

START YOUR OWN
**WASTE MANAGEMENT
CONSULTANCY**
FRANCHISE



ACM Environmental PLC is established as one of the UK's leading waste management and environmental consultancies. It provides a complete, single-vendor, waste management and recycling solution for medium to large commercial waste producers in the UK. ACM is continually evolving to work with clients on select environmental and conservation projects that may include solar energy and LED lighting solutions.

An exciting opportunity now exists for a limited number of highly motivated people to partner with ACM to become Environmental and Waste Management Consultants on a franchised basis. Our Environmental Consultants have an interesting, lucrative and fulfilling role that includes sales, environmental/waste auditing, advising clients on waste management, recycling, equipment and delivering ongoing account development / management.

If you have the appetite and qualities to build, with our help, your own environmental, waste management and recycling consultancy business, this is an excellent opportunity for you to take control of your own future.

THE ACM FRANCHISE OPPORTUNITY

Investing in an ACM Environmental Franchise

ACM has a client base of over 700 large commercial waste producers spanning a wide range of sectors, including; hotels and leisure, food distribution, sports stadiums, shopping malls, manufacturing (heavy, light and advanced), pharmaceutical, local authorities, schools and hospitals, and many others. We target medium/large organisations that produce high volumes of waste and recyclables. Our unique Greener Path™ programme is a single-source solution that addresses all of their operational, environmental and CSER requirements and offers guaranteed monthly cost savings.

Our clients typically remain with us for many years and so this really does present secure, long-term revenues for our franchisees. Not only that, but our client contract retention rate is currently 93% (2014-15), which leads the waste / recycling industry and reflects the fact that many clients have renewed contracts repeatedly demonstrating that clients usually remain with ACM long after the initial contract period.

You can be sure that investing in an ACM franchise will generate not only outstanding annual franchisee revenues, but also genuine long-term contracted business. Both of which will maximise the value of your franchise business and provide a valuable exit opportunity for you further down the line.

Have You Got What it Takes?

No previous experience of the waste management industry is required to become an ACM franchisee, as our training covers all aspect of this.

You need to be highly motivated, hard-working and ambitious with a strong desire to build and run your own successful business. You need to be a good communicator and presenter, computer literate, target driven and sales oriented and have the personal qualities needed to absorb our training and to follow our proven systems and procedures.

If you believe you have these qualities and are excited by what you've read here, we'd like to hear from you. As a first step then, please take the time to complete our confidential Franchise Questionnaire and we'll come back to you to discuss this further with you.

We look forward to hearing from you.

Background

The introduction of the Environmental Protection Act 1990 fundamentally changed the way commercial and industrial waste had to be managed in the UK and created a huge market opportunity for innovative and visionary organisations like ACM Environmental PLC.

Since 1991 we've been in the forefront of countless innovations, such as our Greener Path™ programme, that have transformed the way commercial waste is handled in the UK. Initially replicating best practice that we identified throughout North West Europe, ACM has since set the agenda for world-class waste management and recycling development.

As our business has grown and our business model has been refined, we saw the need for us to provide our clients with advice, support and expertise in waste management at a local level, as well as to continue to increase our customer base. We have established a team of highly trained, regional-based and highly specialised Environmental Consultants to obtain new customers.

This team is at the forefront of the UK waste management industry and has the full backing and support of one of the UK's market leaders. We've now developed the ACM Environmental Consultant concept into an exciting franchise opportunity and are able to offer a limited number of lucrative franchise partnerships to suitable people. We believe the ACM franchise differs from many other franchise propositions in that it represents a genuinely equitable franchising partnership, as opposed to the traditional franchisor / franchisee hierarchical arrangement.

Huge Market Opportunity

Very few UK organisations have in-house resources dedicated to managing and controlling their waste management and recycling operations and are therefore usually exposed in regard to environmental performance, operational efficiency, compliance, reporting / KPIs and cost control. Put simply, this means that almost every medium/large organisation in the UK is a potential client.

Recession-Proof Consultancy Franchise

All organisations produce waste which will need to be responsibly managed. ACM's offering is centred around efficiency, environmental responsibility and financial benefit, without any capital investment on the part of its clients. ACM is extremely relevant, particularly in recessionary times. Additionally by engaging with ACM clients to provide the complete single-source solution, clients don't need staff to directly manage their own waste and are able to focus on driving their core business activities.

Defined Territory Local to Each Franchisee

We recognise that you would probably prefer to work in the region in which you're based and where you've built up significant and valuable local knowledge including key business contacts. Work-life balance is important and most seasoned professionals would prefer not to cover 'long distance lorry driver' mileages when there's perfectly good business in their own region!

All ACM franchise territories have been professionally mapped by experts to ensure that they each represent an equal amount of commercial opportunity. Furthermore, mutual arrangements are in place to allow any 'off-territory' opportunities to be efficiently driven and progressed whilst protecting the interests of all franchisees.



Predictable Cash Flow

As an ACM franchisee you can expect to earn 50% of the actual Gross Profit per line of activity that is generated from each client contract and this runs for the full contract term. This means that it is very easy to calculate your minimum income for many years ahead, plan for future growth and avoid the 'peaks and troughs' cycle that many small businesses experience.

Research and Development



As you'd expect from a forward-thinking business, ACM continues to invest considerable time and resources in making sure our franchisees are always at the cutting edge of their industry sector. We're constantly innovating and developing our products and expertise to improve our client services, including new training programmes, manuals, business tools, systems and processes, technology, relationships with third party experts and educating suppliers to understand the needs of our clients. And of course our franchisees all benefit from this ongoing development.

Earnings Potential

As an ACM franchisee you can achieve the lifestyle you want and earn what you are worth. Instead of working long hours for somebody else's profit you will be building a business for the future of you and your family.

As with any business your rewards are directly linked to your own effort. ACM is a proven business model that our Environmental Consultants have used to earn very good incomes, but there are no guarantees. Equally, there are no limits and if you are prepared to follow our proven systems and put in the hard work, we will support you all the way and your entrepreneurial spirit will be well rewarded.

Head Office Support

All ACM franchisees enjoy the benefit of industry-leading training and ongoing support. This covers every aspect of running your Environment and Waste Management Consultancy business, including, sales techniques, technical, technology and software, legislation, waste management and recycling equipment, business administration, financial management, and so on.

Our Head Office support team is over 40-strong and this resource and our vast experience is made available to you via our structured initial training programme, backed up by ongoing refresher training, post-launch and ongoing day-to-day support (see below).

The ACM Franchise Package

The ACM franchise package has been carefully designed to provide everything you will need to set up your business and begin trading successfully. Furthermore, since we depend on our franchisees' success for our own success, we'll be totally committed to you long-term and will work with you to ensure that you're as successful as you can possibly be.

We Provide:

- ✓ Comprehensive start-up package comprising everything you need to start and successfully run an ACM Environmental and Waste Management Consultancy franchise.
- ✓ Defined, professionally mapped territory
- ✓ Bespoke, industry-leading training and ongoing support ('ACM's Franchisee Training and Support')
- ✓ IT and equipment package
- ✓ Rights to use the ACM branding and trade marks
- ✓ Rights to use ACM's bespoke software
- ✓ Sales and marketing materials
- ✓ Stationery and forms
- ✓ Protective clothing and equipment
- ✓ Insurances
- ✓ Franchise operating manual
- ✓ Assistance in preparing a business plan and raising finance (if required)



ACM's Training and Ongoing Support

When you become an ACM franchise partner, it's important to understand that there is a continuous learning and development process. ACM Environmental Consultant franchisees continue to develop their expertise and skills throughout their careers, as our markets change and our opportunities evolve. This expertise and knowledge is transferred to our Environmental Consultants in a variety of ways and, to a large degree, is tailored according to the skills and experience of each individual. Broadly the ACM training and professional development programme will include:

- 15 days' initial residential training covering all aspects of the ACM business
- Follow-up workshops and one-to-one mentoring and ongoing development during your first 12 months.
- Shadowing visits
- Accompanied sales visits
- Online demonstrations and tutorials to help you use our bespoke waste management/analysis tools
- Unlimited access to our support team and mentors for help and advice
- Additional training workshops
- Regional and local meetings
- Annual national conference

Business Planning and Personal Development

One of the most important traits of successful entrepreneurs is the ability to set goals and move into action to achieve those goals. It's no different for ACM franchisees. If you want to build a successful business that meets your career, income and lifestyle aspirations it's absolutely vital that you have a clear and well-thought out business plan as well as a set of measurable personal objectives.

The ACM personal development programme has been designed to help you do just that. As well as business planning and management tools, our support and business development managers will work with you to design a personalised programme of telephone and one-to-one mentoring to ensure you stay on track and meet your objectives.

What Does it Cost to Become an ACM Franchisee?

The ACM franchise has been designed in such a way as to engender long-term mutual dependency and benefit between ACM and its franchisees. This means that our financial reward comes primarily from your ongoing success, not from high initial fees.

Please contact us for more details.



The 7 Simple Steps To Success

Step 1 – Initial Introduction

Appointments are made by ACM Environmental's telemarketers to visit key decision-makers in organisations with large-scale waste and recycling operations. This is your opportunity to understand the clients' needs and outline ACM's key USPs while presenting the concept of the Greener Path Programme... ACM's unique, 'zero waste' waste management strategy.

Step 2 – Waste Management Audit

Whilst on-site, you will conduct an audit of the client's existing waste and recycling operation. This will include assessing existing waste streams, waste volumes, bins and equipment and identifying key areas of opportunity for 'ACM-delivered' improvements.

Step 3 – Preparation of Proposal

You will use the information gathered at the audit to prepare a proposal outlining exactly how ACM can help the client to; optimise recycling, reduce waste volumes, eliminate use of landfill and present the cost savings generated by these improvements.

Step 4 – Presentation and Sales Pitch

You will then arrange to present your proposals to the prospect at a follow up meeting in order to close the deal and have them sign an agreement.

Step 5 – Signed Agreement

Once the client has signed the agreement, the deal will be mobilised to ensure prompt installation of all waste / recycling equipment and services so that ACM's Greener Path Programme can commence.

Step 6 – Equipment Delivery/Installation/Training

ACM's installation team will conduct (overseen by you) the delivery and installation of all waste / recycling equipment and services on site and you will help conduct training for all staff who will be required to use it.

Step 7 – Contract Performance

You will continue to liaise with the client to ensure they are happy with all aspects of their new operation and specifically, the waste / recycling collection services provided by ACM's Customer Service team.



start

Achieve the lifestyle you want and
earn what you are worth.



If you believe you meet the ACM franchise requirements,
please call **0844 8844190** or email **franchising@acmplc.com**
to express your interest and discuss the opportunity
in more detail.



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