Other clients have occasional large or complex jobs. Over time client numbers grow both through repeat business and regular referrals.

Although you need premises and some staff you can start small and on a relatively low budget. The business can be run from a small business unit so it does not involve you paying expensive high street rents or rates. You can employ staff on a flexible part-time basis so when a job comes in you can quickly get in extra people and don't have to pay to have people sitting around doing nothing.

The following table sets out some example of what you can expect to earn.

	Year 1	Year 2	Year 3	Year 5
Turnover	£60,000	£100,000	£130,000	£200,000
Cost	£40,000	£70,000	£90,000	£120,000
What you get	£18,000	£30,000	£40,000	£80,000



- Notes.**
- ◆ There is a set-up fee of £14,950+ vat
 - ◆ We charge a management fee of 12.5% of gross sales (reduces on larger volumes) but only small levy on postage plus a 1% protected marketing levy
 - ◆ Funding is normally not a problem



You can follow Candy Bayley's winning formula - and never look back

Before she had children Candy had a job in a financial firm in London which included responsibility for sending out complex personalised mail shots to prestigious clients every month. It was an exacting task to master and one that had to be right every time.

When she decided to return to work after having a family Candy wanted to do something challenging, interesting and rewarding but also wanted to retain control over the time she spent with her children. So, she set up a business offering to do mail shots for local firms using the expertise she had gained previously.

Very soon she found herself being asked to solve all kinds of mailing and packaging problems by her clients. Over the years this has resulted in her company, Mail Shot International, becoming a highly regarded and successful specialist business serving a wide range of clients from small local businesses to large divisions of major national plcs.

Candy has a friendly and skilled team working for her and the ability to offer flexible hours and interesting work has become a rewarding feature of how the business runs.



Candy Bayley - Founder of Mail Shot International

What's it like?

- You are your own boss able to take time off or out and working flexible days.
- You are not office bound. You get to go out and about visiting clients.
- You earn a reasonable income which grows year on year and the business you build can be sold on in future giving you a return on the time and money you invest.
- You learn specialist skills, have great variety in what you do and become part of your community.
- You gain in confidence.



Is it for you? Each yes is a good sign.

- Do you have a background as an administrator, manager, supervisor or have experience in logistics, customer services, postal or courier services?
- Do you take pride in your work, like paying attention to detail and like to help solve people's practical problems?
- Do you like working with other people while at the same time enjoying a degree of independence?
- Are you a good organiser and communicator able to talk to all levels in an organisation?

If you are interested and would like to know more...

This is a chance to take charge of your own destiny, to be responsible for your own future and your own money and lifestyle. If you are genuinely interested in taking on your own branch of Mail Shot International we'd like to invite you along for a one-on-one discussion. We'll ask you to sign a non-disclosure agreement before we share confidential information about how the company works and details of costs and earnings so you know exactly how the business could work for you. We'll also have an in depth discussion with you about what you can expect from us and what we expect from you. There is a very close and mutually beneficial relationship so everyone has to be completely comfortable. Call or email to take the next step.

Call: 01923 800422 Email: info@mailshotinternational.net