

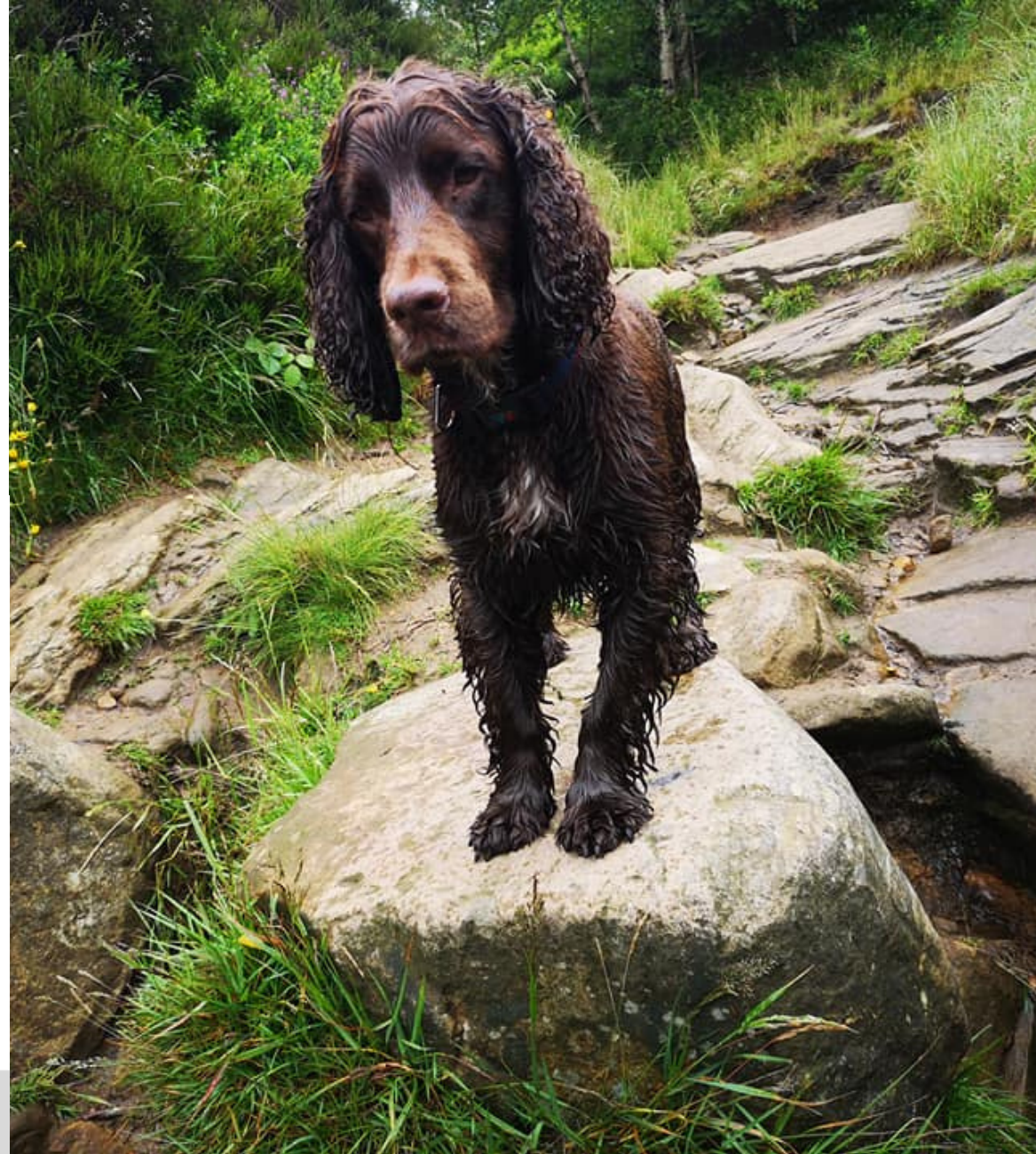
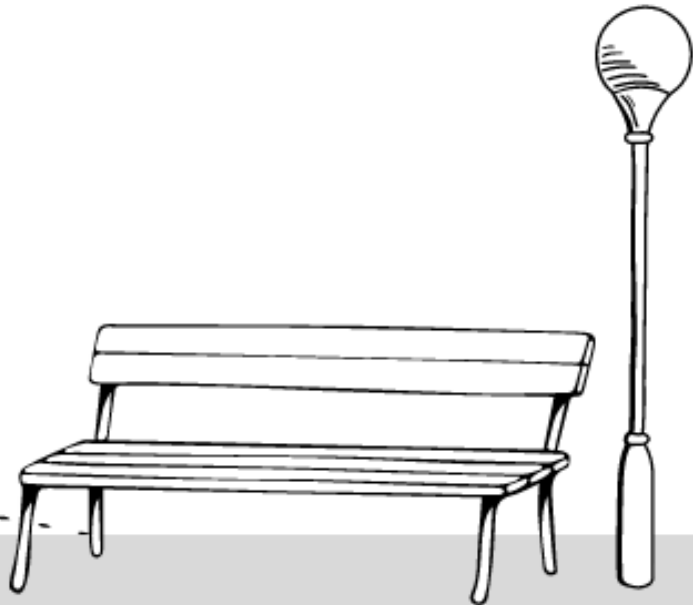


- TLC DOG WALKING -

FRANCHISE PROSPECTUS

[www.tlcdogwalking.com](http://www.tlcdogwalking.com) / [info@tlcdogwalking.co.uk](mailto:info@tlcdogwalking.co.uk) / 07999 992 374

# WELCOME TO THE TLC DOG WALKING BUSINESS OPPORTUNITY



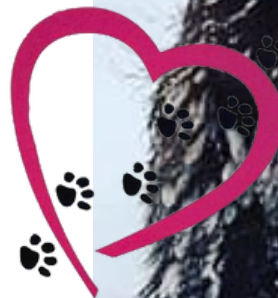
# ABOUT US

TLC Dog Walking are a multi-award-winning professional dog walking business.

Our staff are highly trained and motivated individuals whose sole focus is on the dogs wellbeing. We pride ourselves on being able to give our customers the best, most reliable service possible.

All our team receive on-going training and have a great deal of knowledge and skill between them. This includes a degree in Dog Behaviour and Psychology, many Canine first aiders, many qualifications in Animal Care, a Canine Masseuse, experienced trainers, experienced breeders, fly ball experience, agility experience, dog nutrition experience etc.

Plus, all our team members are employed and trained by us to ensure that we have a consistent standard of service.





## MEET OUR OWNER TORI

"Hi I am Tori and I started TLC Dog Walking in 2007, about 13 years ago now, and we have just gone from strength to strength ever since.

I have had a love of everything pooch from birth and my experience in training my pack as well as other pooches within my family gave me the fundamental love that I have in this business. This business is my life's passion and this passion has passed on to our walkers, we all get the biggest smile when we see all our doggies with happy wagging tails."

## WE HAVE WON MANY AWARDS



# WHAT SERVICES WILL YOU OFFER?

- Dog Walking
- Pet Visits
- House Sitting
- Home from Home Boarding
- Wedding Pet Package
- Pet Taxi





# WHAT MAKES US DIFFERENT?

## GPS TRACKING

All TLC Pet Care and Dog Walking services are tracked online, for the safety of both the pet and the pet carer. We know where everyone who works for us is when they are delivering services. We can tell if jobs have been completed and the time they started and ended. We offer complete transparency in the length of visits and walks, and can tell customers when their visits were completed. There is no need for customers to worry if their dog is getting walked for the correct amount of time or if their cat is fed at the correct time of day, the pet care portal will show them the time(s) of our visit each day.

## SUPPORT AND PHOTOS

Every pet owner receives automatic notification of services being completed after every visit. There is no need for them to chase their Pet carer for an update. Pictures are a vital part of our service when taking care of pets. We want our customers to be able to see happy and contented pets in our care.

## ALLOCATED WALKER

Every customer is allocated their own walker. Plus, we always allocate a backup walker so that if the unexpected happens we will always be there.

# WHY CHOOSE THE TLC DOG WALKING FRANCHISE?

## TLC DOG WALKING

**At TLC Dog Walking, our primary focus is helping our franchise owners to not only meet but exceed their professional and personal goals.**

### LIFESTYLE FRIENDLY BUSINESS

We offer a truly lifestyle friendly business which will fit in with your home life and family commitments. You can choose your own working hours and take on as many walkers as you like. If you want to keep your business small, that's fine. If you want to increase your revenues you can take on more walkers, the choice is yours.

### TRAINING AND SUPPORT

Not everyone has the natural ability or expertise to be efficient at all aspects of running a successful business. The TLC Dog Walking franchise offers you a structure for launching, operating and growing your business.

Our top priority is to provide all the training and support necessary to help you build a solid foundation that sets you up for success. The best franchisors are the ones that prioritise the training and ongoing development of their franchisees and invest in quality support. It is both the initial and ongoing training that makes a franchise investment so appealing and this is where we excel.

We have created comprehensive operations manuals, compliance and training programs which covers marketing, operations, accounting, technology and other areas of running a successful dog walking services business.



### BRAND

You will trade under the TLC Dog Walking highly respected brand name. Use of our brand will set you apart from your competitors as our excellent reputation promotes recognition and customers know what to expect from your company.

The franchise business model offers you the ability to grow under a common brand and share in the benefits of a like-minded group of business owners. Though each business is independently owned and managed, all franchisees share in the collaborative benefits of the TLC Dog Walking organisation.

### EXCLUSIVE TERRITORY

Each franchisee will operate an exclusive UK territory, with the opportunity to target thousands of potential customers.

Our generous territories have been designed using very specific criteria with complete fairness and scale-ability. This will enable you to maximise the opportunity for revenue as your business grows.



# THE FRANCHISE PACKAGE

FRANCHISE FEE: £9,995 (+VAT)

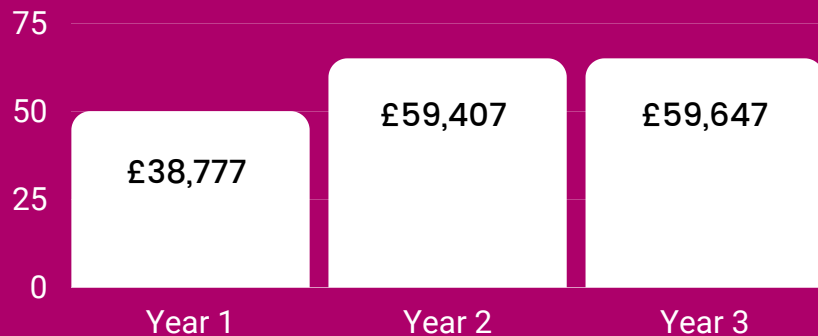
MANAGEMENT FEE: 10% of turnover

You will also have the cost of your vehicle, which will cost between £10,000 and £12,000

Finance available

## EARNING POTENTIAL

These are the potential profits we would expect you to achieve in the first three years. We will provide you with a full breakdown of the figures at your franchise meeting.



As part of your franchise package you will receive:

- Rights to trade under the TLC Dog Walking brand name
- Exclusive territory
- A central website
- Full training in all areas of the business
- Processes, systems and templates to run the business
- Ongoing support and regular business updates from our highly experienced management team
- Operations manual which covers all areas of running your business
- A marketing launch for your business
- Marketing materials, stationery and documents





# TLC DOG WALKING



## YOUR ROADMAP TO SUCCESS!

Contact us now to find out why the TLC Dog Walking franchise is the right choice for your new business.

1

Drop us an email at [info@tlcdogwalking.co.uk](mailto:info@tlcdogwalking.co.uk) or call 07999 992 374

We'll schedule a preliminary call to give you an overview of the business. Our goal is not only to ensure that you are right for us but also to make sure we are right for you.

2

We will arrange a meeting. This will give you the opportunity to meet the team and receive additional information about the business model.


3

After completing Step 2, you will receive a formal invitation to become a TLC Dog Walking franchisee and we will prepare and send your Franchise Agreement.

4

The real work begins once you sign your Franchise Agreement. We will provide you with checklists to follow as we work together to open your business.

We will work with you to help you master the knowledge that will help you get off to a strong start.



TLC DOG WALKING

[www.tlcdogwalking.com](http://www.tlcdogwalking.com)  
[info@tlcdogwalking.co.uk](mailto:info@tlcdogwalking.co.uk)  
07999 992 374