

PRESS RELEASE

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For Immediate release

Mail Shot International Selects Essex – but does anyone want to run a branch?

Watford based Mail Shot International Ltd has selected Essex to base a new branch because there are lots of small and medium size business in Essex expressing interest in mailing and packing services but preliminary research indicates a shortage of suitable people looking for business opportunities.

A Mail Shot branch is normally run by an owner-manger under a franchise agreement and typically employs a number of skilled full-time and part-time staff. The business is not a typical franchise because it is a “white collar” business aimed at former managers and administrators which may be why the preliminary survey identified few possible candidates in Essex. This seems strange because on paper there would appear to be an increase in people in Essex looking for new opportunities having been made redundant and finding themselves unable to find new jobs.

Candy Bayley, MD of Mail Shot International said “We often get requests locally from administrators and managers with customer service experience but I suppose because we’re not known in Essex yet people don’t realise what’s on offer.” She added, “This a bit of a chicken and egg problem – if we had a branch in Essex we’d have people wanting to run it but if we had a branch we wouldn’t need someone!”

Currently Mail Shot International Ltd is investigating which Essex town to select for its new branch. The level of local interest will be a factor. Which Essex town should Mail Shot select?

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Press enquiries to

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Further information at www.mailshotinternational.net and in particular details about the target audience at <http://www.mailshotinternational.net/is-running-a-branch-right-for-you.html>