

BUILDING BETTER BUSINESSES



INSTANT IMPRINTS

Franchise units in Canada: 22, U.S.: 27

Franchise fee: \$39.95K

Investment required: \$195K-\$249K

Start-up capital required: \$100K

Training: 6 Weeks Initial + 6 Month Mentoring Program

Available territories: All of Canada, US, International

In business since: 2008

Franchising since: 2002

CFA member since: 2008



Instant Imprints produces signs and banners, embroidered items, and branded T-shirts and promotional products with custom logos. But the company is not about the products it sells – those are simply ways to deliver messages to consumers, says Christian Collucci, EVP of Business Development with Instant Imprints. “Our business is about the visual communications, promotion, and branding problems that we solve.”

There are a few things that differentiate the Instant Imprints franchise model, says Collucci. “We are the first and only franchisee/franchisor owned concept. Ten per cent of the stock in our global parent company has been set aside, and franchisees receive 10,000 shares for each licence that they own. There are no separate classes of shares; all partners own common voting stock, which creates a true partnership with our franchisees.”

Additionally, multi-unit franchisees can take advantage of economies of scale by setting up areas with hub and spoke locations. “In expanding markets, a franchise owner might have three locations – two store fronts, and a central plant or hub that can handle large volume throughput,” explains Collucci. Using this model, a franchisee could add more spoke units to expand their business reach without having as much additional invest-

ment in equipment for each location.

“Initial support is critical to a strong start for new franchisees,” says Collucci. There are 21 weeks of training: two weeks focused on business development and management, four weeks focused on operations and learning the production side of the business, and 15 weeks of mentoring focused on activities required to grow the business. “Then we do quarterly financial and operational reviews to make sure they are running their business in a sustainable fashion. Our support is a major reason why we were ranked number one in the embroidery and screenprinting category in *Entrepreneur’s* Franchise 500 for 2017.”

Successful franchise owners are terrific networkers who are active and involved in their communities. “They are concerned about the client’s best interests and have a ‘make it happen’ attitude,” says Collucci. “They are ultimately responsible for client acquisition and retention. That requires a strong commitment to customer service excellence, timely communication, and an ability to get orders out the door quickly and accurately.”

