

For Immediate Release
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Exclusive Franchise Opportunity for Women

The Women in Business Network Expands

Across the South-East of England & East of England

Following the success of The Women in Business Network's (WIBN) pilot franchise, WIBN are now offering a number of franchises to women looking for a successful business opportunity to run as their own. Genuine franchise opportunities for women, to run a business specifically aimed at women are rare and this presents an exciting opportunity in the franchise market.

After many months of hard work WIBN's Pilot scheme kicked off in July 2006 and included groups across Bishops Stortford, Stevenage, Hertford, Harlow, Saffron Walden and Cambridge as part of a ten group area. Lindsay Loxley, WIBN's pilot franchisee, an Independent Financial Advisor and business owner, was attracted to the WIBN franchise to help her expand her existing business base with new contacts and she also recognised the value that networking with WIBN gave to its members and wanted to be involved with the organisation.

“When the opportunity arose to run a pilot WIBN franchise, it seemed a good opportunity to help me quickly expand my IFA business with new contacts, and widen my territory geographically. Running the two businesses alongside each other has certainly achieved this for me, with the added benefit that in a short period of time, I have developed a successful new business!” commented Lindsay. “The systems and processes WIBN have put together for franchisees are excellently documented, and the day to day support I receive has quickened the learning process.”

The Pilot scheme enabled WIBN to gain valuable feedback with which to refine the business processes and systems, ensuring the franchise package is ready for wider launch in a tried and tested format ready for success.

How WIBN works for its Members

WIBN is a Business Networking Organisation for women business owners or employed decision makers within larger companies. WIBN bring these women together in a monthly, lunchtime group meeting environment local to their business or place of work, with a structured meeting run to an agenda format to encourage support and passing of business contacts and referrals to each other.

Benefits of a WIBN Franchise

WIBN is now an established business with tried and tested processes. Acquiring a WIBN franchise gives access to a proven business format, a fully documented Operations Manual, training, advice and access to best business practices . Each franchisee will have their own exclusive territory but will also be part of a successful team of women all running their own independent businesses with the on-going support of the WIBN head office team. Becoming a franchisee at this time would allow the franchisee to be involved in and benefit from WIBN's rapid future growth.

The Franchise Opportunity

With the uncertainty in the current job market combined with the need for flexible working hours, often around a family, franchising can offer a safer alternative, combining flexibility in a small business but with the efficiency and support of a larger organisation.

WIBN are offering two levels of franchise opportunities which are designed to give that flexibility. For those women that have an existing business and are

looking for a 2nd business and income stream, but also promote their primary business, a smaller number of groups can be purchased and managed, to fit into this situation. This option would also be suitable for women looking for the flexibility of a part time business.

Alternatively, for those looking for a new business opportunity to focus their time and attention there is an option to purchase a larger number of groups. This option would require more time and commitment.

What Franchise Areas are available?

Franchises are initially being released in the following areas: Essex, Surrey, Kent, Buckinghamshire, Bedfordshire, Northamptonshire and East Anglia. However, enquiries from any area within the UK will also be considered.

The WIBN Franchise has been devised to give the support and experience of a tried and tested business formula to the new business owner and therefore reduce the risks involved of any new business start up. Combined with WIBN's experience and the enthusiasm and energy of the new business owner, it is a winning formula. The Franchise offers initial and ongoing training and support through the life of the Franchise agreement. A WIBN franchise could be the business answer women are looking for.

About WIBN and its owner, Jan Ibbott

Jan brings her experience from a background in corporate business and retail marketing. At the time WIBN was formed and set up, Jan ran her own jewellery business quickly realising that women were the major decision makers when buying or commissioning jewellery. Having tried and tested a number of networking groups she felt that a 'woman to woman' networking group would be a more natural and successful environment. Many of the women she met were working mothers with children and families and therefore leading very stressful and hectic lives. Breakfast meetings and evening events were less achievable to fit into their working day. Midday seemed to be the perfect solution to their business needs.

Recognising a gap in the market for a business networking group just for women, this led to the creation of The Women In Business Network in January 2005. From the launch meeting it became obvious from talking to those that attended that there was not much on offer in terms of 'women only' networking events in the Hertfordshire area. From the initial women who attended the launch event, 5 groups were set up across Hertfordshire and The Women in Business Network phenomena began.

From WIBN's rapid growth within Hertfordshire and its spread to Bedfordshire, Buckinghamshire, Essex and North London, it became obvious that there was a huge gap in the market for this type of business network, structured but informal networking contained to a 2 hour meeting at lunchtime for women.

Its on-going success and expansion, means Jan has relinquished her Jewellery business and is fully focused on WIBN and its expansion through franchising.

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