

HOOP STARZ

It's a revolution!

www.hoopstarz.co.uk

Franchise Prospectus



HOOP STARZ

Hoopstarz is the Newest Fitness Craze for Kids!!

This UNIQUE activity was developed by the Hoopstarz team to engage more children in physical activity, as still most children do not meet the guidelines set out by The Department of Health of 60 minutes of physical activity per day.

Hoopstarz is one of the most exciting, unique and engaging activities available for children and you can't fail to be impressed by the enjoyment it creates and the sense of achievement the children gain from participating. The classes build confidence and self-esteem and promote the importance of staying fit and healthy.

We use up to date music in the sessions which adds to the atmosphere and makes it almost like a party. We do choreography, tricks and games, there are hoop wars to be won and skills to be mastered making it a high energy, fun packed session.





Why Choose A Hoopstarz Franchise?

Proven Business Formula As a Hoopstarz franchisee you will have the opportunity to build a successful business with the training, support and experience of an established business behind you. We have a proven business formula which will form the basis on which your franchise operates.

Exclusive Territory Each franchisee is given an exclusive territory to work within. This means that only you can operate and market within your chosen area. The size of your area means that you have the opportunity to build a sizeable business over the coming years without being restricted by a small territory which would limit your potential.

Proven Lead Generation Hoopstarz has a proven business formula for generating leads and business. Key areas we cover include target markets, sales activity, lead generation tools and techniques, lead conversion and how to maximise your earning potential.

Credibility and Use of Company Brand As part of the franchise agreement you get to use the Hoopstarz processes, systems, name, logo, website and stationery. This gives you the credibility and confidence to go out into the market place and get off to a good start. It also enhances your position in the mind of potential clients that they are dealing with an established and reputable brand.

Training and Ongoing Support Ongoing comprehensive training and support will be given to franchisees which combine on the job and office based training. You will have dedicated support directly from the people who have successfully built the business.

Flexibility and Low Overheads You can choose to run your business either full or part-time to fit in with your lifestyle and as the business can be run from home your overheads are kept to a minimum.



HOOOP
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Hoopstarz Franchise Opportunity



Without a doubt this is the most engaging, heart rate raising, exciting and inclusive package you can offer children in various settings. The children WILL master the art of Hula Hooping, even if they believe they can't, this is all done to the most up to date and motivating music. There will be tricks to be mastered, games to be played and Hoop Battles to be won! They're having so much fun they don't even know they're exercising.

Hoopstarz offers a fantastic cardio workout (addressing the rise in obesity) while building confidence and self-esteem. The most difficult pupils to engage in physical activities can't fail to enjoy it; we have seen this first hand.

Hoopstarz offers fresh new ideas to use in physical activity sessions and is very easy to implement.

The Hoopstarz franchise is a fantastic opportunity for your business to be part of the newest fitness craze and to earn an excellent additional income and encourage children to enjoy physical activity!

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Testimonials

“Our Hoopstarz day across the whole school was brilliant! Children haven’t had so much fun for ages. Loud music, dance skills, posture, all the while rotating a hoop – who could ask for more? It was like 1001 creative ways to use a hoop! I now see certain children in a new light, especially the children from our neighbouring Special School who surprised even themselves. If you can’t spin a hoop at the end of this day I’ll be astonished. Thanks you so much to the team for bringing a mega PE experience into our school. Here’s to the next one.”

Neil Richmond Stobhillgate Primary

“The Hoopstarz session really got the children enthused and motivated to try hula hooping as a fun physical activity. The event went so well that we now have a Hula Hooping after school club which the children love!”

David Mordue, PE co-ordinator, Fellside Community Primary School

“I love hula hooping because it’s tiring but fun!”

Hannah, Year 3, Fellside Community Primary School

“I’d never bothered with hula hooping before but I tried it when KidzRfit came into school and I really enjoyed it. I like it because it’s a bit different to the usual sports like football and rugby. I go to hula hooping club every week now and really enjoy it.”

Joe, Year 4, Fellside Community Primary School





Why Franchising?

Franchising is a fantastic way to start and run your own business – it provides you with an opportunity to earn a high income but with the support and back up of the franchisor behind you. Starting a new business always carries a risk – new businesses are vulnerable. The degrees of vulnerability vary depending on Knowledge, Skill, Financial resources and Relevant abilities.

Many who start up their own business lack some or all of these qualities. Many fail because they cannot learn quickly enough and the money runs out.

With a franchise this risk is reduced – because you are buying the experience and expertise of the franchisor. This will help you to avoid making the same mistakes that they have made during their trading life.

An interesting fact that came from the British Franchising Association at their last exhibition was that 94% of new businesses fail during their first two years; where as 94% of franchises grew into successful businesses for their owners.

This was attributed to the franchisors having made all the mistakes for the franchisees in earlier years so the franchisee could now avoid them and also down the fact the franchisors can interview and choose only people they think have the qualities to take a business opportunity and give it the dedication, hard work and time to make it successful.

You are buying an established product with a turnkey business plan and format for you to operate. This includes the brand, systems and processes, lead generation and help raising finance if required.





Training and Ongoing Support

Hoopstarz has spent several months developing their franchisee training programme and Operations Manual. It has been designed to give a franchisee the required skills and knowledge to operate their own Hoopstarz Franchise.

Initial Training

The initial training takes place over three days and includes:

- Hoopstarz overview and the market place
- Setting up and running your own Hoopstarz business
- Technical training to confidently run your own Hoopstarz business
- Sales and marketing training to maximise your earning potential
- Administration and reporting

This training gives you sufficient knowledge to confidently begin trading as Hoopstarz within your exclusive territory.

Ongoing Bespoke Training and Support

Once you have had your initial training from Hoopstarz it doesn't stop there. Ongoing bespoke training is available to you if you want more advanced training or just some refresher training to go over anything again.

We feel that our training, support and backup are key features of our franchise offering.

Hoopstarz also provides comprehensive telephone and e-mail support. This ensures you are never left on your own and support is available whenever you need it.





The Franchise Package

For a Franchise Fee of just £4995 per annum (+ vat if applicable) and a monthly fee of 10% of turnover (or a minimum of £100 + vat from month 3) you will receive the following benefits:

- Credibility and use of the Hoopstarz brand name
- Full training
- Permanent ongoing Head Office support
- Processes, Systems and Templates to run the business
- Social Media Set Up
- Lesson Plans
- Initial supply of Hoopstarz stationery including Children's certificates, Teacher certificates, Presentation folders and Business cards
- Hoopstarz equipment package





The Next Steps

Who are we looking for to join us at Hoopstarz?

We are looking for hard working individuals with drive, the determination to succeed and who enjoy dealing with people. Attitude is the most important thing, most other things we can train and support you to achieve.

We want to work with people who believe in excellent service and want to deliver this to customers. The characteristics we are looking for are as follows:

- Keen to run your own business
- Would love to work with children
- Able to work hard for yourself
- Able to drive
- Honest and reliable

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

The next steps are to answer any questions you may have regarding the franchise and then arrange for you to come and meet the principals. Please fill in the brief form either on the next page or on the Hoopstarz Website www.hoopstarz.co.uk, call us on 0191 438 7632 or email us at enquiries@kidzfit.co.uk





Further Enquiry Form

Name: Brief Career History:

Address:
.....

Postcode:Country:.....

Contact Details:

Mobile:.....

Email:.....

Where did you hear about the franchise?.....

Which franchise location are you interested in?.....