



Franchise Frequently Asked Questions

Dairy2Door

Tel: 01164 362 452 / 07876 712 824

how2 Franchise.co.uk

www.how2franchise.co.uk

Company History

1999

Joined the Milk Industry

Since 1999, Company Director Jason Joyce has worked in the milk industry for a variety of companies as a milk man, holiday cover, supervisor, franchisee, manager, and now owner of his own company

2001

3rd in the Milkman of the year

Two years after starting his role as a milkman, Jason finished third in a national milkman competition with over 10,000 milkmen nominated.

2015

Founded Dairy2Door

Dairy2Door was founded in 2015 and continues to thrive and provide the local community with quality milk.

2018

Keeping the tradition alive

Keeping alive the great tradition of the Milkman, delivering to your door on a regular basis whilst also supporting our British dairy farmers.

2020

Glass bottles reintroduced to the rounds

We now deliver pints of Milk In "GLASS BOTTLES" as well as Plastic & good's throughout Leicester & Leicestershire. We have also invested heavily in Low Emission vehicles. We deliver Twice a week, free of charge.

Most recently this year we have received a care in the community award for our services during lockdown.

1. What does the cost of the franchise include?

**Arranging a Milk Supplier with you
Full Training (we can arrange visit to the
Franchisor & Franchisee)
Computer Handheld advice with units,
refrigeration and vehicles**

2. How much working capital do I need?
What is the basis for your calculation of this
requirement?

**We will give you a 3 week Credit on
your invoices of approximately £1,500
this will be more than enough working
capital, we will aim to start your
Franchise in the middle of a month so
we can get a monthly payment in the
first 2 weeks of trading too**

3. How long will it take to set up the business
from the time we sign the contract to when we
actually open?

**As long as we work closely with our
canvassing team around 1-2 weeks, the
round will take around 6-7 weeks to
be up to the required size and then will
need a regular canvass until it stabilizes**

4. What training facilities are there and where
do you provide them? How long will the training
last and what will it include?

Training can be for as long as you need,

**you will need to travel and stay over
in Leicester for that time, but we will
come over to you for at least a week
in preparation and when you begin
to help you with the setup of your
franchise**

5. What levels of gross profit margins should I
expect to receive? Give an example

**Gross Profit Year one we estimate
£24,000 profit after the first 6-7 weeks
building the round, Year 2 £36,000
these figures are based on working
rounds that we have running already.**

6. Is the business seasonal?

**We do have a quiet period usually in
the summer school holidays but other
than that business is quite consistent
throughout the year**



7. What opening support staff do I need to
provide?

**This can be managed by one man, most
receive help with phone calls and emails
from a partner but it is easily managed
with one person on one round**

8. Do you provide an opening launch of the
business? If so what does it consist of?

**Not Really Rod, Any Ideas if you think
we should??**

9. What advertising and promotional support to
you provide?

**We will canvass the areas you choose in
your specific region, leaflet drop, local
advertising through social media and
leafleting and newspapers**

10. What point-of-sale and promotional
literature do you supply, and what do I have to
pay for it?

**We have shopping lists and other
leaflets we have found useful to
maximise the amount an individual
customer is spending with you**

11. What will be the opening hours of my
business?

**It is nights we start around 11pm, load
up and deliver until around 7-8am so
the customers receive their delivery
before they wake up**

12. How soon will I have to spend money
on replacing equipment or re-modelling my
premises?

**You will need to spend money initially
on premises and vehicles insurance
and liability, We have lease hire vans
for 5 years and our computer system
is integrated and should not need
updating within the first 5 years**

13. What systems do you have for keeping franchisees in touch with you and each other?

We will provide a weekly zoom chat to discuss any issues and are available daily for you if you need support, eventually the meetings should go to monthly once you are settled as a Franchisee

14. What restrictions will there be on what product I can sell?

Limits on the Milk & Bread, eggs & gardening products to be supplied by our suppliers of choosing, anything else you can buy and sell as long as it is suitably labelled for food safety and hygiene (may need advice Rod)

15. Do you provide instructional and operational manuals?

Yes we have prepared the operational manuals (these are the ones you have done Rod)

16. What would happen if I ran into operational problems, which I was unable to solve what help would I get?

You will need to think about holiday cover and sickness cover, if we are able to assist and help with emergencies we will





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over 20 years in the world of franchising.

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