



ApolloBlinds

Inspiring Ideas
Expertly Delivered

Franchise PROSPECTUS





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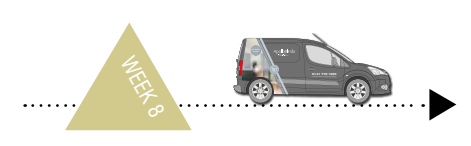
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BE PART OF OUR NETWORK

Apollo Blinds is an award-winning franchise network.

We are the UK's largest window blinds franchise, and we're looking for more committed and driven people to join us and run their own Apollo Blinds businesses selling and installing quality made-to-measure Blinds, Shutters, Awnings and Curtains.

Founded in 1972, we have grown to become a trusted brand both for the quality of our blinds and for the robustness of our franchise model, which has enabled our franchisees to build prosperous and profitable businesses. We have franchisees who have owned Apollo Blinds franchises for more than 30 years, which have either been passed to younger generations of the same family or commanded sizable resale values.

We are proud to be a founder member of the British Franchise Association (bfa) and an active member of the British Blind and Shutter Association (BBSA), both of which ensure our continued commitment to very high standards in respect of our products, our brand and our franchise model.

BE PART OF SOMETHING SPECIAL...



...BE PART OF APOLLO BLINDS





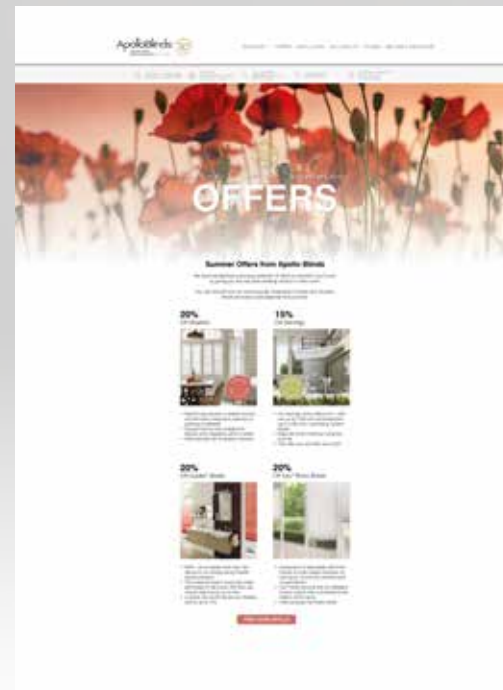
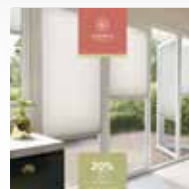
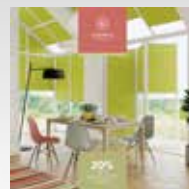
WE ARE APOLLO BLINDS

We are a window blinds franchise network and have more than 50 years' experience as a retailer and installer of quality made-to-measure Blinds, Shutters, Awnings and Curtains.

Apollo Blinds has achieved this by building a network of franchisees who are all committed to providing the very highest standards for our customers and giving expert advice on the selection and installation of our made-to-measure blinds. This pride and passion continue to set us apart in the home interiors industry.

We have the backing of the Hunter Douglas Group, which is the world's largest blinds company and has an annual turnover of \$4.6 billion.

Apollo Blinds benefits from innovation, being at the forefront of technical developments and having access to the widest selection of products.



OUR BRAND

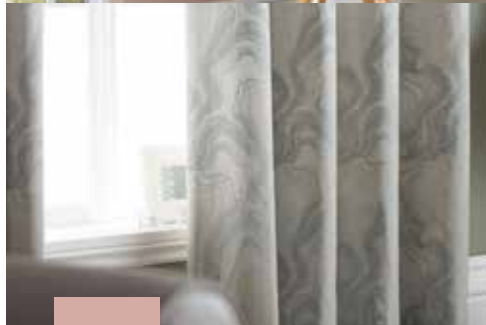
The Apollo Blinds brand is synonymous with the quality of our products, the skill and experience of our installation teams, and the service and after-sales care that our customers should expect from one of the UK's foremost companies in the home improvement space.

We have an ongoing programme of continual development and refinement of the brand to keep standing out from the crowd and positioning ourselves differently to our competitors.

It's vitally important to keep achieving consistency across all of our online, offline and point-of-sale touchpoints – so that consumers get the same experience on our website, social media platforms, third-party listing and review sites, print materials, collection books, van livery and uniforms.

All of our enriched brand values are encapsulated in our brand statement: "Superior window blinds and shutters since 1972" – and this commitment saw us win the Best Marketing Programme at the 2022 BBSA Awards.





OUR PRODUCTS

We have the widest selection of products, including:

- | | |
|-------------------------|----------------------------|
| Awnings | Wooden Venetian Blinds |
| Curtains | Venetian Blinds |
| Conservatory Blinds | Vertical Blinds |
| Duette® Blinds | Blackout Blinds |
| Eco-Friendly Blinds | Perfect Fit Blinds |
| Intu® Screw-Free Blinds | Allusion Blinds |
| Pleated Blinds | Motorised and Smart Blinds |
| Roller Blinds | Shutters |
| Roman Blinds | Blinds for VELUX® Windows |
| Twilight Blinds | & Other Special Shapes |

WATCH OUR PRODUCTS

Scan the QR Codes to view:



Awning
Video



Layering
Windows



Motorised
Blinds



Shaped
DUETTE®





WHY CHOOSE APOLLO BLINDS?

The answer is simple. This is a fantastic opportunity for you to build your own successful and profitable business using the Apollo Blinds brand.

Our network of franchisees benefit from a lucrative and highly profitable turnkey business model. As a new franchisee, you can expect to generate a turnover of £145,000 in your first year, with a gross profit of 49% and a net profit of £39,000.

Your business will get off to a flying start because you'll be taking advantage of high and sustained consumer demand in the UK for made-to-measure Blinds, Shutters, Curtains and Awnings.

As a franchisor, we have continued to experience strong year-on-year growth.



Made-to-Measure
for a
Perfect Fit



All Products are
Professionally
Installed



Premium Quality
with a Full
Guarantee



Full Range of
Motorised
Options



Free Home
Appointments to
View our Ranges





A 5 STAR FRANCHISE

We are proud of the fact that we are a five-star franchise – when benchmarked against other UK franchises.

Each year, we take part in an independent franchise industry-wide benchmarking programme.

For the last two years, we have been named the winner of the Continuous Improvement category of the Best Franchise Awards.

The results of our fifth annual Franchisee Satisfaction Report have been the best yet, with an overall score of 85%. This is all the more important because the report surveys our network of franchisees and asks them what they really think of Apollo Blinds.

The highlights that we are most proud of are:

- 100% agreement about the quality of our initial training and support
- 97% agreement that we 'go the extra mile' to support our network
- 97% agreement that everyone at Apollo Blinds shares the same goals

Work Buzz

Here are some of the key findings from this year's Franchisee Satisfaction Report.



INVESTMENT

Your investment to become part of the Apollo Blinds network is just £5,000 (+ VAT).

This will secure your exclusive franchise territory and also includes:

- The licence fee for a five-year period (with no renewal fee)
- A detailed analysis of your territory to help you to form a targeted strategy and maximise business in your area
- Dedicated initial training and ongoing field-based training
- Continuous and specialised team support covering sales, marketing, technical and business aspects – all geared towards helping your business to grow
- Your full bespoke sales kit
- Website setup, vehicle livery design, uniform, stationery, social media and online listing setups
- £4,000 of the fee is invested into marketing activity to launch your business, including online and offline campaigns

As well as having the franchise fee, we strongly recommend that you have enough working capital to support your business for the first three months of trading.

THE REWARD

The Apollo Blinds franchise model enables you to build a profitable business, and the potential rewards available to you include:

- Excellent turnover potential from year one onwards
- A fast-growing business with the potential to develop from a van-based operation to a store-based franchise
- No stockholding means maximum cash flow, minimum risk
- Excellent profit margins, with the average customer spending in excess of £900 on a sale

Here's an example of the typical growth pathway for a new franchisee:

	YR.1	YR.2	YR.3
Sales	£145,000	£165,000	£190,000
Conversion	50%	55%	55%
Gross Profit	49%	51%	53%
Net Profit	£39,000	£45,000	£57,000



IS IT RIGHT FOR ME?

This is the all-important question that you have to ask yourself.

We have developed a robust turnkey franchise model that is proven to be the platform from which our franchisees are building prosperous and profitable businesses.

We're actively recruiting committed people who want to be part of our network because they believe in the life-changing opportunities that this can give them.

You don't have to have previous related experience – many of best-performing franchisees come from different walks of life. However, they all share the same traits of having a passion for delivering exceptional customer service, a love of learning, the ability to help customers to find the right window blinds solutions, great organisational skills to manage a busy diary and the determination to grow a successful business.

IF THIS IS YOU, THEN YOU'RE RIGHT FOR US!

TRAINING AND SUPPORT

There are four main ways we will support you and your business:

1. INDUCTION TRAINING PROGRAMME

We run this introductory programme at our Glasgow head office, and it covers everything you need to know about our products, how to sell them and how to install them.

2. ONGOING INDIVIDUAL SUPPORT

Our business, sales and installation teams provide one-to-one support by attending sales calls and installations with you until you are completely confident in delivering the Apollo Blinds experience.

3. NETWORK TRAINING

We run a series of training sessions throughout the year on new products, refresher training on existing products, and general business and marketing workshops.

4. PEER SUPPORT

Our network of franchisees support one another and are always on hand to provide advice and practical information – as well as sharing a wide range of hints and tips. They also celebrate each other's successes.



FRANCHISEES



Scan QR to hear Jo

Jo has an accomplished background in statistical analysis but has always had a keen interest in home interiors. She came across Apollo Blinds after one of her friends bought a franchise, and she says that the flexibility to work around family commitments is what really appeals to her.

Jo Knight
Apollo Blinds, West Sussex

Stuart is the first to admit he fell into Apollo Blinds, having previously been a personal trainer and also a project manager in the exhibition industry. During lockdown, he started working for his friend who owned the franchise for Wokingham – within a couple of years, he had bought out his friend. He says it’s the best thing he’s ever done.

Stuart Fawcett
Apollo Blinds, Wokingham

Scan QR to hear Stuart



IN THEIR OWN WORDS



Scan QR to hear Nash

Nash worked for another blinds firm for nearly ten years – so he brings plenty of experience and product knowledge to the franchise, which he is building up in the Birmingham area. He knows franchising well, as his wife also runs a separate franchising business, and he is proud that his online reviews all say he’s “professional, reliable and knowledgeable”.

Nash Patel
Apollo Blinds, Birmingham

Bobby says that the power of the Apollo Blinds brand was the reason he and business partner Grant joined the network. Like Grant, Bobby has decades of experience in the blinds industry and knew that Apollo Blinds is synonymous with quality window covering products. He recognised that a franchise would be the shortcut to running a successful business.

Bobby Ballantyne
Apollo Blinds, Edinburgh



Scan QR to hear Bobby



MILESTONES...

...FOR LAUNCH

WEEK 1
DISCOVERY DAY
Glasgow Office

WEEK 3

- Pre-launch marketing meeting to discuss marketing launch (with detailed territory overview)
- Pre-training preparation supplied (exercises to complete prior to first training session)

WEEK 5

- Marketing and Social Media training for launch
- Pre-launch marketing begins

WEEK 7
SESSION 2

- A 3-day training event at our Glasgow Office, to cover the extended product range

WEEK 2

- Intention to proceed signed
- £1,000 deposit + VAT paid
- Training session and business launch dates confirmed
- Confirm company type (Limited or Sole Trader)
- Register for VAT
- Purchase public liability insurance

WEEK 4

- Payment of £4,000 + VAT (remainder of Franchise fee)
- SESSION 1
- A 3-day training event at our Glasgow Office, covering sales and core product training

WEEK 6

- Launch preparation week (review training from session 1)
- Set appointments for launch week

WEEK 8

- Business launch
- Dates set for follow up training sessions for Shutters and Awnings



TAKE THE NEXT STEP..

If you like what you see – and think that you can see yourself being part of the Apollo Blinds network – then take the next step and get in touch.

Once you've expressed an interest, the first thing we'll do is encourage you to speak to some of our franchisees to find out for yourself what's involved in the day-to-day running of a franchise.

We will then share lots of data to help you to get a very accurate picture of the profile of your area. This will help to shape your strategy from day one by pinpointing ways to maximise every opportunity.

Our team will start working alongside you to ensure that you develop a robust business plan that will be the blueprint for a successful and prosperous business.

WE'RE READY - ARE YOU?

FIND OUT MORE AT: www.apolloblindsfranchise.co.uk/register-interest



ApolloBlinds
Inspiring Ideas
Expertly Delivered Since 1972

A HunterDouglas
company

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TO APPLY NOW





www.apollo-blinds.co.uk

Franchise Prospectus

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