



**FIND THE
KEYS TO YOUR SUCCESS**

practical
CAR & VAN RENTAL

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Your Road to Success
Starts Here!

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"I would like to personally welcome you to Practical Car & Van Rental and thank you for your interest in our franchise opportunity. Our franchise has provided so many franchisees with the opportunity to enjoy a better future. Whether they set up a standalone business or add a Practical franchise on to their existing businesses, we know that we have provided them with a more profitable future.

We have a large support team at our Head Office and they will be on-hand to answer your questions and guide you through the process of joining us. Once you have joined our ranks, we will support you in building a business and a lifestyle that suits you.

I hope this prospectus provides you with everything you need to know about Practical Car & Van Rental to help you decide whether it's the opportunity for you. If you feel that you could run a Practical Car & Van Rental franchise or add it on to your existing business, we'd love to hear from you to arrange a visit and set you on the road to success.

Kind Regards,

Graham Lond

Graham Lond, CEO of Practical Car & Van Rental Ltd.



"If you're prepared to put the time and effort into the business it is ideal. You can build the business as much as you want so you can do whatever suits you."

Edward Hamilton
Biggleswade franchisee



Take the Wheel to Your Future

Practical Car & Van Rental is a great opportunity for ambitious and determined individuals to build a profitable business with the support and guidance of a national brand. Our franchisees benefit from a well-known, established brand and the support of a large Head Office team providing support in every aspect of the business.

Practical Car & Van Rental is one of the largest vehicle rental companies in the UK and Northern Ireland. We service the demand for economical vehicle rental across the UK with a brand that customers know and trust. Franchisees offer a range of cars, vans, trucks and minibuses to both businesses and individuals. Our franchise package gives existing business owners the opportunity to add an extra revenue stream to their businesses, while benefiting from the Practical Car & Van Rental franchise backing and support.

Founded in 1984, we now have over 35 years' experience in the vehicle rental sector so our franchisees benefit from the knowledge we have gained through facing the challenges of building a business. Our web page was established in 1996 with a presence that now exceeds many of our global competitors which means our franchisees are the first port of call when customers search for car and van rental. With over 150 locations nationwide and a fleet of 3,000 vehicles, you can be assured that Practical Car & Van Rental is a diverse and innovative business.

What are the benefits of Practical Car & Van Rental?

- ✓ Savings on insurance and vehicle purchasing
- ✓ A Google presence exceeding our global competitors
- ✓ Bespoke rental software allowing franchisees to concentrate on customer service
- ✓ National advertising
- ✓ Online booking software

Our business model is straightforward and easy to incorporate into another existing business. Our insurance products, rental software and online booking facilities offer a bespoke rental resource that allows you to concentrate on one of our best assets; outstanding customer service. You will focus on building your business, knowing that you have the backing of a nationwide brand and a company with over 35 years' experience in our market. Our experience means that you don't need to have any experience of the rental and hire market.



A Growing Marketplace

There is a huge demand for the vehicle hire market in the UK. The UK short-term car and van hire market is worth over £2 billion (Mintel Research). There is a consistent high demand from businesses for can hire and from customers for car rentals. The hire market is driven by the convenience and reliability of having a vehicle for a short-term hire, with outstanding customer service, quality rental vehicles and highly competitive rates, we provide our franchisees with the training and support they need to offer our services.

In larger cities, many people commute into the city centre and so do not use a car on a daily basis. Many customers want to rent a car for special occasions or for holidays to avoid paying for the expenses such as tax, insurance and maintenance on a car that is not in use for the majority of the time. Hire companies such as Practical provide individuals and businesses with a way to rent a car whilst avoiding ownership costs.

Our franchisees take advantage of a growing and profitable market. They grow their businesses and fleet to suit their territory. As demand grows, they build their fleet. Practical is a scalable business that allows you to build a business as large or as small as you wish to meet your goals.

We have harnessed the demand for economical vehicle rental and turned it into a profitable business with over 35 years of experience.





"You're never fully ready to take on a business and it will always be a learning curve. Practical gave me all the skills I needed, I just had to learn how to use them."

Paul Green
Glossop franchisee



Your Keys to Success

You don't need to have previous experience in vehicle hire because, as part of your franchise package, we will provide you with the technical, administrative and business assistance you need to succeed. Our training programme is comprehensive and doesn't stop once you've launched your business. You will have access to a range of training programmes throughout the course of your franchise agreement to keep you updated with any changes in the business.

Our initial training includes:

- ✓ Understanding the history of the brand
- ✓ Extensive and hands on use of the rental software
- ✓ A full understanding of the management reports the software produces
- ✓ Setting up and use of our online booking engine
- ✓ Competitor calls – check overview
- ✓ Full and comprehensive understanding of the insurance rules and products
- ✓ Meetings with each department at Practical Car & Van Rental Head Office

Our ongoing training and annual conference provide you with regular opportunities to refresh on any elements of the business or sales and marketing you're still unsure of. We'll even train your staff as you recruit them to leave you free to concentrate on running your business.

We also provide training courses in:

- ✓ Social Media
- ✓ Fleet management
- ✓ Financial management
- ✓ Damage awareness
- ✓ Sales and marketing
- ✓ Insurance
- ✓ Risk Awareness & fraud prevention
- ✓ Google Analytics

We want to make sure that your business runs as smoothly as possible throughout its lifetime which is why we keep you updated with changes in the market and with our systems and processes. This will help you to remain ahead of your local competition and ahead of the game when it comes to industry and technology changes.



Strength in Support

We know that one of our major strengths is our support system. We won't leave you on your own once you've launched your business because we know that building any business is a learning curve. We'll be on hand to answer your questions and help you to face challenges as you learn the ropes and establish your business. Not only do our franchisees benefit from over 35 years' experience of franchising, they also get the support of a Head Office that is dedicated to helping them develop and grow their business.

Our Head Office departments cover leasing, insurance and central reservations to help you manage your renters and rentals, along with risk management advice. We recognise that buying a franchise is a significant investment, both in terms of time and money so we ensure that our operational support is second to none. You will be allocated an Area Operations Manager who will support you with start-up facilities such as merchant services, signage and vehicle livery.

On an ongoing basis, your Area Manager will be able to advise with marketing, outside sales, social media and any day to day issues you encounter. Our Area Managers have extensive rental experience so we know that our franchisees will benefit from their familiarity and understanding of the vehicle hire business.

In addition to assisting with the operations of your business, we will also assist you with marketing and advertising. We will advise you on your strategy to ensure that your marketing is effective. Our Social Media support will help you to explore new ways to advertise. Over 80% of Practical sites appear on page one of Google at least once.





"Having been self-employed for a number of years, joining Practical has revitalised me. It's given me a new goal and incentive and brought back my sales skills and dealing with customer care."

Mark Chipling
Woking franchisee



The Price of Practical

Our initial franchise fee is between £7,000 and £10,000 depending on the size and population of your town or city. On an ongoing basis and as a percentage of your earnings, you will also contribute to our well optimised website and other advertising both online and nationally. We continually improve all of these elements to ensure that our franchisees remain in the forefront of their customer's minds and to elevate them above their competition.

A smaller location, such as an add-on to an existing business, may require as little as £15,000 working capital whilst free standing sites could require an investment from £50,000.

Our franchise fee includes:

- ✓ Full Practical branding
- ✓ Access to advertising and marketing campaigns
- ✓ An initial supply of stationery, business forms, location signage and vehicle livery
- ✓ Initial training and ongoing support
- ✓ Use of our vehicle rental insurance package

With our experience and collective buying power, Practical are able to offer you a wide range of cars and vans from a variety of manufacturers, all at highly competitive rates. In addition, our size and negotiating skills allow us to offer major savings on spare parts, finance and roadside rescue services.



Could you Join our Fleet?

Practical Car & Van Rental provides franchisees with the foundations for a successful business and the ability to benefit from our long history and negotiating skills to bring major savings on insurance, vehicle purchasing and leasing. Our franchisees don't need to have experience of the rental or hire market, we're looking for individuals with the enthusiasm, entrepreneurial spirit and determination to take our systems and support and turn them into a profitable business.

You should be prepared to take part in the day to day running of your business to ensure its success and to keep on track with your goals. Actively marketing your business in your local area will help you to continue expanding your business and attracting new customers.

Our franchisees are enthusiastic, hardworking and customer-orientated and we're looking for even more individuals just like them. They work together to uphold the Practical Car & Van Rental brand values and reputation and support each other to make sure that everyone's successful. They know that to be successful, they must work together to maintain their reputation.





Take Your Steps to Success

If you think Practical Car & Van Rental could be the opportunity you are looking for, please contact us and we will ensure that the territory you are interested in is available.

We will contact you to arrange a meeting to discuss the opportunity in more depth, and determine your suitability for our franchise. Alternatively, we will invite you to our Head Office in Birmingham to give you an opportunity to ask questions and decide whether or not you want to go ahead with Practical. We will also give you the opportunity to meet existing franchisees in similar business circumstances to your own.

We want your decision making process to run as smoothly as possible which is why we will provide you with all of the information you need and be on hand to answer all of your questions.

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Call 0121 285 3060 or
email www.practical.co.uk
now to arrange a meeting
to find out more!

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Practical Car & Van Rental Ltd. Registered Office as above Register in England No. 1675341

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