FRANCHISE PROSPECTUS

POPPIES®

CLEANING SERVICE



2026



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OUR STORY

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OUR STORY

Poppies is run by Poppies UK Limited. A privately owned Company that was set up by Susan Rorstad in the 1980's. Sue was the driving force behind Poppies success and it was her dedication that resulted in the meteoric rise of Poppies in the 90's. Her success saw her awarded an MBE by Prime Minister John Major for Services to Domestic Care in the 1994 New Years Honours.

Sue is unfortunately no longer with us as she passed away however her Poppies legacy well and truly lives on. Testament to this is that one of Sue's most successful franchisees Chris Wootton has picked up the baton and is now the Managing Director and sole owner of Poppies UK

Want to hear how **one guy, one life changing moment** that resulted in a huge change of direction from employed life to self employed over 30 years ago became the proud owner of one of the most successful franchise businesses in the UK **that has been going over 40 years?**



Sue receiving her MBE

CHRIS'S STORY

Chris left school in 1982 to start a career in engineering. He completed his A-levels, set about his degree and landed a job straight out of Uni .. . however he was never satisfied. There was always something missing for Chris. You see Chris always believed he could do better, always wanted to be his own boss. Working at Jaguar Land Rover as an engineer he just didn't see a long-term future.

It wasn't always like that for Chris as he did enjoy employed life when he started, however after being a lead engineer on a rather large project that got shelved after the company went through a buy out Chris lost complete motivation ...

What was the point slogging your guts out for someone else to be told all your hard work for the last 18 months has gone to waste! Chris became an unmotivated employee very quickly after this. He was doing an average job, earning an average income and quickly realised at the age of 25 that if he didn't change direction soon he could get stuck on the hamster wheel of the 9-5 grind with ZERO chance of complete satisfaction.

He hated playing the corporate game, pushing for promotion, saying the right thing to the right person and wanted to take control of his own destiny. His mind started to wonder to pastures new ... he dreamt of running his own show ... after many conversations with friends and family they gave him the self-belief to try something for himself.

This was scary ... suddenly the regular income had gone … suddenly if Chris didn't get up in the morning he had nothing to show to his name. He decided with a group of friends to set up a Computer Consultancy business .. To start with it was fantastic … the buzz the excitement of starting something new ... the fire in his belly was lit he was like a little kid in a sweet shop not knowing where to focus his energy first.

He learned everything there is about business ... **how to get clients, how to process orders, what prices to set, even how to manage staff** - all this was new to Chris and he loved it. It was the new challenge he had been waiting for.





As the business grew (and boy did it grow) he realised that he no longer shared the same vision for the business as his partners. **Chris felt he was doing lots more of the work and his partners were profiting of the back of his efforts.**

It was time for Chris to change direction on again . .. it was time for Chris to be fully in charge! He wanted to work completely on his own however was worried of feeling left out at sea all on his own if something went wrong.

He knew his strengths and weaknesses .... He knew he needed to find support .... **he wanted to work for himself but not by himself.**

One of Chris's computer clients was in fact the Poppies franchise branch in Wirral. Chris's computer business had helped install operating systems at the branch and had developed a great relationship with the owner.

They mentioned to Chris how great the business was ... Chris kind of already knew how well the business was doing as he had previously taken a sneaky peak of the accounts while installing the computer systems ... Whoops we shouldn't have shared that!

The Wirral franchisee introduced Chris to Sue and WOW is the word Chris used to describe his first meeting with her.







SUE WAS AN INSPIRATION TO CHRIS ... sharing her story Sue explained the challenges she faced when trying to find assistance with housework when she returned to work after having a new baby. It was right then she discovered how difficult it was to get good help with housework. Her friends all had similar experiences and she quickly realised the huge opportunity that was available

... She had hit the jackpot as she identified families were becoming more reliant on 2 incomes as both Husband and Wife or Mum and Dad had to go out to work the opportunity for helping with cleaning **and domestic care was a huge opportunity not to be missed and the business was formed.**

Chris was sold, he remembers running out of Sue's office, knocking into the hover that was in reception and his spark was lit again! Goodbye computers, no more floppy disks and processors and dial up internet .... Chris is going to run a cleaning business!

So what was it like for Chris running a Poppies franchise?

At First Scary As Hell ... what did Chris know about cleaning, absolutely nothing! However what he was excited about was being his own boss, taking control of his future and running his own show .... **He was determined to do whatever it took to be successful.**

Chris had always wanted a business that …

- **Provided flexibility and better lifestyle**.
- Sure making money is important, but really the lifestyle and flexible lifestyle that comes with **being your own boss** was the bigger motivation for Chris

When he bought a Poppies franchise this is exactly what he got.

Poppies is firmly **established as the market leader in West Lancs** - the journey of growth has been eventful, the ups and downs of running any business however throughout Chris stayed true to his motivations of starting the business, of creating a better lifestyle and flexible working that is offered when you are in charge.

Chris had no trouble finding clients and quickly realised that he too could share his vision and help others free themselves from the rat race and nine to five grind and quickly became part of the **franchise support team at Poppies training new franchisees on how he achieved his successes**.

He wanted to share with new Poppies franchisees his experiences and provide the opportunities of becoming your own boss offers.

When Sue took a turn for the worse Chris was so heavily involved with helping new franchisees he ran the business for Sue at the time she could no longer be involved.

> > > > >

FAST FORWARD TO 2018 and Chris bought Poppies UK from Sue's family and was determined to build on her legacy ... and continued to drive the Poppies brand forward.

Careful attention has always been given to **developing methods, and systems,** which are easily replicated by our franchise network. The business has grown and it continues to grow and Poppies continually attracts like-minded individuals who share in the vision of providing the highest quality of cleaning services whilst providing their family with the benefits that are available by being your own boss ...





CLEANING SINCE 1980
40
YEARS
ANNIVERSARY

... Poppies has a Proven Working Model, a service that has a proven and established track record that has demonstrated time and time again to meet the needs of homeowners across the UK stretching over 40 years.

The business model is a perfect fit for individuals with an entrepreneurial flair, dedication and determination to make a change. The environment and opportunity that is available, is for those looking to swap the 40-hour employed life to a more rewarding and enjoyable life working from home, creating a better lifestyle and being in full control of their future.

Poppies franchisees have demonstrated time and time again the business model is repeatable, scalable and profitable.

Since 2018 Chris and his team have invested heavily into developing the business. Scalable marketing plans, top of the range systems and proven methods of attracting clients is only a fraction of what has been enhanced since Chris took over.

Today, Poppies offers 2 full franchise packages ranging from £12,999+VAT to £18,999+VAT. Over the next few pages we will explain the difference between these package. It's important to note that irrelevant of which franchise package suits you best, you will join our Poppies network of successful franchisees, and gain all the knowledge, support and guidance from our 40+ year history and decades of combined industry experience.

Throughout the last 40 years Poppies ethos has always been about delivering the highest standard of service - this approach requires making sure clients are FULLY satisfied time and time again.

Poppies is a People Business ... Our People include: Franchisees - Customers- Cleaners

Poppies are in the business of changing lives for everyone involved … Franchisees love how their lives can change ... Customers are delighted with a high quality services and cleaners love seeing the impact their cleaning can have on our customers

Over the last 40 years Poppies has developed a proven framework for customer satisfaction whilst achieving a profitable and scalable business that can be achieving 6 figures very quickly. Of course, as with all new businesses, it will initially require 110%, but as the business grows into a real management franchise, you will find that the simple administration procedures supported by our bespoke software package will provide you with a business that does not consume your every minute of every hour.

Poppies is a business that can be run from home, which means you can avoid those traffic jams and hours spent commuting to the office. In fact, once you are established, you could run your business from just about anywhere! It provides you with complete flexibility ...



.. Poppies continues to evolve,

the question is do you want to jump aboard the cleaning ship and join the Poppies journey?

If you do, and looking to run a business you can be proud of and gain a satisfaction like no other then you are in the right place to access a business that we hope will compliment your desire to run your own show and take control of your life - whilst allowing you to choose the hours you work.

POPPIES EXPLAINED

POPPIES®
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POPPIES EXPLAINED

What Poppies is All About

This secton explains what Poppies is all about and how we deliver quality cleaning services with passion and purpose creating an opportunity that you can be certain is the right business model for the 21st century and will excite people that are looking for a real work from home business. This is a cleaning business where franchisees can run the business from home by following bespoke, state of the art online and cloud systems to ensure the business can be run as easy as 1,2,3

Across the UK (and across the World) there are millions of homeowners struggling to keep on top of their domestic chores. In the UK alone the domestic cleaning market is estimated to be worth a massive £4.2 billion and this figure continues to grow.

Families struggle to stay on top of their housework, as they work longer hours, are dependent upon two incomes and people living longer has resulted in a boom in home owners looking for cleaning assistance. **This is where Poppies comes in!**

To operate this cleaning business all you need is a computer connected to the internet and you can provide high quality cleaning services to your local area ... **What makes us stand out is the systems and processes we've mastered that stretches over 40 years** AND we have been so super successful even Prime Minster John Major awarded our founder a MBE for services to domestic care!

You may think all you need to start a cleaning business is a mop and bucket and you are away however here at Poppies we have dealt with customers for over 4 decades and fully understand every question, concerns a client may have and exactly what they are looking for. This is why our cutting edge bespoke back office systems that all franchisees use and have access to manage their franchise will become the keystone of your business operations ...



... It allows you to run the business efficiently and effectively all from the comfort of your own home as the time consuming business processes are automated and easy to follow, allowing you more and more time to focus on securing more clients and increasing the profits of your business.

As a franchisee you will be taking the same path that Chris took when he decided to set up his own cleaning business. You will be tapping into the booming cleaning market and looking for clients who need an extra hand with their domestic chores.

Your role will be two fold:

1. Identify clients who need cleaning assistance
2. Recruiting cleaners to deliver a high quality service (if you are operating a management franchise), or deliver quality cleaning yourself (if you are an owner operator).

Poppies have 3 opportunities available:

1. VIP Partner Package - Owner Operator
2. Domestic Cleaning Management Franchise Package
3. Domestic and Commercial Franchise Package

As a Franchisee, you will have a proven sales and marketing strategy to follow as you aim to sign up clients. You will have proven operational systems to follow that will minimise the time spent on the business.

A PROVEN SYSTEM

Technology has lowered the amount of effort, money and skills one would need to succeed now, it is really just a system or process.

Learn about our cleaning services, learn how to deliver it to others, qualify so you are confident about what you are doing, deliver a proven marketing program into a known market place, convert a predictable number of interested prospects into new customers using a follow on marketing system that works, run the business at a time to suit you and build a hugely profitable business along the way.

This is what makes Poppies so appealing as it uses the right model, operates in a booming market and has huge profit margins.

It is a tried and tested service and it helps you improve your customers lives by removing the daily drain of cleaning chores.

You can be proud of what you do and take great pleasure in running your very own cleaning business from the comfort of your home. If you want any of the things listed in the boxes below we urge you to find out more about this opportunity.

The reason people join us is because they are looking for an opportunity that ticks the following boxes ...

- **RUN FROM HOME**
- **LOW SET UP COSTS**
- **LOW RUNNING COSTS**
- **PROVEN OPPORTUNITY - OVER 40 YEARS TRACK RECORD**
- **PROVEN OPERATIONAL SYSTEMS TO FREE UP YOUR TIME**
- **STATE OF THE ART TECHNOLOGY AND PROCESSES**
- **PROVEN MARKETING STRATEGIES**
- **LIMITED STOCK REQUIRED**
- **NO LEASE OR PREMISES REQUIRED**
- **USP's TO MAKE YOU STAND OUT**
- **SIMPLE TO RUN**
- **WORK YOUR OWN HOURS**

YOUR ROLE

First and foremost, Poppies is a business that **requires good interpersonal skills and being comfortable with people**.

All our franchisees are given one of the most comprehensive training programmes available covering every aspect of running the business. This includes marketing strategy, selling, delivering the service, maintaining quality, and administration processes and procedures.

More importantly, you do not slip into the background and become forgotten about once you are up and running.

Your business will boom based on your ability to recruit and manage staff that will deliver above and beyond the standards of the Poppies brand.

Poppies provides clients with a **very high quality, home cleaning service at a time that is convenient to them**. Franchisees work to a proven method, as providing them with the knowledge and confidence necessary to make a success of the business venture.

The Poppies Experience is designed to provide clients with a service that is second to none. It covers not only the cleaning itself, but also the booking, delivery and follow up so that the clients will want to keep Poppies coming back to keep their homes clean almost indefinitely.

Chris and his team, who will share first hand experiences of what is needed for your business to thrive, provide training and support throughout your journey - remember Chris started life exactly where you are now and understands first hand how your road to success will look like ...





... **The objective is for you to be competent and confident enough to recruit cleaners and find clients**, so that you are ahead and in control of your business and you will be taught how to keep your clients happy with the services and the standard of service required for them to continue to use you time and time again.

Don't worry if you have no experience in this industry as all new franchisees have to complete the 'New Franchise Training' programme before you are let loose into your local territory. During this time our team of experts are on hand to train you on,:

- Operational and Administrative system Our really cool online systems!
- Proven Fast Growth Marketing Plan
- Cleaning

And Most Importantly - the importance of reliability and timing and the proven Poppies business model. **The 'New Franchisee Training' programme is an ongoing process, it starts with Induction Training** which includes operational training, remote sessions and an online academy and then constant weekly, fortnightly and monthly training delivered on an "as required basis" to support you.

This training system is designed to create the environment where every franchisee can succeed .... You will receive training directly from Chris and be able to lean on his near 30 years experience of running a franchise branch to kick start your business.

TRAINING & SUPPORT

Our story moves on, the question is are you going to be one of those lucky people who tap into a unique opportunity, now, while the opportunity is growing so you, your business, your lifestyle can all grow together with us? If you want to be involved with a proven business model, with incredible margins (Remember it is not what you make it is what you keep, that signifies business success).

If you want to move forward, create a better lifestyle offering a product that taps into a booming market and fulfils that work from home ethos, while having that significant growth opportunity, Poppies is the business for you, and it is available right now.

You need to talk to us and **ask those questions** that are important to you like; How it works? How much can you make? How long will it take me to learn it all? You will be surprised as our systems are designed to take you from where you are right now .... and turn you into the proud owner of your very own flourishing cleaning business.

With a Poppies Franchise, you will receive a simple and easy to follow business model that is supported by industry leading technology and infrastructure. **Our incredibly efficient system can be run from home all you need is a computer connected to the internet and you are away.** It has been designed to minimise business admin and free up time to do more important things, and gives you the chance to enjoy flexible working and the freedom of basing your business from home.

With decades of experience from across the entire franchise network, you can rest assured that all the support you need will be made available to make your business a success. More importantly, by using our proven business model and bespoke systems, you will be well on your way to achieving that all important work-life balance.



The New Franchisee Training program is only a snippet of what you will receive. Included in the franchise is:

- ✓ Access to a Proven Cleaning **Business Model**
- ✓ **Ongoing Assistance** as we Provide Continuous Support For You
- ✓ Ongoing Online **Training Webinars** to Cover All Aspects Of Your Business
- ✓ The Poppies **Sales Kit**
- ✓ Proven **Market System**
- ✓ Automated **Fully Tracked Marketing** Process and Systems
- ✓ Your Own **Business Development** Training
- ✓ Comprehensive **Training and Support**
- ✓ Ongoing Development of **Marketing Initiatives and Campaigns**
- ✓ Innovative Developments to Grow Your business and the **Highly Reputable Poppies Brand**
- ✓ Your Own **Dedicated Franchise Development Officer**
- ✓ **Direct Access To Chris**







WHY IS IT SUCCESSFUL

This section explains the Poppies opportunity in detail, and why it is so unique, so successful and why it creates a truly remarkable business opportunity for the right person.

FRANCHISEE FACTS:

- 70% of our franchisees have been with us for over 10 years
- Over our 40 year history, closure due to franchisee failure is less than 5%
- Some of our franchisees have doubled their pre-covid revenues

Your Market ...

There are millions of home owners across the UK waking up and in the next week and think "how do I have time to clean the house?' Many home owners are crying out for assistance. We currently operate in a £4.2 billion UK market, and it is one that continues to grow year on year. But despite our excellent growth, astonishing success, and cleaning over 7000 homes per week, we currently help less than 0.05% of UK households. There are many, many more households to be cleaned! It is very likely that there are territories available near you.

Home owners lives are busy than ever before, the need for 2 income families is at an all time high. These pressures of living by more and more families mean the market for assistance for domestic cleaning chores continues to thrive.

The work form home market is huge, in recent times specifically with COVID 19 more individuals are turning to work from home to supplement their income or become their main source of income .- Running a cleaning business right now is a ripe now as it was 30 years ago when Chris started his journey.

No doubt you will have considered a range of opportunities, perhaps this involves going from an ice cream van to a retailer on to a sales business but nothing quite grabs your attention.

Sound familiar? It should do as you seek to find a business opportunity so you can make a positive change for your life.

NEW CHALLENGE

Right now you are faced with perhaps the following options ...

"Keep doing your job, work yourself to death - nahhh you are already over that - that's why you are here"

"Improve your knowledge and jump back into education - surely that's a hard slog to get to the top?"

"It wasn't about the money, it's about doing something for myself. Retirement is miles away anyway."

"Change jobs - still more of the same."

"Become spiritual and sit on a mountain. Mmm sounds good ... but not realistic."

"Find a way to leverage their time and money: Using some business and/ or investment ideas. This will sound really attractive, but they may not have much experience."

Whatever your reason for looking, we fully understand you need to make a change - you need to take a step forward that you believe will create you **the best opportunity to achieve your goals.**

You may never have thought running a cleaning business would make that happen - remember you don't do the cleaning yourself, your role will be to employee a team to do the cleaning allowing you more time to focus on the more enjoyable aspects of this business.

However if you want to get your hands dirty and love cleaning - you can do the cleaning if you wish - talk to us more if this is the option you would prefer.

... **Perhaps you want to start small, do the cleaning yourself and progress your business to a management franchise** - all options are available with a Poppies cleaning franchise to suit your lifestyle. As the world we live in is showing no signs of slowing down, more and more individuals will continue to seek assistance for their domestic chores. With the Poppies franchise model and established brand for over 40 years you are in the right place to take advantage of our proven model and help you achieve your goals.

At Poppies, we have many examples of franchisees achieving their ambitions of building successful businesses. Here are just a few on the next few pages sharing their story ...

FRANCHISEES STORIES



KATE - Driving towards a successful business

"When former driving instructor, Katie Ellams, required more flexibility, she and her husband moved up north to open a tearoom. However, the long days and intense seasonal trade wasn't quite what the pair were searching for.

Katie started to feel the pull of her home in Chester to be closer to her family and, after relocating, she found her perfect match in a cleaning franchise, Poppies

Poppies has given me the flexibility and security that was missing from my previous career. It's certainly brought a breath of fresh air, right from the very moment I took over the business in August 2013. Poppies has offered me the safety blanket of having a specific model to follow, whilst injecting my own flair and personality into the service - it's grown into a business that I'm proud of."

CHARLES & CHRISTINE - Banking on a secure future with Poppies

"After more than 20 years in business banking with Lloyds, Charles Kirkman and his wife, Christine - decided it was time for a change. Having supported many prospective business owners over the years, the pair had begun to crave the same autonomy and flexibility they were helping others to achieve. One particular business stood out, and Poppies Peak District was born. The transition was truly life changing and has opened up new opportunities for the ambitious couple.

"Financially, we've done much better than we would have in the bank. But it's about more than that. Christine and I were looking for something that would offer a different and better quality of life. We found it with Poppies! We have built a prosperous business; it worked for us when we had young children and it's evolved with us and continues to support our lifestyle today. Poppies works as a family, nurturing but not intrusive which is a difficult balance to achieve."

NICOLA - Continuing a legacy

"After working for more than 19 years in Durham Constabulary, Nicola Marinan was given the opportunity of a lifetime. A close family friend, Elizabeth Richardson, was looking to sell her cleaning franchise and, initially in jest, Nicola suggested she'd buy it.

I have to admit that I wasn't initially looking for a new challenge but after several discussions about what Poppies involved, I was hooked! I didn't really know anything about franchising but the more I found out from Elizabeth, the more I liked the idea of having the backup and support behind you. It meant a big change for me, which was scary, but it made sense both financially and personally. I felt sure that with the support of my husband, Jonathan, the business could work well around our family too"

FRANCHISEES STORIES



EMMA - From Financial Services to Domestic Cleaning Services

"After a successful initial career in the Financial Services Sector Emma Ryan found herself made redundant as a result of a restructure in the company and decided to look seriously at the Poppies franchise as a way of using her commercial skills to develop a business for herself.

"I knew a few people who were Poppies franchisees and they all encouraged me to look at becoming a Poppies franchisee rather than going back into employment. It was a big leap for me to make the move into self-employment as I'd been in a secure employed environment all of my life. Although I had lots of transferable skills I didn't have any previous business experience. Poppies has supported me at every stage, and I have developed and grown with the business and continue to learn something new about running a business most working days."

QUITE SIMPLY IT WORKS

Poppies is:

- Monday to Friday business
- Works from home
- Meet & talk to lots of people

Poppies isn't:

- Involves cold calling
- No hard selling involved
- No long hours

Some franchisees do the cleaning themselves and here at Poppies we have a fully proven working model to fit your lifestyle - whether you are looking for a **100% fully operated management franchise** or extra income from providing cleaning services yourself. You will love how this opportunity and our brand makes your stand out from a crowded marketplace - what set us apart for every other cleaning business is the systems we have in place to help you run your business and our FAST GROWTH MARKETING GROWTH PLAN

Our incredibly efficient system can be run entirely from a computer connected to the internet. It has been designed to minimise business admin and free up time to do more important things, and gives you the chance to enjoy flexible working and the freedom of basing your business from home. You'll love how this opportunity taps into this market and provides you with a highly profitable business while only requiring a low set up cost and minimal ongoing running costs ...

People are looking online for solutions to their home and business cleaning

Quite simply it works .... It works for our franchisees / It works for our customers and It works for our cleaners

The market is booming and its predicted to continue to grow (see source*) as more and more people are too busy in their day to day lives to have time to clean ... the people who tap into this booming industry and billion pound marketplace now ... are those who will sit back in years to come and reap the rewards of running a cleaning business. This combination of a booming growth industry and a sophisticated 1 to 1 support programme that provides tools, training, education and mentoring, offers what we believe is the 'best" business opportunity right now.



Source: Statista https:// www.statista.com/outlook/cmo/home-laundry-care/household-cleaners/united-kingdom#revenue

WE PROVIDE FRANCHISES WITH WHAT THEY WANT



People are looking online for solutions to their home and business cleaning needs, and our systems and marketing methods will put your business in front of them at the time they are looking

Each client that joins the cleaning services pays an hourly rate ....

Of that you keep a small % is paid to us to cover the businesses growth plans and ongoing support and you keep the rest.

Remember turn over is vanity while profit provides sanity ... as you progress through the prospectus we will explain in full just how your business can reach 6 figure turnover in no time at all

Poppies provides franchisees with what they want ....

- A Business That Works and **Generates a Profit.**
- A Franchisee Can **Work On The Business.**
- You Can **Run It From Home**.
- It Is Designed To Be a **Lifestyle Business**.

Your clients are normally home at the weekend and don't require their house cleaning so you can take EVERY WEEKEND OFF and guess what?

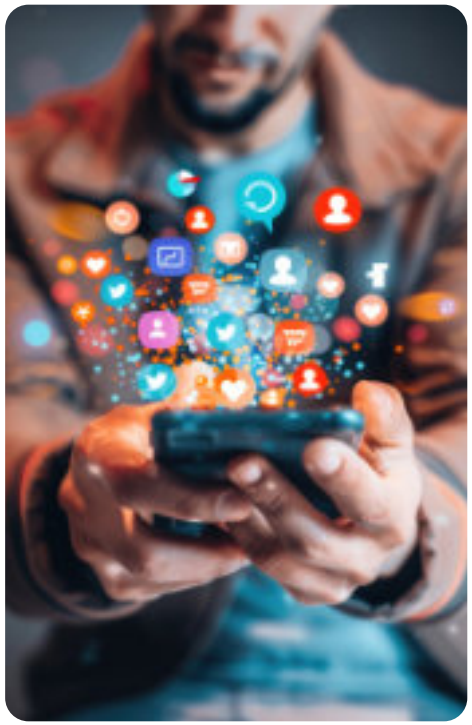
This is your business you are in charge and you can plan your holidays at a time to suit you, take that **long holiday in August or have all of Xmas off** - this is your business, you get to decide.

THE OBVIOUS TRUTH

People search online for solutions to their problems.

Your marketing has the potential to attracts people from anywhere in your local territory and local online searchers in your area. We will train you to implement successful marketing campaign, marketing that is proven to attract prospects, it works and we assist you to master this most important of all skills. To start with we actually run the marketing for you

We will not try to teach you SEO, pay per click, as all this is done for you - as part of your franchise package a percentage of your franchise fee is spent on marketing for you (this amount depends on the franchise package you choose)



Included in the **marketing pack is:**

- **A website for your location**
- **SEO to get your website appearing high in Google free searches**
- **Google PPC budget**
- **Social media and content management**
- **Leaflets and business cards and much more**

(All figures are approximate as different locations may need a slightly different mix.)

Here at **Poppies we excel at local marketing** and know what works and what doesn't and all new franchisees tap into these proven marketing methods from day one! We have ONE simple approach that attracts customers and then we deliver incredibly smart and psychologically mastered marketing messages, information and education …



... to answer your potentials clients questions and overcome any concerns. We start to **explain what we do** and then expand out **how it will benefit them** we overcome their objections as part of the sales process ..... so they engage with us until they buy or say "thanks but not for me".

We teach you the cutting edge of marketing models, you can generate business via social media, local forums, follow up marketing emails all geared to manage potential clients journey remotely, the messages are all digital and we deliver the mechanism and the message, providing a funnel that slowly draws the lead in and qualifies them into a prospect and then warms them into being a hot prospect allowing you to convert them into a new client.

We train you on proven methods for attracting clients - proven methods of those looking for assistance with their domestic cleaning. We provide an essential day-to-day service ....

So if you follow our Proven Business Model your business can be achieving 6 figures in no time at all. This is fully achievable for our franchisees - This income model starts to build from repeat business. Knowing your earnings are not related to your direct efforts is a great position to be in, this business model offers residual income and ongoing income from repeat business.

A further benefit of Poppies is that you are not reliant on any one client. As a result, your business is not vulnerable to big clients leaving, which is often a major problem for small or start-up businesses. We will show you just how to grow a long term and lucrative and stable business. Many franchisees join us as they seek a better lifestyle, a work from home lifestyle with flexible hours - this is exactly what this business can offer and can be operated part time or full time to suit your goals.

WHAT WE OFFER

USP - Poppies offers a unique business model, a high quality, market leading cleaning service that provides a cleaning service clients can trust.

Value - Your clients receive a cleaning service that is second to none, linked with a customer experience of constant communication, and a highly efficient online system through the Poppies systems that ensure all clients see huge value.

Prestige - Poppies has been around for over 4 decades, clients love the brand. Going above and beyond - a business that delivers pride, prestige and credibility.

Structure - Systems for product delivery, proven results from our marketing and operational systems that make your time as a franchisee enjoyable.

The ETS Process - What is really different in our franchise system is the Poppies, ETS process

- **EDUCATION:** We pride ourselves on delivering the very best education for all our franchisees - understanding the systems puts franchisees in the best position to succeed.
- **TRAINING**: Personal training and ongoing workshops to give I you everything you need to be successful.
- **SUPPORT:** From training franchisees, providing marketing systems, sales support, payment processing and mentoring you at all times.



You deliver the cleaning service, find your cleaners and clients, work with us to manage your sales and markeEng campaigns and administer your accounts and customer records ... WE PROVIDE EVERYTHING ELSE

This is a Proven Model that has made millions in sales revenue

Evidence:

- What we have is multi million pound proven track record of the business model across our franchise network stretching over 4 decades
- Our franchisees have made 6 figure turnover from this business model many within the first 24 months
- The branding and ease of clear marketing so we never offer mixed marketing messages and your clients will LOVE our name
- The sheer size of our marketing opportunity - attract clients from all over your local territory
- The profitability of the model for the franchisee
- A proven results based sales process to help you attract more clients
- The expected growth in our sector and the revenues that will be made from people who have not even decided to choose to gain assistance with their domestic chores.



POINTS OF DIFFERENCE

If you are starting a business you need to identify the KEY Elements and the Points of difference that make this opportunity unique.

1 - LOW Initial Set Up

Who wants to pay Twenty, Thirty or Forty thousand pounds for a business when you can pay so much less than that? This business offers a ridiculously low initial franchise cost when you consider the profit margins available.

2 - LOW Ongoing Financial Risk

Most businesses die because they cannot make a profit never mind break even each month. With this business model we can show you how to make 6 figure turnover in the first 18 months and achieve up to 40% gross profit (% depends on franchise package)

3 - QUICK BEP (Break Even Point)

Many businesses never actually return the initial out lay returned for buying into the opportunity in the first place. With this business opportunity you can have broken even within the first 6 months.

4 - Demand

The market place is massive and growing all the time, it is huge and you can attract clients from all over your territory. It is a billion pound industry.

5 - Limited Stock

The only stock you need is cleaning supplies for staff, you don't need to hold tens of thousands of pounds of stock eating up your cash to operate this business.

6 - No Premises or Leases

You run it from your computer at home or in fact from anywhere you want as long as you have access to a stable internet connection with a good broadband speed ... It is that flexible.

7- Ongoing Income Stream

This business model creates repeat business, residual earnings ensuring your earnings are not related to day to day activities. The customers you find today will continue to use you time and time again providing you deliver a high quality cleaning service creating ongoing residual earnings for you.

8 - Track Record

The brand and service have been around for over 40 years, the business has already proved it works many times over for its network of franchisees, so the new franchisee is using a business model that works and is proven.

9 - USP

Cutting edge back end technology and high quality cleaning service provide a truly amazing customer experience setting us above our competion and creating a USP you can be proud of being part of. Our unique approach to marketing allows your business to achieve FAST growth - all you need to do is follow it

10 - Respectable and credible company

If you do not have this you are pushing S *** uphill from the start, let's face it you want to represent a growing franchise brand with progressive products, that supports marketing opportunities nationally while creating an ongoing business that builds revenues and resale value for you and your family, you MUST find a respectable and credible product and brand.

The Honest Truth:

Many businesses may manage to incorporate a few of these massive benefits: These Key Elements and the financial and essenEal Points of Difference.

These are the magic ingredients that offer up not just a formula for success .... but an actual recipe for success ...

The Poppies franchise offers all of the points listed

If you are not interested in this business that is OK .... but make sure whatever you are interested in does incorporate as many of these as possible...

you may even get lucky and find the set ... who knows .... or you can take the time to read this section again ..... and think carefully about what this opportunity really does offer you .....

HOW WE COMPARE

	Poppies	Management Franchise Corporate Owned	Agency Cleaning Business	Solo Start Up / Business Course
1 to 1 initial training	✓	✗	Some	✗
Personal phone number of Franchiser for Mentoring and Support	✓	✗	?	✗
Franchisee Business Operational For more than 10 Years	80%	Most companies not established this long	?	✗
Closure rate due to Franchise Failure over 40 years	<7% (average of less than 0.2% per year)	Most companies not established this long	?	✗
40 years Marketing know how in the cleaning sector	✓	Most companies not established this long	?	?
Launch Marketing Budget	✓	✓	✓	✗
Launch Marketing Support	✓	✓	?	✗

KEY FUNDAMENTALS

The Poppies franchise will offer you many of the key fundamentals that are the driving reasons why you are looking in the first place

MONEY Its profitable, no doubt about that, very profitable.

TIME Everyone wants more quality time with their family and the ability to work around them.

FULFILMENT Nothing helps you achieve a sense of purpose better than success. Helping others with their domestic chores through a proven business model can provide a great sense of achievement

FLEXIBILITY You get to decide when you run your business, this is a work from home business that can be operated part-time or full-time when you want to.

SCALABILITY Start small, scale up to a 6 figure income, you decide - it has over a 4 decade track record of success for you copy.




40 YEARS
ANNIVERSARY
POPPIES
CLEANING SERVICE
Home &
Business
Cleaning

WHAT CAN YOUR EARN

POPPIES®

CLEANING SERVICE

2026



WHAT CAN YOUR EARN

Business is generally not always about the money you can create but it is an important consideration so this section is going to look at the earnings you can make from a Poppies Franchise.

INCOME - What a Poppies Franchise can earn is entirely up to you. Your earnings will depend on a few things:

- **The franchise package you operate**
- **The hours you plan to work**
- **Your drive and determination**
- **Your business experience and acumen**
- **The marketing you carry out**
- **Your discipline and organisation**

We have provided you with three different earning levels so you can identify what is potentially possible on the next page

Select The Earning Level That You Believe You Can Achieve based on the number of clients you plan to sign up.

Before we go any further - we are not going to add the disclaimer regarding financial earnings in the small print with size 4 font so you can barely see it, we are going to be straight orward and up front when it comes to potential earnings.

The figures are provided for illustration purposes only. They are not a promise or a guarantee of future earnings. The model we use is aimed at business owners learning a proven franchise opportunity using a business model and repeating this month in month out.

Many factors will influence the success of your business including the application you apply personally and your work ethic, the hours you dedicate, factors that will impact your level of success and the results created by your cleaning business

No guarantees are made that you can or will achieve these results although **DO GUARANTEE** that we will continue to train and support all franchisees 100% as your success reflects on us the brand and as such we also have an interest in your financial success.

This model on the following page is based on the following assumptions:

The following earnings assumptions have been made using the average service booking time of 3 hours per client per week for 12 months

- Regular Service billed at £22 per hour (excluding vat)
- One Off Services billed at £28ph (excluding vat)
- Management support fee paid to us to cover operational software platforms. Legal and HR helplines, business licences, support and development, this includes recruitment support. The percentage is on a ratchet and reduces as your turnover increases.
- 2% - Marketing and Recruitment fee to advertise the brand nationally, includes social media content management (capped at £1000pm)
- 0.5% Consumables Costs for the products cleaners will use

*Any projections of income is in accordance with the disclaimer on the Poppies Franchise website

Over the next few pages we will illustrate the earning potential for each of the Poppies franchise packages.

1. **Domestic Cleaning Management** is suitable for someone who is not wanting to deliver cleaning themselves, therefore deliver the service via a team of cleaners. This franchisees role will be to focus on staff recruitment and signing up clients.

2. **Commercial & Domestic Management franchise** is suitable for someone who is looking at operaEng a management business and has full time available from the start.

3. HOT OFF THE PRESS .... LAUNCHED IN 2025 NEW AND EXCITING PACKAGES AVAILABLE .....

- **DOMESTIC CLEANING FRANCHISEE (Owner Operator)** - aimed at those that want to do the cleaning themselves - receive jobs in your area and simply provide a clenaing service

- **ITZHOME AREA OWNER FRANCHISE** - aimed at those looking to increase revenues from supplying cleaners on demand through on demand app technology

We will share further details about these two packages in the next few pages however to find out more and how they link with Poppies visit:

- https://itzhomefranchise.com/services/domestic-cleaning/ - For the Owner Operator
- https://itzhomefranchise.com - For the full area owner franchise



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DOMESTIC FRANCHISE

12 month overview

	EARNING LEVEL1	EARNING LEVEL 2	EARNING LEVEL 3
Number of New Regular Clients per Month	3	5	7
Hours of Regular Service per Week	55	81	113
Sales (inclusive of VAT)	£	£	£
Regular Domestic Cleaning	76.835	108.682	130.266
One-Off Domestic Cleans	0	0	7.700
TOTAL SALES	**76.835**	**108.682**	**154.468**
Direct Costs (inclusive of VAT)			
Management Service Fee 7.5% (ratchet scale in place)	4.802	8.151	9.803
National Marketing Levy 2%	1.281	2.174	2.759
Consumables 0.5%	320	433	690
Staff (based on total cost of £13.60 per hour)	39.582	57.411	84.268
TOTAL DIRECT COSTS	47.202	70.121	102.592
GROSS PROFIT	**29.632**	**40.502**	**55.805**

**Any projections of income is in accordance with the disclaimer on the Poppies Franchise website*

DOMESTIC & COMMERCIAL FRANCHISE

12 month overview

	EARNING LEVEL1	EARNING LEVEL 2	EARNING LEVEL 3
Number of New Regular Clients per Month	3	5	7
Hours of Regular Service per Week	55	81	113
Sales (inclusive of VAT)	£	£	£
Regular Domestic Cleaning	76.835	108.682	130.266
Additional Domestic Services	3.426	6.427	11.608
Commercial Cleans	15.510	20.262	25.960
TOTAL SALES	**96.373**	**131.687**	**192.025**
Direct Costs (inclusive of VAT)			
Management Service Fee 7.5% (ratchet scale in place)	6.260	8.691	11.583
National Marketing Levy 2%	1.669	1.859	3.564
Consumables 0.5%	323	464	703
Staff (based on total cost of £13.60 per hour)	49.842	75.160	110.623
TOTAL DIRECT COSTS	59.680	86.173	126.473
GROSS PROFIT	**36.693**	**45.514**	**65.552**

**Any projections of income is in accordance with the disclaimer on the Poppies Franchise website*

Year 3 Projections Domestic Cleaning Management:

Based on you achieving level 2, Year 3 projections are :-
Cleaning Hours Per Month: 1,831
Total Sales: £484,494
Gross Profit: £139,655

Year 3 Projections Domestic & Commercial Management:

Based on you achieving level 2, Year 3 projections are :-
Domestic Cleaning Hours Per Month: 1,831
Additional Services: Based on 20% of customer base receiving 4 hours per month of additional services.
Commercial Services Per Month: 189
Total Sales: £577,188
Gross Profit: £166,428

As with any business, it's not just income but overheads that are important, because that determines the bottom line profitability of your business. On the previous pages we have highlighted direct costs for the income you generate. As well as this you will have operating costs (full list of operating costs is available) and this will cover, travel and telephone, and there'll be some marketing costs as well to help you get clients along with other costs associated with any business-like accountancy fees. Of course, all these costs are variable and linked to client growth and revenue.

Poppies were established in 1980 and in 1984 and became the UK's first domestic cleaning service franchise, celebrating 40 years of success in 2020. We are a brand that has real heritage and business values based on honesty and integrity that has seen decades of success throughout our network of franchisees

Our organisational goals are focused on delivering a great service that improves the lives of our clients, our staff and our franchisees using a proven model and an industry leading technology platform for all business systems. These projections are estimates of sales and costs that are based on historical trading performance of Franchisee operations and related experience in the business.

The questions you need to ask are;

1. How many clients do you feel you can sign up in your first year?
2. How much will you spend on marketing to acttract those clients?

*Any projections of income is in accordance with the disclaimer on the Poppies Franchise website

Itzhome is an on demand platform which manages operations for some of our Poppies franchisees and licensee holders. Launched in 2024 it was brought to market to allow home owners to find connect and book cleaners (and other services) on demand through a fast and easy to use booking platform. Since 2024 some of the Poppies franchise network has incorporated Itzhome into their business as they aim to increase earnings for their business.

Itzhome offers two stand alone packages that may be suited for you ....

Owner Operator Franchise:

This package is aimed at individuals that wish to do the cleaning themselves and want to build a small cleaning business by receiving qualified jobs. With this package you simply sign on to the Itzhome platform and receive qualified jobs to provide cleaning services to. **The cost of the owner operator packages starts from just £2999 + Vat**

To find out how this works and the potential earnings available please visit https://itzhomefranchise.com/services/domestic-cleaning/

ITZHOME ON DEMAND FRANCHISE PACKAGE:

Itzhome was created due to a recent change of customer behaviour to incorporate how more and more customers are using on demand apps to access the services they require. Think Just Eats for takeaways, Uber for ordering a Taxi, Itzhome is the answer to searching for home services on demand and through an app Poppies franchise holders provide cleaners onto the Itzhome platform and receive a share of the booking fee. Itzhome also offers its own unique franchise to provide your local territory with on demand services. Options available allow Poppies franchise holders to promote their business on the Itzhome platform and benefit from extra revenues.

To find out how Itzhome can work alongside a Poppies franchise visit https://www.itzhomefranchise.com



*Any projections of income is in accordance with the disclaimer on the Poppies Franchise website

MANAGEMENT SERVICE FEE RATCHET SCALE

Management Franchises	Net turnover / period	MSF	Marketing Levy
Options to reduce MSF to 50% from start by having £249pp fixed fee. Once reach £50k per perid, fixed fee stops	£0 - £10,000	7.5%	2%
	£10,001 - £20,000	7%	2%
	£20,001 - £30,000	6.5%	2%
	£30,001 - £40,000	6%	2%
	£40,001 - £50,000	5.5%	2%
	£50,001 +	5%	Capped at £1000 / period

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GROW YOUR BUSINESS

POPPIES®

CLEANING SERVICE

2026

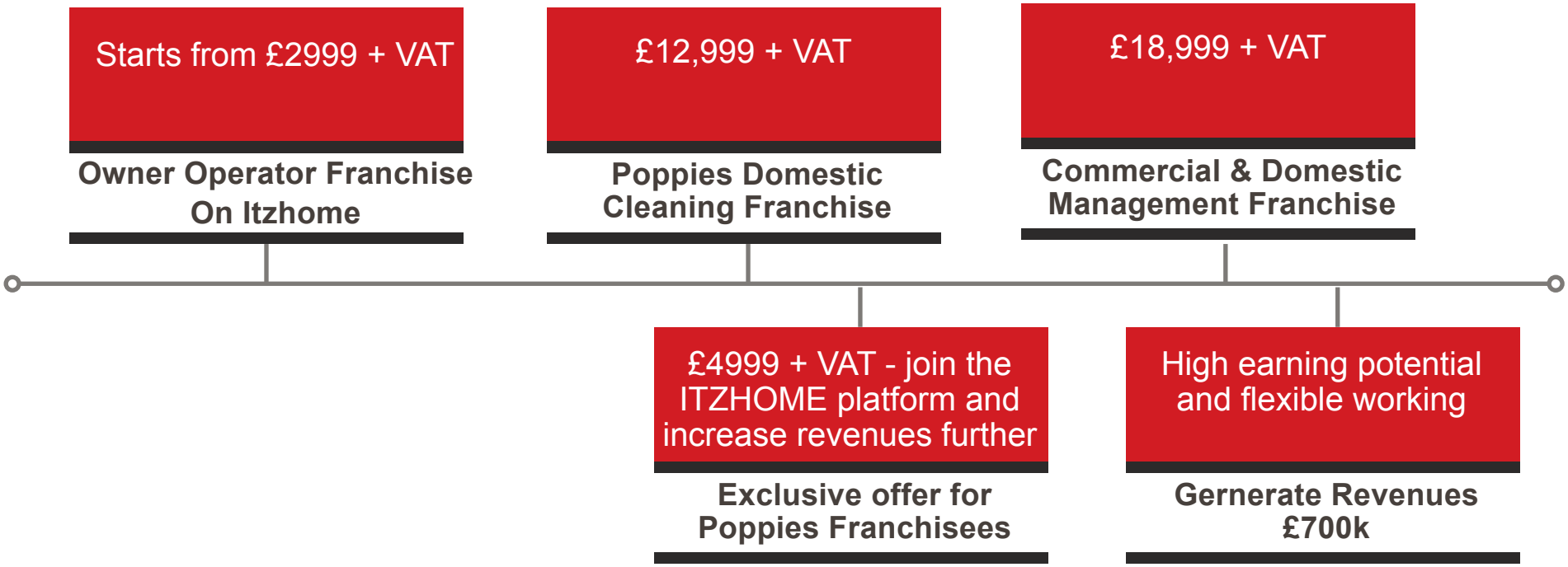


GROW YOUR BUSINESS

Depending on your circumstances and investment budget, it may suit you to start smaller and scale up.

With Poppies and Itzhome it allows you to start your own cleaning business that is matched to your budget. You could start your own cleaning business and simply provide a cleaning service through the VIP Partner Package with Itzhome or if you are ambitious and driven to scale up and increase your turnovers and profits, at a speed that suits you, you have the option to scale up into our Poppies Domestic Cleaning Management Franchise and Domestic & Commercial Cleaning Management Franchise & NEW for 2025 the Itzhome On Demand Home Service Franchise

Scaling up is through revenues generated within your business you could grow your business without the need for a loan or to dip into your savings.



GROW YOUR BUSINESS

	Annual Hours	Monthly Hours
Regular Domestic Customers Hours	**43,676**	3,556
Domestic One Offs Hours	**470**	39
Bolt on Domestic Services e.g fridge / freezer, mattress, oven clean	**4492**	374
Iron and Laundry	**416**	35
Outsourced Dry Cleaning	**208**	17
Commercial One Offs e.g. Airbnb	**3250**	271
Builder Clean	1040	87
Commercial Contracts	Non considered	
Gross Profits	**£350,350**	

Speak To Us To Find Out How You Can Potentially Increase Your Earnings Further By Joining Itzhome and offering other services…..

**Any projections of income is in accordance with the disclaimer on the Poppies Franchise website*

OUR PROMISE TO YOU

The more work you put in and you spend on marketing the faster growth your business can achieve. This can very quickly become a 6 figure income business for you, by following our proven business model.

Depending on how quick you wish to grow your business will achieve different earnings for you. We will work with you to identify what is potentially realistic based on your situation - questions we will ask, and you will need to consider are:

- How many hours a week are you available?
- What markeCna budget do you have available? (remember a percentage of your franchise fee is spent on marketing to help kick start your franchise)
- What level of income do you need to earn, and how quickly do you need to earn?

Please let us know when we speak to you the answers to these questions and we can share with you a full financial model for you to base your own snecific business plan on to run your Poppies franchise.

REMEMBER:

You're not going at this alone. We'll train you and equip you with the proven marketing strategies, techniques and templates that work to attract clients like clockwork.

OUR PROMISE TO YOU:

We will help you to become a super successful business owner ... If your application is accepted then we guarantee the following:

- We will help you to grow a profitable business
- We will train you and develop your skill set throughout your time with us to aim to achieve success with your business
- We will reinvest into this business to ensure that both the methods to attract clients remain at the cutting edge and as effective as possible.
- We'll talk with you regularly.
- We'll always be one phone call away.
- We will provide you with everything we believe to be super successful

Poppies Franchise model works.It's been tested and proven with a growing network of franchisees and our own real-life experience of the past 4 decades. One thing's for sure ... you're never on your own with a Poppies franchise.

*Any projections of income is in accordance with the disclaimer on the Poppies Franchise website

WHO MAKES A GREAT FRANCHISEE

We are looking for a snecific type of individual or couple and as such we take great care in selectha who can join us here with a Poppies Franchise. We want to ensure our brand and your investment will be protected so we choose to only select those people with the right as tude and character or experience and skills to join us.

TELL US if you have all four: Atitude, Character Experiences and Skills you are tailor made for this opportunity.

But before you send us the money please realise we have a limited number of franchisees that are available in local territories so we can dedicate all our training and support personally ... so WHO we select is as important to us as it may be to you.

Our experience in:

- **Training and personnel development**
- **Support and administrafon**
- **Sales, markeing and distribulon**

Allow us to drill down into our requirements and match these with our processes and systems and what we know is that the right person, who is inexperienced but will listen, learn and apply our systems to the tee will succeed.

Someone who has tons of experience and wants to go off and reinvent the wheel may spend time trying to create something that already exists and is already working just fine.

Questions To Ask Yourself ...

- So can you follow a system?
- Will you trust us to show you what works best?
- Will you dedicate yourself to both sides of your business equally, both managing staff and marketing?
- Will you come to training sessions and apply what is taught diligently?
- Are you an entrepreneur?
- Do you have ambition and desire?
- Got a great atitude
- Want to learn business skills and are you willing to learn?
- Do you have the discipline and follow through to keep up with your business?

POPPIES PROVEN MODEL

OK this is a business there are systems and there are processes you just have to learn and follow. Being an entrepreneurial type of person is going to help you massively, as the success gene is part of this type of persons make up and to use an old analogy: It is like planting seeds in fertile ground. The person, the business and the profits GROW much better !!!

Being ambitious about what you can achieve in anything is so important to the outcome as executive style earnings will not come to you if you do not strive for them and ambition is the FUEL in the tank.

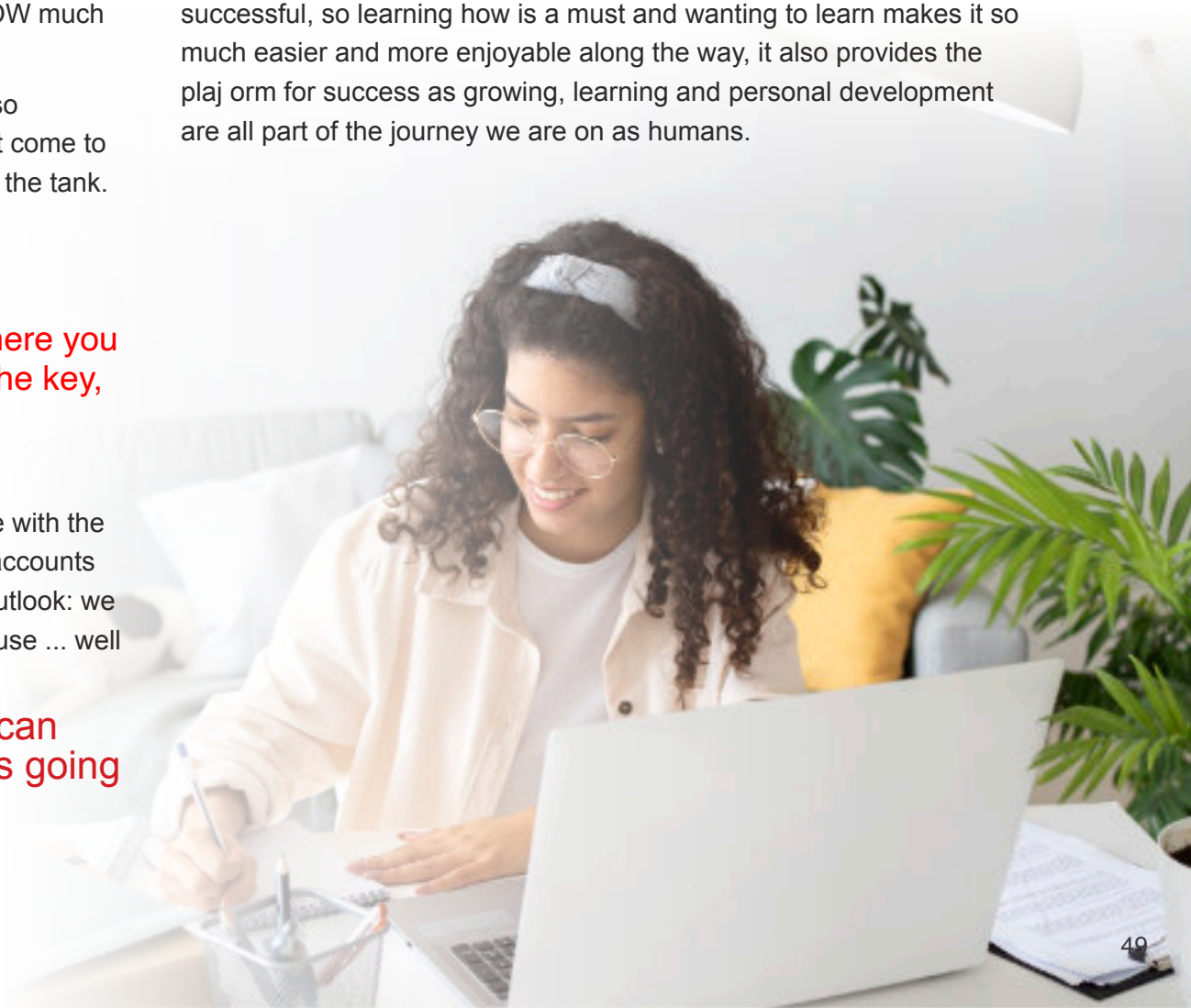
How big is your WHY?

WHY do you want to join a business system where you can make six figures? WHY? Your ambition is the key, do you really desire success?

Do you have the as tude so you can cope with training, cope with the sales and when all that is done remember to finish off your accounts and records? You will need to have a positive as tude and outlook: we want to work with positive people with brilliant atitudes because ... well actually ... it is just better.

Your desire to learn new skills, skills that can ensure you are financially secure for life is going to be important.

Here at Poppies our head office team is on hand to run the marketing for you .. You can access proven methods that have attracted new clients time and time again. However if you too learn how to market properly then you can always attract customers and always be successful, so learning how is a must and wanting to learn makes it so much easier and more enjoyable along the way, it also provides the plaj orm for success as growing, learning and personal development are all part of the journey we are on as humans.





CLEANING SERVICE

... You need stickability, the discipline to keep on keeping on, had a bad day, tomorrow is a new day, had a prospect say NO to you, pick up the phone and call the next or write a NICE email thanking them for their feedback, stay strong disciplined and stick at your tasks.

Success is 90% perspiration as well as the 10% inspiration people think it is all about.

We will provide you training support programmes systems, state of the art technology and a working formula for delivering the service ... What you need to be is driven and ambitious to drive your business forward, add a bit of your magic and let the marketing attract you client and manage your team to deliver the very best cleaning service in your local area. That is our franchise.

DON'T WORRY ..... you do not need

- **Sales Skills**
- **Technical Skills**
- **Experience**

They are handy if you have them but not essential. Atitude and desire and a willingness to be successful are the keys to a franchise like ours.

We can train anyone to run business and systems, what we want though is a bit of realism and as tude and we will create a great Franchise business between us.

The investment to join Poppies Domestic Cleaning Franchise is £12,999 + VAT

Poppies Domes7c & Commercial Management Franchise investment is £18,999 +VAT

poppies

WHO MAKES A GREAT FRANCHISEE

POPPIES®
CLEANING SERVICE



2026

WHO MAKES A GREAT FRANCHISEE

The potential of a Poppies Franchise is locked away in the potential of the actual franchisee themselves and their commitment and dedication.

We can teach anyone the systems we have developed, 'hey, that is what a franchise opportunity is all about' and the systems and processes that have created millions in sales, specifically the marketing and the cleaning services, as all these aspects of the business are duplicatable.

What we cannot do is internally identify the magic that makes YOU the key success gene in our business. The "right stuff" as the guys at NASA used to say. It's all about communication, your ability to manage staff and the people you speak with.

Our business is based on communication with people, sharing ideas and opportunities, managing staff and operating state of the art technology.

Every franchisee has access to the same training support and products, the same administration and pricing mechanisms, the same profit margins and the same model. We aim our marketing messages at similar people who are looking for an assistance with their domestic chores. SO why do some people look like they were born for it and flourish and why do some struggle?

It is an interesting question. Yes?

Atitude, determination, the focus and the application and the motivation and positivity all play key roles in the **success gene surrounding one of our Poppies Franchises.**

The behaviour and effort will determine the outcome of your business and this is important for you and for us.



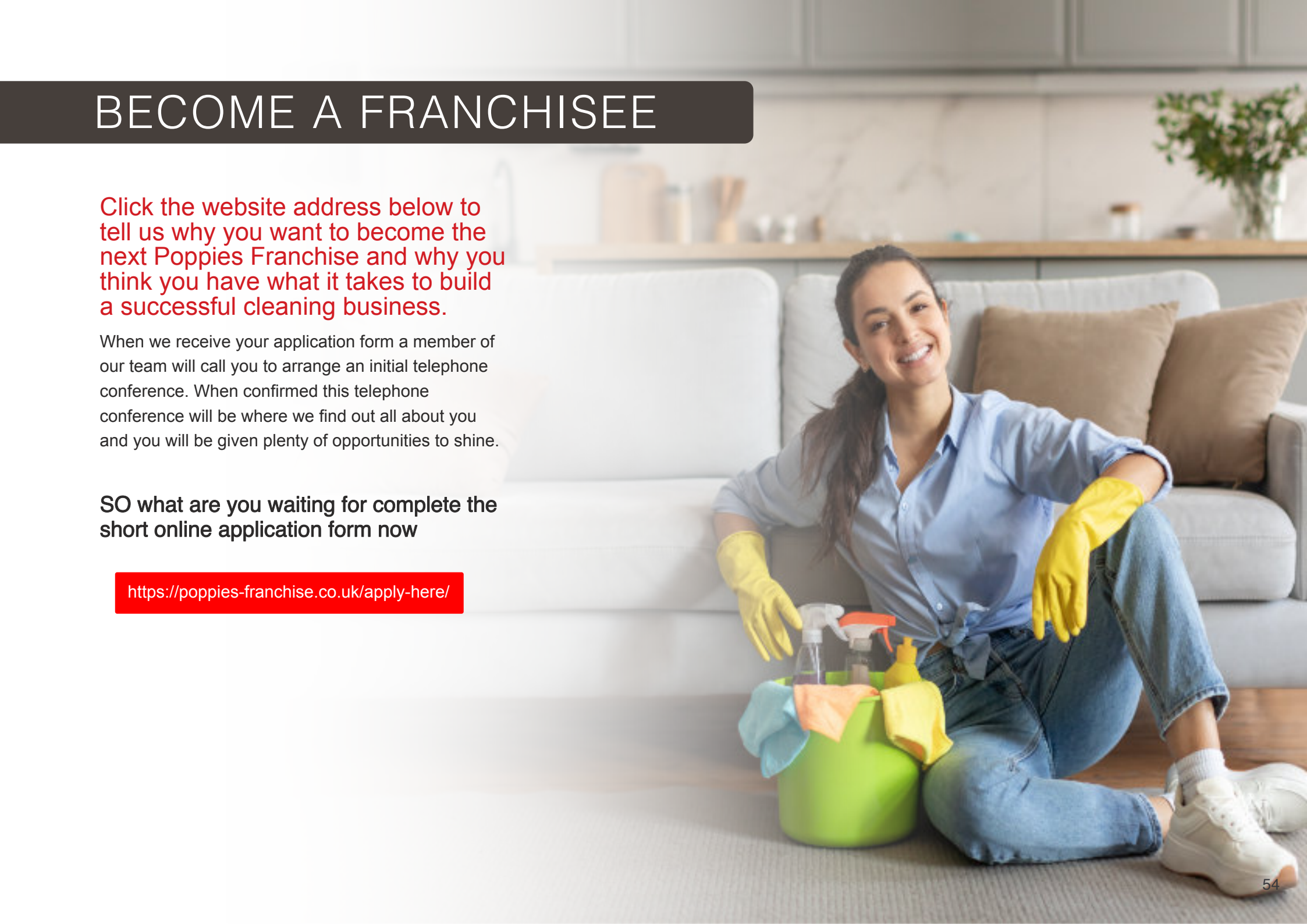
BECOME A FRANCHISEE

Click the website address below to tell us why you want to become the next Poppies Franchise and why you think you have what it takes to build a successful cleaning business.

When we receive your application form a member of our team will call you to arrange an initial telephone conference. When confirmed this telephone conference will be where we find out all about you and you will be given plenty of opportunities to shine.

SO what are you waiting for complete the short online application form now

https://poppies-franchise.co.uk/apply-here/





Get In Touch
recruitment@poppies-franchise.co.uk
01695 667766