

My First Year Since Start-Up 2018 and My Top Tips as a Small Business Founder

- Presented By Krishma Vaghela

Why I Went Self-Employed

Why?

- Family Commitments
- Negative Surroundings
- Poor Experiences
- The Pressure of Balancing
- No Flexibility
- No Control
- Work, No Life, No Balance



Quote

Identify Problems and Create Solutions

“The cost of franchising is creating a barrier, preventing people from getting through, so I decided to create a door!”

– Krishma Vaghela

New Business Launch

January 2018



franchise
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helping you move forward

About The Business

Franchise Futures is a disruptive, independent franchise consultancy. The main mission of the business is to provide affordable consulting and specialist support services to: franchisors, franchisees, prospective franchise buyers and business owners considering franchising as an option for successful business growth.

A Disruptive and Niche Business

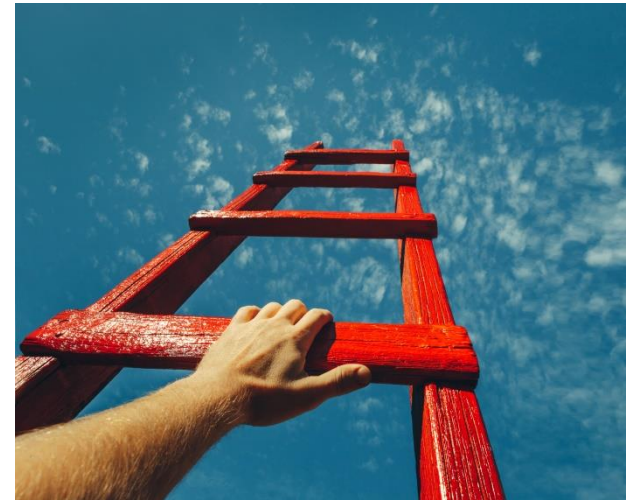
“The Demand is There!”

- **Franchise Development**
- **Support for Franchisors**
- **Support for Franchisees**
- **Franchise Advice & Guidance**
- **Franchise/Business Development**



“I Grew My Business Sitting At My Desk”!

- No website for 6 months
- I keep expenses low
- I use my network
- I stayed connected
- I use free marketing tools
- I blow my own trumpet



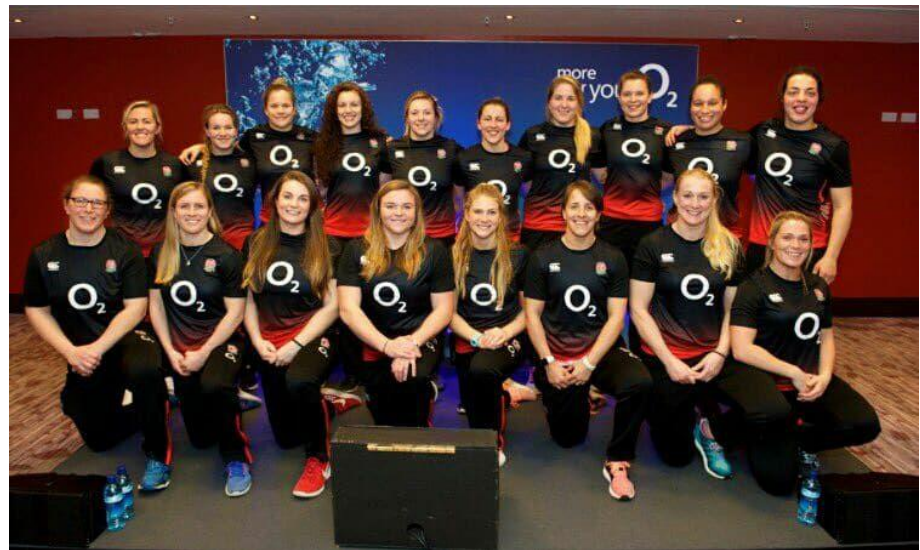
2018 Achievements



*“I have been in profit
every month of 2018
working part-time!”*

- Krishma Vaghela

Afternoon with the England Womens Rugby Team at Twickenham Stadium for an O2 Business Event – Feb 2018



Feb 2019 –Speaking on
the Franchising panel at
the same event!

Speaking on LBC Radios Business Hour – March 2018



Presenting for:



Article contributions for:

direct line
for business

small business insurance





Downing Street Visit to Meet the Prime Ministers Business Adviser – May 2018



The Successful Mumpreneur – A Book Contribution – Launched July 2018 on Amazon

Sponsor of the UKs Best Business Women Awards 2018 and 2019



Recognition From...

- **The British Franchise Association**
- **International Franchise Professionals**
- **Industry Experts**
- **HSBC**

Approved!



Long-Term Projects...



Ad-Hoc Work
- Since January 2018



Lead on Franchise Recruitment and Development – Since May 2018



Head of UK Franchise Development – Since December 2018

Other Sectors

- **Accounting**
- **Food & Beverage**
- **Childrens Activities**
- **Home Help**
- **B2B Networking**
- **Business Services**
- **Performing Arts**
- **Sustainability**
- **Online B2B Directory**



Launch of New Business

– August 2018



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About Business Futures

According to research, a significantly high percentage of businesses fails within the first 3 years of trading. My mission is to help reduce that number by offering cost-effective business development, advisory, mentoring and support services to: small business owners, start-ups and future young entrepreneurs. Business Futures aims to educate on how to scale up a business the smart way, whilst keeping overheads and expenses relatively low, prolonging your business lifeline.

Multiple Business Opportunities



What Next

- International Consulting
- Food and Beverage Brand
- Social Media & Drone Tech
- Awards Recognition
- Speaking Events



Top Tips

- **Your Mindset**
- **Passion = Drive, Determination and Persistence**
- **Avoid Any Negativity**
- **Don't Spend Unless Absolutely Necessary**
- **Write Articles and Blogs**
- **Use Free Tools Before Spending**
- **Connect With People on Socials**
- **Budget**
- **Blow Your Trumpet – It's OK!**
- **Get Advice From An Accountant**



More Tips

- Collaborate
- Use Referrals Fees
- Add Value – Create Multiple Revenue Channels
- Monitor Consumer Behaviour
- Use Testimonials
- Know Your USPs
- Speak at Events
- Partnerships
- Source Supplier with Low Overheads



Social Media

'It's About Content, Engagement & Hashtags'

- Instagram
- LinkedIn
- Facebook
- You Tube/Video
- The Silent Watchers
- Let's Connect



Let's Have
Your
Questions