DOR-2-DOR™

Letterbox Clever

ESTABLISHED 1987

Letterbox Marketing

Franchise Opportunity

dor2dor.co.uk/franchise

Google ★★★★★



Our Story So Far

In 1987 Jeff Frankling, our founder and CEO started a cooperative direct mail service through his company Zone Marketing specialising in door to door marketing of colourful packs of discount vouchers.

Following the phenomenal growth of the letterbox marketing industry many clients asked us to print and deliver their own leaflets and advertising material. With a rapidly growing number of clients demanding a reliable door to door distribution service clearly a significant opportunity existed. We established and developed DOR-2-DOR™ into a full service door drop marketing business.

According to Data & Marketing Association (DMA) research, Letterbox marketing has grown rapidly since the early 90's and despite the growth of the internet and social media Letterbox Marketing is a very effective and popular method of local communications and promotion. It is an important part of the £45 billion annual direct marketing industry in the UK with 80% of the UK's top advertisers using door drops.



Jeff Frankling
Founder & CEO

Only One Letterbox

There are more TV & Radio stations, magazines than ever before not to mention the internet and outdoor advertising but fortunately there is still only one letterbox. Because the medium works so well, advertisers are turning to door drops more and more.

At DOR-2-DOR we are proud to work with local shops, businesses and local government organisations. Using our tried and tested system of carefully managed Post People™ we minimise the clutter.

A Proven Business Formula

All businesses, however well-known need to advertise. In fact the most successful brands are often those that spend the most on advertising and promotion.

More important than that, in business terms, despite economic crisis, gloom and despondency, fierce competition, or good times, all businesses must campaign to increase or maintain their market share. Every company producing or making a product, every retail shop, every service that you need has to be marketed. Our Market therefore is virtually everyone in business.

Delivering leaflets with DOR-2-DOR is a proven method of encouraging local people to shop locally and to use the services of their own local businesses. It is a very accurate method of distribution - the leaflets can be targeted precisely where the customer wants them - general area, specific location or even to a list of streets.

Especially important for you, we have developed simple but effective methods of obtaining business, recruiting our delivery staff which we call Post People™ and backchecking the work carried out including our Leaflet Lookout Network. We not surprisingly use leaflets to carry out all these functions. Moreover the business is self perpetuating, plus we have developed a unique strategy of finding clients and building your prospect and client base.

We have 1000's of customers, including: National Multiple Retailers, Banks, Building Societies, Leisure Parks, Dry Cleaners, Driving Schools, Pizza Parlours, Fast Food Restaurants, Indian & Chinese Restaurants, Window/Door/Conservatory Installers, Estate Agents, Garden Centres, Health/Fitness/Slimming Clubs, Builders, Garages, Local and District Councils etc.

“

80%

of the UK’s top advertisers use door drops.

Source: DMA

The Benefits of a DOR-2-DOR™ Franchise

We do not have enough space to explain all the benefits of becoming a DOR-2-DOR franchisee, but as a guide here are the main features:

- ✓ **Low cost start up**
- ✓ **Exclusive area of operation**
- ✓ **Franchise territory fully distribution zone mapped**
- ✓ **Unique D2D-Works software package**
- ✓ **Full Training in all aspects of the business**
- ✓ **Telephone advice and support service**
- ✓ **Exclusive use of DOR-2-DOR trademark in your area**
- ✓ **Excellent cash flow, most clients pay in advance**
- ✓ **Full artwork and printing service for your clients**
- ✓ **A wide range of marketing material for your business**
- ✓ **Sales and Operational manuals**
- ✓ **Operate from home or a small office**



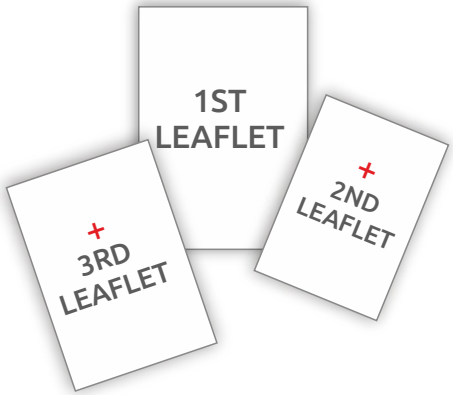
At DOR-2-DOR™ we are proud to say that we feature prominently on Google and the other search engines. To ensure this, we conduct active search engine optimisation (SEO) on an ongoing basis.

During the set up process all franchisees are provided with their own micro site which is optimised for your location. This gives us even greater visibility on the internet and will help to generate regular business for your franchise.

Profit From Distribution

Our Services

Our most popular delivery option is our Shareplan service where the clients leaflets are delivered with other material of a non competitive nature.



We also offer a Solus distribution service which is our premium service where the client has requested that their leaflet is delivered with no other advertising material. Solus is a good income generator for us when the client selects this option. However, it is the Shareplan service where up to 3 or 4 leaflets are distributed together and the best profit margins are achieved.

£1,650 Profit per week, with only 10 part time Post-People™

Our Rate Card price for 10,000 leaflets is £55 per 1,000. With one client leaflet you can deliver the material and make a small profit. But as soon as you start adding other clients material to the same round the profit rises exponentially.

With 2 leaflets in a distribution you are making approximately 100% mark up - include 4 leaflets in a distribution (the most popular combination) the profit increases to 300%. As your business becomes more established 5 and 6 leaflets in the round further increases your gross margin.

1 average deliverer (Post-People™) will deliver to approximately 1,000 households per week. 10 part time, Post-People will deliver to 10,000 households per week and with an average of 4 leaflets each they will generate you a profit (after costs) of over £1,650 per week (circa £85,000pa).

Following a period of establishment, the average franchisee will have approximately 20 Post People each delivering to around 1,000 houses a week.

How Much Profit Can I Make?

NUMBER OF LEAFLETS PER HOUSE	AVERAGE SALES VALUE PER 1,000	COST OF DELIVERY PER 1000 HOUSES	PROFIT PER 1000 HOUSES
1	£55	£50	£5
2	£110	£55	£55
3	£165	£55	£110
4	£220	£55	£165
5	£275	£60	£215
6	£330	£65	£265

10 part time Post People™ will generate £1,650 profit Per Week = £85,800 per annum*

NB gross profit forecast based on average leaflets in the round being acheived*

Profiting From Print & Design

Any good leaflet campaign needs a good design and professionally printed leaflets which is why we offer the whole package. DOR-2-DOR a One Stop Shop solution.



To make the additional profit, franchisees will provide a print and design service that is supplied by head office who provide all the necessary functions (design, artwork & print) to the franchisee for his or her client.

Franchisees will make on average an additional 25% margin on the printing and artwork they supply. This will be an additional £5,000 - £20,000 in a full year following establishment of the business.



What is D2D-Print?

D2D-Print is a completely separate website from the main DOR-2-DOR website and provides access to all the printed products we supply.

Using this website it is possible to quote your clients from the wide range of printed products as detailed above. Orders are then placed on their behalf through our private print portal.

Our Software Solution

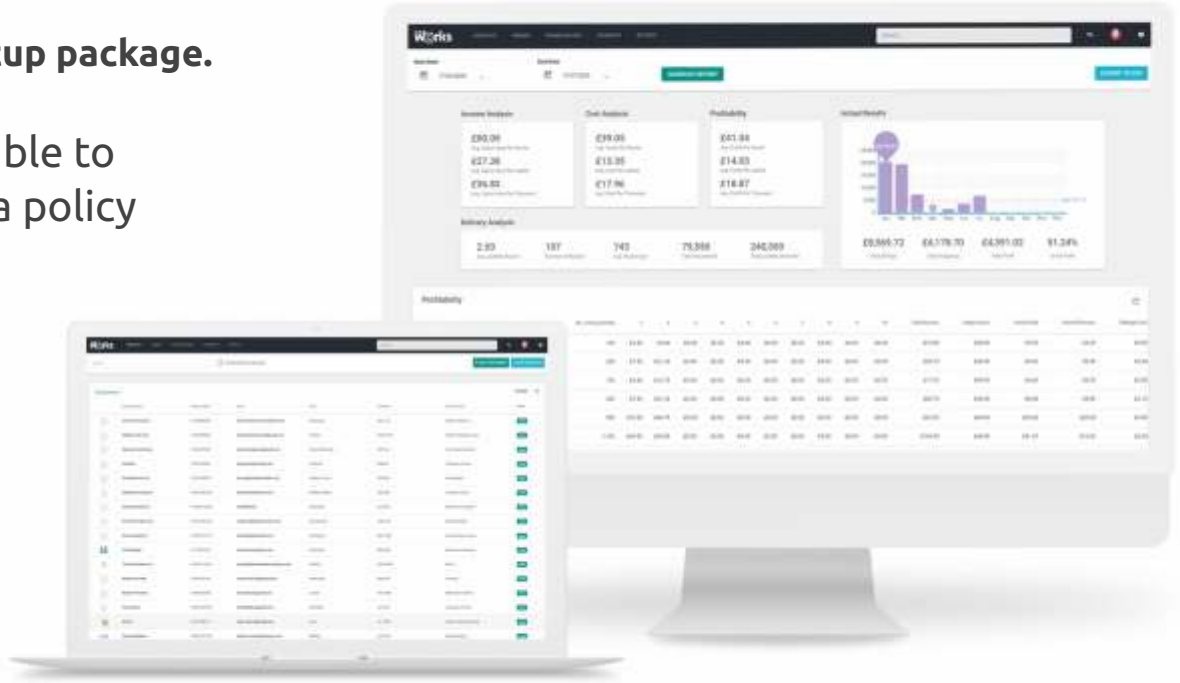
At DOR-2-DOR we could not run our business without the D2D-Works™ software system

D2D-Works is a bespoke software package, exclusive to DOR-2-DOR. It has been developed to help you maximise your rounds for profit while presenting a professional image to your customers and Post-People™.

To give you choice and flexibility D2D-Works automates the daily round planning process giving you the ability to maximise the rounds you are delivering for profit. It allows you to see the status of your rounds and orders thereby assisting you with planning and management of rounds, Post-People™ and customers. It has many features which save you time, help you avoid mistakes and enable you to provide your customers with regular feedback.

D2D-Works comes free with the franchise startup package.

Since 2018 D2D-Works has been fully available to franchisees in the cloud. We are operating a policy of continued technical development.



The brand new D2D-Works was built to works on all desktop and laptop computers including Apple Macs & Pc's as well as mobile devices and tablets.

This flexibility allows you to access certain information using your smartphone or tablet which is ideal when you are visiting clients so you can add to and update them on the status of their orders.

Training

An essential ingredient to the success of individuals and therefore the network as a whole.

We are dedicated to ensure that you have the knowledge and intellectual property to grow your franchise quickly and profitably.

Our initial 2 day training and our setup programme including, zone mapping, local website and preparing all your operational equipment and marketing material will give you everything you need to hit the ground running.

We have now established so many franchisees into this business there is nothing you need that we don't know. We can answer any question you throw at us. We can help you solve any problem you encounter.

As well as the initial training you will also have constant access to an extensive knowledge base of articles, videos and tools to help you in the day to day running of your business.

Following this we are here to support you and continue suppling you all the expertise your need to avail yourself of as you grow your local DOR-2-DOR franchise.



Why Franchise?

In business for yourself but not by yourself

Franchising is now the quickest and safest way to start a business.

A successful and growing business requires skills that rarely one individual possesses and as part of a larger group you are able to draw freely on the constantly developing knowledge and techniques used. Thus dramatically reducing the risks of being in business and making it far easier to be successful. You are following a business formula that is developing and growing. You are in business for yourself but not by yourself.

Success for our franchisees is our number one priority, so much so that our franchisees are achieving what they want and that has enabled us to become the UK's largest network in door drop marketing.

We have been established for over 36 years giving us a unique and comprehensive knowledge of the Leaflet Distribution industry.

We are full members of the Data & Marketing Association (DMA) since 2001. Jeff Frankling was elected to the Door Drop council between 2003 and 2013 and chairman of the marketing committee for 4 years during this period and is highly respected within the industry.



DOR-2-DOR are full members of the Data & Marketing Association, The Federation of Small Businesses and accredited partner with Jicmail (mail performance measurment)

What Our Franchisees Say About US



"Despite the shift to digital marketing and social media, it seems people are still making leaflets door drops, and they keep coming back for more".
Zoe Gray - (Cambridge)



"Don't be afraid to jump into this business. We may be in a digital age, but leaflet marketing still works brilliantly".
George Petkov - (Basildon)



I've been running the DOR-2-DOR business for 8 years now, running with the franchise is far easier than if I was trying to run it on my own.
Andy Porter - (Walsall)



"DOR-2-DOR has complete flexibility and you can grow the business to whatever size you choose".
Lisa Lobb - (Enfield)



"I get lots of leads through the DOR-2-DOR website - including estate agents, cleaning co's, fitness clubs and lawn treatment franchisees".
Zoheir Yadav - (Leicester)



"Working with Head Office is an absolute dream - if you have any problem they are there to help you resolve it".
Brendan Haughey - (Chichester)

Our franchisees will tell you what a great business this is to be involved in – Profitable and rewarding to operate on a day by day basis – helping local businesses from the smallest to the biggest, increase their market share and generate sales – a very satisfying environment.

This is a small selection of what has been said, we recommend you visit our video channel at **www.dor2dor.tv** where there are many, many testimonials as to what they have achieved and how they've done it.



www.dor2dor.tv

Things To Consider

Buying a franchise is an important decision. Our franchise may not be for everyone and you will need to make a careful decision, in your own best interests.

Do you have good communication and organisational skills?
You will need to feel comfortable in a sales environment. We are marketing experts so you will need to be confident when marketing yourself to prospects and clients.

Can you commit to providing a reliable quality service?
DOR-2-DOR is a valuable brand and we are a professional company it's important that you maintain that in your franchise territory. If this does not happen, the business will not work for you.

Are you a team player?
DOR-2-DOR is a network of individuals with a common interest, you will need to work with head office and your franchise colleagues for the benefit of everyone in the system.

Are you self-motivated?
When starting the DOR-2-DOR franchise our training and support will enable you to hit the ground running from day one. However to quickly establish your business, you will need to work hard, especially in the early stages while your business is growing.

Can you handle pressure?
Owning a running a business is all about solving other peoples problems and needs. You will need to effectively manage your time and resources. Running your own business can be demanding and sometimes stressful.

Are you prepared to offer an excellent level of customer service?
As part of your training in the DOR-2-DOR system we will walk you through all the procedures for running the business. This will enable you to get up and running quickly. You may not have a client from day one but by using the proven marketing material we have created and provide, you will soon have many.

Can you build and maintain relationships?
Providing quality customer service is of paramount importance. Our business is based very much on repeat custom from our clients. They will come back to you time and time again if they are happy you have done a good job and are friendly and helpful in your dealings with them.

Are you willing to work within a documented business system?
DOR-2-DOR is a proven business model, it needs to be applied properly and closely. We don't tell you what to do but we do show you what we do and we expect you to do it our way. If you are strongly independent, then franchising may not be for you.

FAQs

Here are some of our most commonly asked questions along with our answers.

How quickly can I get started with my DOR-2-DOR franchise?

Every franchise launch is unique and individual; we will work with you to get you up and running as quickly as possible. Our initial 2 day training is done at HQ in Hertfordshire usually on a one to one basis enabling you to hit the ground running when the mapping, websites and software are ready.

How can I finance my franchise?

DOR-2-DOR is a low cost franchise with all the initial equipment, training and marketing material included, there are no other major expenses with setting up.

We therefore prefer our franchisees to start with funds from their own unencumbered resources. However, we do have contacts with banks and government backed loan specialists who we may be able to put you in touch with in certain circumstances. Please discuss this with us as necessary.

Can I talk to an existing franchisee?

Of course. Subject to the availability of the franchisee(s) you choose but we are happy to pre-warn them so that they are prepared and ready to answer your questions to the best of their ability when you call. Please remember however that the main questions about the running of the business should be directed to us at head office.

How much can I earn in my DOR-2-DOR franchise?

The DOR-2-DOR business model is a low overhead, high profit business. How much you make from running a franchise is entirely up to you. You will achieve (see chart in this prospectus) profit dependent on how many leaflets are being posted through each letter box at the same time and the number of Post-People you have working for you.

Can I resell in the future?

Yes, you can (on the terms set out in our Franchise Agreement including our approval of the purchaser as a new franchisee). This is generally why most of us start a business in the first place. Should you decide at some point to retire or move on, our franchise agreement is a perpetual licence; giving you an asset to realise at a premium price.

Franchisees

Are we a good fit for each other?

Our discussions with you are designed to ensure that you know enough about DOR-2-DOR and what we do so that you can make an informed and important decision on purchasing our franchise.

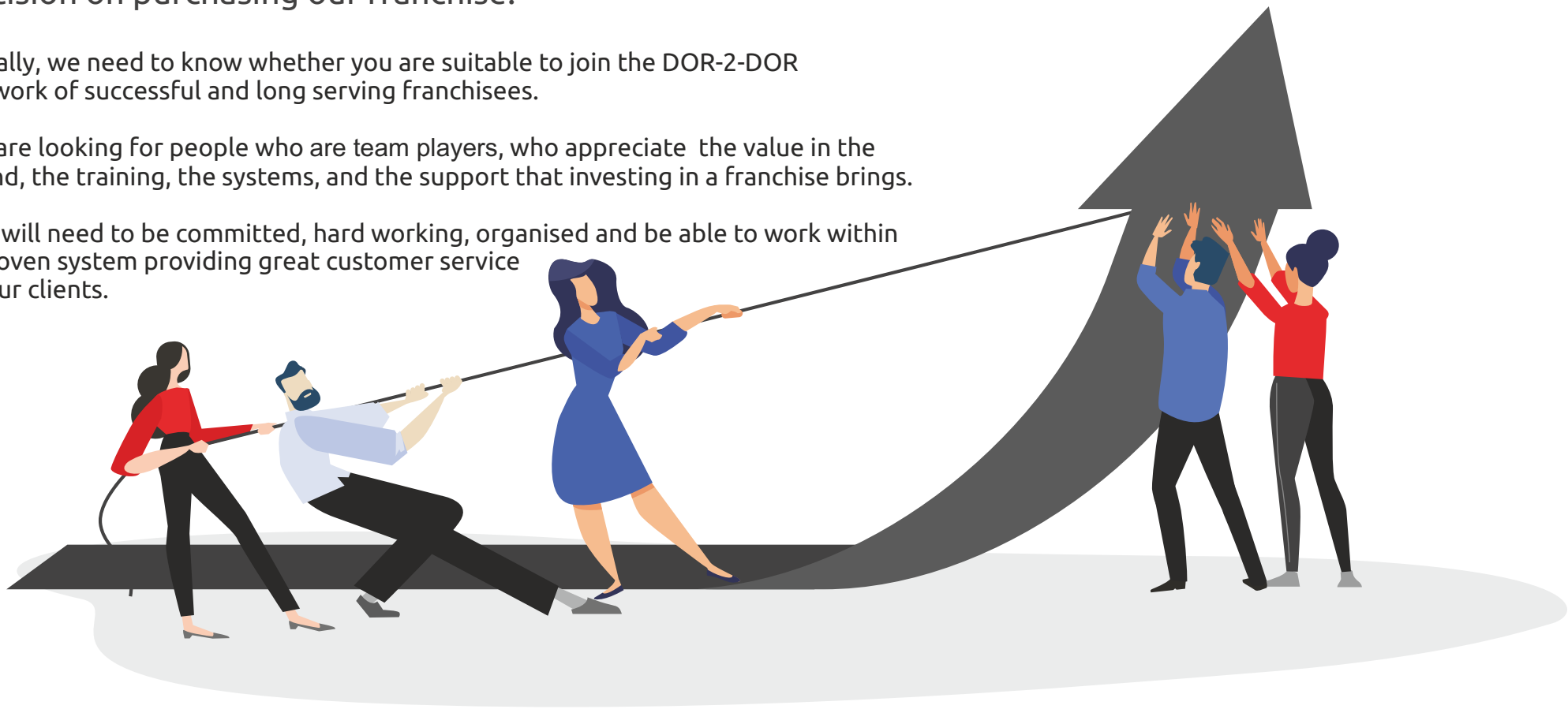
Equally, we need to know whether you are suitable to join the DOR-2-DOR network of successful and long serving franchisees.

We are looking for people who are team players, who appreciate the value in the brand, the training, the systems, and the support that investing in a franchise brings.

You will need to be committed, hard working, organised and be able to work within a proven system providing great customer service to our clients.

Characteristics

- ✓ Positive
- ✓ Friendly
- ✓ Well-spoken
- ✓ Motivated
- ✓ Sales experience





The Next Steps

If you share our vision for success and you have a determination to succeed, we want to hear from you.

If having read through the prospectus you believe you have the necessary skills and desire to become a franchisee with DOR-2-DOR, then you are ready to take your application further.

We are here to answer all your questions, work out an available franchise territory for you to operate, send you a copy of our Franchise Startup Pack (which details everything you will need to operate the business) and make arrangements for your to receive a copy of the DOR-2-DOR licence agreement.

call us free on
01582 250 000

visit our website
dor2dor.co.uk/franchise



DOR-2-DOR™ Post-People™ Trak2Dor™ are trademarks
© DOR-2-DOR
2 Place Farm, St Albans AL4 8SB