



Other Set Up Costs

The cost of the following items will vary according to the size and location of your premises but you will need to make financial provision for them in addition to your initial franchise fee and ongoing payments to ourselves.

We have shown an approximate cost for guidance and budgeting purposes.

One Off Charges

Carpeting	£500 - £1000
Decoration	£500 - £1000
Furnishings	£500
Insurance (Premises)	£200 - £400
Signage	£750 - £1500
Computer Equipment	£750 - £1000
Fax Machine	£100*
Photocopier	£400*
Telephone System	£1000*
Sundries (Kettle, Tea, Coffee etc)	£100

*Can be leased

Accountancy Support	£300 - £500
Legal Fees	£300 - £500
FSA Application Fee	£1500
Stationery (2nd Print)	£300

Ongoing Expenditure in Early Years

Light Heat & Power	£75 - £200 per month
Rent	£500 - £1000 per month
Rates	£100 - £300 per month
FSA Annual Fee	£1,500
Bank Charges	Normally Free for the first year
Credit Card Machine	£30 - £100
Telephone Calls	£200 - £300 per month
Postage	£80 - £100 per month

Support

PR – Bob
 Compliance – CA
 Human Resources



Other Set Up Costs continued

Marketing

Although the cost of all marketing and promotional activity is borne by the franchise holder Coversure provide a range of support services the cost of which is included in the monthly charge including;

- Business Planning and Advice Service Including Annual Business Clinic
- Corporate & Compliance sign off Service
- Data Purchase
- Advertisement & Mailing Design Service
- Direct Mail Campaign Management
- Telesales Campaign Management
- On-line Marketing Support Manual
- Branch Web Site Design & Hosting Service
- Internet Quote & Buy Facilities
- Cross Selling Support Services Including Bulk Marketing Letter Facility

The full cost of a start up marketing campaign (£3000) is included in your initial investment and is normally used to fund a direct mail or telesales campaign targeting local businesses.

Human Resources

Coversure provide a full Human resource support facility that includes a complete on line manual including advice on Recruitment, Induction, Job Descriptions, Competency, Appraisals and Disciplinary Procedures, all of which is supported by a large range of printable support material including sample advertisements, letters, staff manuals and appraisal documentation.

Advice and support on day to day HR issues is provided by the Human Resources team at Head Office.