

# mcs

*Cleaning Franchise*



AMBITION  
MOTIVATION  
DETERMINATION  
COMMITMENT  
PERSISTANCE  
CONFIDENCE  
FOCUS  
SUCCESS





Since starting my franchise in March 2015 my business has gone from strength to strength. When I began my journey with MCS I had very little experience in the cleaning industry, coming from a very different work background within the NHS. With all the training and support from MCS and the whole team I was able to gain the knowledge and experience to become a successful franchisee with a turnover of over £200,000 a year going into my second year. I could not have succeeded without the ongoing support and guidance from Karen and Paul and the other franchisees. Since becoming a franchisee my life has completely changed for the better and being my own boss has allowed me to achieve my personal and professional goals along my journey.

-- Nikki Clews --



One of the reasons I chose to buy into MCS franchise was that they did not at any time during the process of doing my due diligence pressure me into buying their franchise unlike other franchise companies that emailed and rang me constantly. I was given the confidence to make a conscious decision that MCS was the right company for me. Made sure that their training and support is key to building a successful business. Having come out of an administration roll I have found that no two days are the same and the mundane world of work a very distant memory. Now I am running my own business and I am my own boss my future is now better than ever.

-- Lizone Davis --



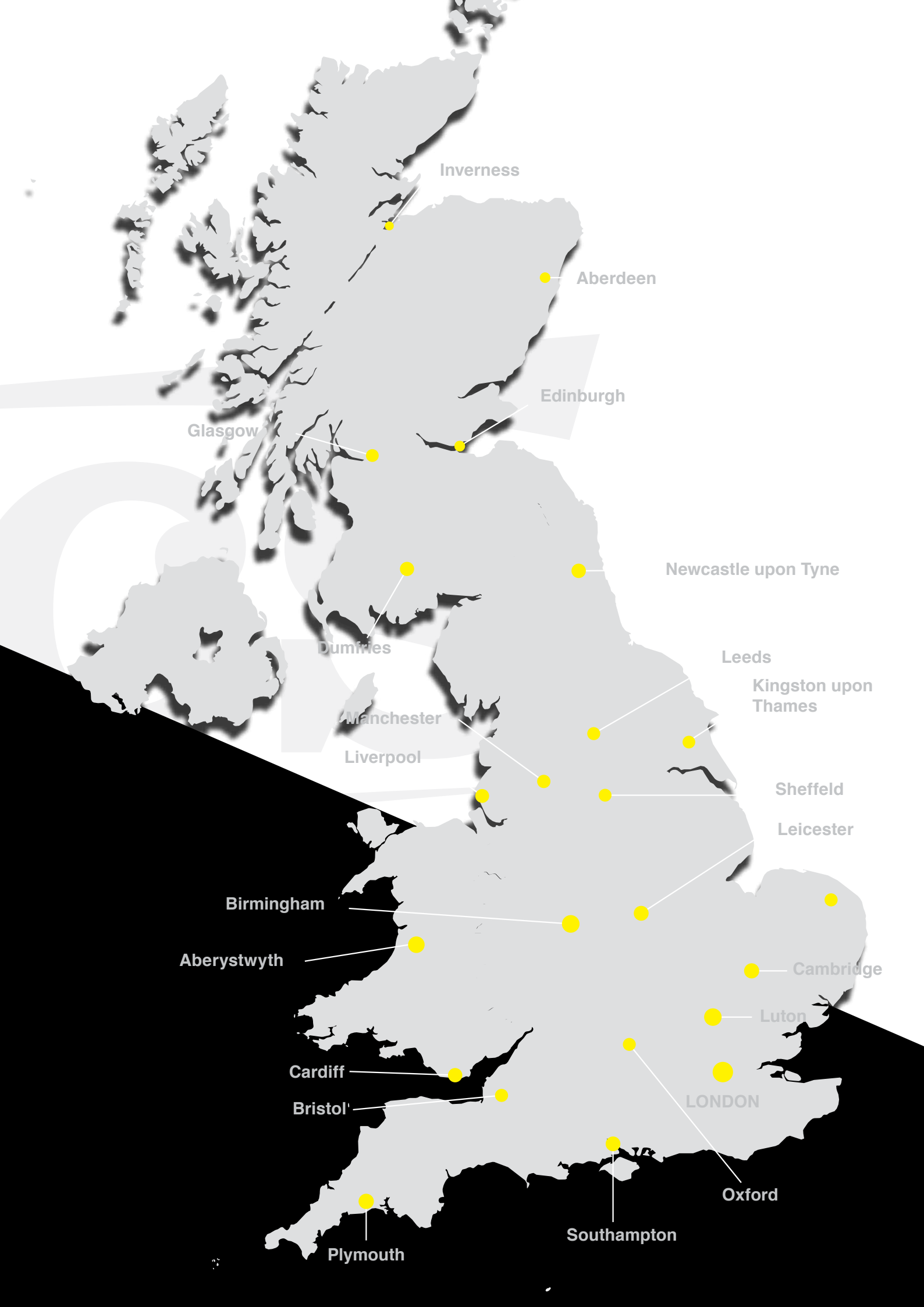
As a young adult I commenced my career as a commercial cleaner dedicating 7 years of my life to providing my clients with a professional service. My work ethos and a positive attitude afforded me the leverage to enter the medical and hygiene industry as a head-hunted individual who delivered excellence in activities she was presented with. During my 17 years within this industry that I encountered and provided hygiene services to MCS. After 3 years of providing this service to MCS I was enticed by their Managing Director to become a full-time employee.

-- Tina Crowe --

# mcs

“OUR AIM IS SIMPLE...  
 QUALITY CLEANING, CUSTOMER SERVICE &  
 COMPETITIVE PRICING”





# WHO WE ARE

Paul Wayt



Karen Bradney



Mark Delamere



Lee George



Sue Chance



Daniel Bradney



Sebastian Feher



Tina Crowe



MCS has been involved in both commercial & industrial cleaning market since 2001. The focus on high standards has helped MCS to grow and expand with a natural progression into franchising in 2013.

MCS has always taken pride in the service level provided. All of our patrons are serviced at the highest standard synonymous with us and experience shows that working with like minded individuals will build a strong and prosperous future.

**Commercial Cleaners  
Cleaning Company  
Cleaning Franchise**





# WHAT DO YOU NEED



There is no escaping the fact that running your own business can be hard work. However, you are not doing this alone, with our help you can achieve your dreams of running your own business and the rewards of this business will be there for you from day one. If you possess the following attributes then this franchise could be just what you are looking for:

## **Our ideal franchisees should be:-**

- Ambitious, enthusiastic, flexible, friendly and above all be a positive minded individual.
- Good communication skills are essential as you will have to communicate with clients at all levels from the Secretary to the Director.
- Some computer knowledge would be useful however full training will be provided to effectively use our bespoke software.
- Your own vehicle and drivers licence is pivotal to aid quick access to clients for quotations and growth of your business.

**Positive Mind  
Ambition  
Computer Knowledge  
Driving Licence**



# WHAT DO YOU GET

	Basic	Plus	Premium
Guaranteed Profit of £10,000 For Your First Year*	✗	✓	✗
Guaranteed Profit of £20,000 For Your First Year*	✗	✗	✓
10 Days Training Split in to	✓	✓	✓
5 Days in House Training	✓	✓	✓
5 days in Territory Training	✓	✓	✓
Invoicing Done From Head Office	✓	✓	✓
Payroll Carried out from Head Office	✓	✓	✓
Initial Potential Quotes	✓	✓	✓
Ongoing Support	✓	✓	✓
Website Built For You	✓	✓	✓
Email Address Setup	✓	✓	✓
Localised Telephone Number	✓	✓	✓
Use of Call Centre (at no charge)	✓	✓	✓
500 Business Cards	✓	✓	✓
10,000 Flyers	✓	✓	✓
5 Packs of Audit Sheets	✓	✓	✓
Start Up Consumable Stock Pack	✓	✓	✓
Ongoing I.T and Website Support	✓	✓	✓
Use of In-House Sale Calls	✓	✓	✓
Use of Bespoke CRM and Sales System	✓	✓	✓
Access to Forum	✓	✓	✓
Access to On-Line Training Courses	✓	✓	✓
2 Vacuum Cleaners	✗	✓	✓
1 Buffer	✗	✓	✓
1 Carpet Cleaning Machine	✗	✗	✓
	£12,995	£24,995	£38,995

\* This is what MCS will pay to the franchisee until sales have been achieved that generate the guaranteed gross profit - providing the MCS systems and procedures are operated correctly. Subject to your investment level

**Franchisee Earnings**  
**Commitment**  
**Hard Work**  
**Local Marketing**



# POTENTIAL EARNINGS

What you can earn from MCS franchise is really up to you: how much time and effort you invest in the business and how much you want to develop your territory. It's no different to anything else; but you'll be surprised at how the numbers and contracts can soon start to stack up and your cleaning business start to flourish.

These figures show the margins achievable on certain levels of turnover. They are based on the business operated by MCS in the Midlands. Price levels and margins may differ within different regions in the UK, thus no warranty or guarantee is given to the accuracy of these figures. Your own performance will depend on your own hard work, commitment, local marketing and general economic conditions.

Turnover	£68,000	£132,000	£336,000	£577,000	£787,000
Direct Costs	£6,800	£13,200	£33,600	£57,700	£78,700
Gross Profit	<b>£61,200</b>	<b>£118,800</b>	<b>£302,400</b>	<b>£519,300</b>	<b>£708,300</b>
Salary Costs	£41,000	£79,000	£202,000	£346,000	£472,000
Operating Costs	£6,000	£12,000	£30,000	£52,000	£71,000
Operating Profit	<b>£14,200</b>	<b>£27,000</b>	<b>£70,400</b>	<b>£121,300</b>	<b>£165,300</b>


It is important to emphasise that the above figures are projections provided for the purpose of illustration and are not intended to be a statement, representation, warranty or guarantee of individual franchisee earnings. It is essential that prior to entering into the franchise you satisfy yourself of the value of the investment you intend to make in terms of both time and money and economic conditions.

## Additional Income Stream

- Builders / Sparkle Cleans
- Janitorial Supplies
- Washroom Services
- Carpet Cleaning
- Window Cleaning
- Grounds Maintenance

**Franchisee Partner  
Management Team  
Financial Rewards  
Assistance**






MCS Cleaning Services have experience of various factory environments from medical rooms to factory toilets, factory floor cleans and machine cleans and we will ensure your specification is met by our dedicated cleaning staff.


Whatever the type and complexity of your site and wherever your location, we will be able to clean it inside and out.

We offer specialist cleaning such as descaling, breaking, clearing and surface renovation services. We also wash windows, stone, brick, concrete, paint, metal and wood, clean cladding and gutters, obliterate graffiti, blast floors and paving, maintain fencing and repaint.





# TRAINING

- 
- 5 days in-house training at head office
  - Minimum 5 days sales training in your chosen territory with an experienced sales person
  - First hand experience of a current functioning cleaning contract
  - Multiple machinery training
  - Best practice training of what works well to build a successful business within contract cleaning
  - All the necessary legal training for employment law and health & safety
  - Full training on the bespoke CRM system to run the your business



This fantastic opportunity opens doors for your future.

Running your own business with the absolute confidence that you are fully supported from day one.

In order for your business to develop, support is key, knowing that you have an invaluable franchise network to help and guide you through the contract cleaning world.

Coupled with invoicing and payroll being run from head office definitely helps you focus on running your company with confidence and knowledge to drive your business forward. In other words you can rest assured that support will be there throughout your journey whilst your business thrives.

“Build your own dreams or someone else will Hire you to Build theirs”

-- Farrah Gray --

**Assistance  
Training  
Knowledge  
Strategy**





### ISO 9001:2008

ISO 9001 is the international Standard against which the Quality Management System of a business is evaluated, and is intended to demonstrate that a business can provide a consistent standard of quality in the goods and services it provides to its customers.



### ISO 14001:2004

ISO 14001 standard relates to management systems that control the impact a company has upon its environment. Nowadays an increased pressure is placed on organisations and industries, not just to pay "lip service", but to show initiative in demonstrating their green aspirations in regard to environmental issues.

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