



# Franchise Prospectus

Grow your own world

LEATHER REPAIR COMPANY  
Unit 22, Argyle Street Factory Estate  
Hull, HU3 1HD  
[www.lrcuk.com](http://www.lrcuk.com) • [richard@leatherrepaircompany.com](mailto:richard@leatherrepaircompany.com)  
01482 606864



# Introduction

It is no wonder why Apple are the biggest phone company in the world, it's also no wonder why Real Madrid are the biggest football team in the world, and, it is no wonder why the Leather Repair Company are the go to company for all things leather...

All of them are ultimately run by individuals, but they all have several things in common...

They all have a winning mentality, they all have a team of experts around them, they all do their extreme best for the "customers" and most importantly, all of them constantly outperform and outgrow themselves and their competition.

The reasons for that are simple,

- The winning mentality is natural but the awards enforce and empower.
- Teamwork results in effortless, behind the scenes business harmony.
- Customer service is a must for front of house and repeat business.
- Growth is addictive, but like the best wines... it took time to get it right!

The Leather Repair Company is no small outfit, started in 2005 by Richard Hutchins, with his visions and little voices in his head it has steadily grown in services, staff, awards, floor space, merchandise and now into franchising. Yes that's right, this business model is so good and the growth so impressive that Richard has been allowed to replicate this route to success.

Having over 30 years' experience IN leather and also 30 years working WITH leather Richard is the unique backbone of the business, but his enthusiasm, drive, and relentless professionalism never gets old, it becomes reassuring, and proof that his madness is key is evident... it is transferred, instilled and portrayed by all those in his team and those who own Leather Repair Company franchises.

If you have any questions about leather... what so ever, or would like to know more about a career/business prospects then get in touch, you can speak to anybody at LRC and they will give you the full uncut version of what the company is like including a fun-to-read psychiatric evaluation of Richard, Also they will help further your research into what the industry is like and to help you understand if its right for you!

Leather Repair Company is regarded by some as the number 1 company in the leather repair industry. Your interest comes at an exciting time in the development of our business as we are continuing to expand nationwide. The potential for Franchisees joining the Leather Repair Company concept is enormous, depending on your own desire to succeed and win with your franchise.



We invite you to take a close look at Leather Repair Company. The Franchise is proven, readymade system, designed to ensure you're successful, all you need is to be motivated.

The comprehensive training and ongoing help, support and guidance, along with enormous amounts of online help direct with other franchisees is second-to-none, with a Leather Repair Company Franchise, you can be rest assured you're never alone, we are always on hand to help and guide you no matter what the issues.

The support program is designed to help you quickly set up, get established and rapidly grow your business and your PROFITS

The way the Leather Repair Company has structured the business, it allows you to be your own boss, with the independence, control, income and long term prospects associated with running an extremely successful business, but with the added backing, full support and security of the Leather Repair Company.

This is your chance to change your life and financial future for the better forever, it's that simple 01482 606864 make that appointment today to come on a Franchise Discovery Day.

# What Is Franchising?

In a nutshell, it's a continuous relationship in which the franchisor provides a licensed privilege to enable the Franchisee to do business. The franchisor offers assistance in organising, training, marketing, gaining business and managing in return for a consideration.

Franchising has been used to describe different forms of business relationships, including agency arrangements, licensing and distributorships. The most common use of franchising is "business format franchising" which means that the Franchisor grants license to the Franchisee, enabling him/her to trade under the trade mark / trade names and to permit the use of an entire business system and model.

The franchising process removes a great deal of the risk associated with starting a business from scratch by providing all the elements necessary to establish a newcomer in the business and to run it with continual assistance on a predetermined basis.

Many Franchisors are ethical and BFA accredited franchisors always aim to comply with the BFA rules that are set down. How it works is, that some businesses decide to expand by granting a license to others to use their proven business model and systems. Although Franchisees run their own business, they have the backing of a much larger and great experienced organisation.





# Demand Over The Next 5 Years

Since 1995 we have seen the demand for this service increase year on year considerably. As leather becomes more affordable, so does the demand to carry out repairs to leather items, this demand is increasing significantly and we have seen a Huge growth rate for repairs and restorations since the recession hit many years ago, back in the early 90's and now again for the last 5 years the business has grown and grown.

The Leather Repair Company is a genuine business that should not fail, as long as you follow the business model and system to the book and are prepared to be self-motivated to succeed.

The Leather Repair Company is a fantastic opportunity that should make money for you month on month, year on year for as long as you continue to trade.

With the projected growth over the next 25 years the Leather Repair Company is on track to be a huge global brand in home care and repairs.

When you consider that just in the UK we have 35 million cars on the road and this number is increasing and does not cover commercial vehicles or classics, the potential is staggering, then when you look at homes we have 25 million houses in the UK at present again this has to increase significantly over the next 25 years to cope with the growing population. Can you imagine if the average repair was £150 each what that's worth and how quickly you could return your initial full investment.

Most homes in the UK have some form of Leather, Wood, Fabric, UPVc windows, convertible roofs all of these items will need repair at some point, accidents do happen, leather fades, wood fades, UPVc windows get mouldy, no matter what the issue the Leather Repair Company have the solution with the best value for money Franchise package in the UK .





# Leather Repair Company's Niche

Due to the unusual way in which the Leather Repair Company business infrastructure is operated, exceptional client services are delivered at lower costs than the competition can provide it. Ultimately, the client gets a superior service, better quality care, restoration and much better value for money than anyone else could offer.

Due to the flexibility of the services the Leather Repair Company provide, it puts the Leather Repair Company in an extremely strong position, to serve the retail, trade and commercial markets perfectly.

What makes the Leather Repair Company franchise so successful is that the business is not limited to just one service or product.

With a Leather Repair Company Franchise, you can carry out the following....

- Leather Repairs
- Vinyl Repairs
- Wood Repairs
- Fabric Repairs
- Convertible Roof Repairs
- UPVc Repairs
- Mould Removal





# Guiding you through

---

We can be  
great together

---

We won't just give you a franchise and leave. We'll be here for you, every step of the way.

- Constant training & new techniques
- Every year we grow our team of skilled technicians
- Monthly training school
- Every day we explore different and new ways to innovate our business





## Setting Standards In Training

The training we provide is carried out from the only national training school for leather repairs in the UK from a dedicated training centre in Hull, East Yorkshire.

The training we provide is very comprehensive and all approved by IMI Awards.

We don't take short cuts, as we need our franchisees to be technically aware and confident with repairs.

## Hands On

All training we provide is hands on training, you will be trained to work on the item's you will be working on every day in your franchise business.

From the second you walk through our doors to the minute you leave, our trade secrets begin to flow, you will find out so much during your leather repair course, it will blow you away.

The knowledge Richard has is outstanding, Richard has been involved with leather in one way or another for 30 years, so as you can imagine the knowledge and respect he has built up is enviable to the competition



# Franchisee Thoughts

"The training is outstanding and comprehensive"

"No matter what type of support I need, LRC are there almost 24/7"

"I don't even need to advertise my business, The Leather Repair Company do it for me!"

"The knowledge the company has is unreal"

"The backup support is truly outstanding"

"I had issues with a sofa and the managing director turned up himself to help! What more could I ask for?"

"I am making a living I could only dream about"

"A team of qualified people I can count on every time no matter what the situations is"

Here are just some of the comments from our franchise owners.

We're here to help from the very first moment you make contact. We'll guide you through, teach you everything you need to know, and still continue to help you along your new journey.

We're only a phone call or email away. We strive upon making people happy. If customers are happy, they come back. Why should this change just because you have a franchise?







## Meet Jason, our franchisee in Harrogate.

"About a year ago today, whilst on holiday in Mexico, I was sitting around the pool checking out Facebook when a strange advertisement popped up on my recommendations. The damn thing kept appearing every time I went onto Facebook for the next week or so. Little did I know that this advert would be the start of a big turn in my life. I changed my career of 25 years (and 6 days) and now run my own business and am feeling better than I ever have! November the 8th 2014 was the big day when Sharon Payne and myself met a certain Mr Richard Hutchins and his team but it was today that the advert first caught my attention. A big thank you to Sharon for believing in me and convincing me to 'give it a go'. So for all the faults of social media and people saying it takes over your life, sometimes it can actually change your life!"

These were Jason Paynes exact words put onto facebook. We still continue to support Jason on his journey.





# A word from Richard



“We are in the business of expert care and repair of leather, rather than just rubbing it over with a damp cloth”

A relentless dedication to detail keeps the Leather Repair Companies Richard Hutchins motivated in the search for the ultimate leather finish, while maintaining our ethics of care for customers as we grow

Our vision is simple really. We already provide training to gain qualifications that are recognised nationwide. The next logical step would be to get our product into every household across the UK. Ambitious I hear you say. Every household has some sort of leather. What people don't know, is, how easy it is to repair, restore and customise any leather items.

With our profile growing at an expected rate. Our training courses are always full. Franchises now spreading to Europe. We're confident we can inform people of how easy it is to repair leather.

---

Formed in 1996, the Leather Repair Company has gone from strength to strength. Started off by a chap named Richard who first took a liking to Leather Care & Repair at the young age of 14 across the pond in the USA. Based in the North East of England. Providing leather repair & restoration services in many sectors including; leather furniture, leather car interior, leather clothing, luggage & handbags and any other leather items you can think of.. (yes, and those types).

Established over 30 years ago, we've built an unrivalled understanding of the business today. We constantly exceed our customers expectations on every level, reliably, delivering a broad range of leather care and repair services for automotive, clothing, footwear, aviation, boats and yacht interiors. From private owners and corporate clients to manufacturers around the globe. Delivering services and care products to almost every country in the world.



# 4 week training

---

Your four week training programme will provide you with the skills and confidence required to launch your own successful business. What's fantastic with our training is its all done from our IMI Awards.

# Own Territory

---

This grants you access to use our trademarks and intellectual property, including your dedicated Exclusive area, to provide you the opportunity to continually expand your business to add a number of vehicles on the road.

# Launch Party

---

We don't just send you on your way after being trained. We hold a launch party at your chosen location to gain your awareness in your local area, by inviting key business people and press along for the day.

# Stock

---

You will be provided with all the stocks you require, including compressors, spray guns, paints, glues, fillers, everything you can think of, along with a complete additional system called "BIAB" (business in a box)

# Promotions

---

As a family business, we believe the success of your business is paramount of importance to us, so we provide you access to these, at very discounted prices. (Initial set provided) All items are personalised for you and your business.

- Business cards
- Letterheads
- Compliment slips and Invoices.

Our franchise  
fee is from  
£10,000 +vat

Been thinking of a franchise for some time? but each time you try to get to that next step, you find nasty hidden cost's involved!! The LRC franchise is designed in such a way that it's affordable and has no hidden extra cost involved. The monthly management fee is set very low at only £375 plus vat per month.

We provide everything you will ever need to start your leather repair business (except your vehicle), all your kit, training and corporate uniforms are included in your initial franchise fee. Making your investment with the Leather Repair Company one of the best value for money franchises around today, which is a stress free and on the road to financial freedom.



# In-depth Training



We will teach you how to repair any leather items you can think of. From shoes, to belts, car interiors to executive airline seats. With our extensive training, you will feel confident in carrying out any type of repair work. Small scuffs, rips, holes, full colour changes.

Training is around 4 weeks long. Each individual is different though, we understand this. If you need longer with us, not a problem. We will not let you leave until you feel confident out in the field.





Leather Repair Company offers one of the finest and the most comprehensive training courses in the UK today. We pride ourselves on the in-depth training that we provide and how we continually strive to improve what we teach you. This is why we have spent over two years going through a strict programme to become qualified as an IMI Awards Approved Training Provider. (IMI Awards are the Institute Of Motor Industry)



The Leather Repair Company are the only company capable of being an authorised IMI – Institute Of Motoring Industry approved training providers, this means the Leather Repair Company are as qualified as any school, college or university in the UK, making your training the best you could ever achieve today.

Our basic training starts by providing you with an in depth look at H&S, the reason for this is most people that come to us have no prior knowledge of leather repairs or paints or chemicals, so this is extremely important that you understand this from the start.

Now the in-depth training begins, first started off by leather identification an important step, followed up by cleaning techniques and how to understand if something is dirt or damage, we show you how to upsell your services with ease. Then we get down to restoration and re colouring, tears, rips, holes and scuffs.

All training is provided one on one to give you the best possible knowledge for your new business. In 2013 we became approved by IMI, and was awarded the “Approved Centre Status” Franchise owners can now gain a qualification called “Quality Assured Award” giving you great advantages over others.

The one thing we never do is sleep at LRC, we are constantly improving what we do and who we are recognised by. This is why we strive to set the industry standards that they are today, tirelessly improving every little detail to ensure all franchisees have the best knowledge and technique’s possible in the industry.



# Your Franchise

When you start your business, as we are a family run business, we believe this should be a celebration of what you have achieved so far.

With this in mind we send out RSVP letters to a large number of local business and press to invite them to your launch. This is to gain your business local awareness with business owners and the local press. This is all done at a local venue where we hire a function room for the day to celebrate your business and what it can achieve for the public.

## Google PPC

We have dedicated teams who work to make Google work for you. We will begin a Google campaign just for your area, aiming at keywords specific to your requirements and needs. After a short period we can take a further look at this campaign and increase or decrease where required. We will continue to pay for this campaign and monitor this very carefully to ensure maximum impact in your area.

## Local Press

Our in house team will be working hard prior to your launch party to gain as much exposure as possible for your business, including talking to local the press, supplying them with press releases and then speaking and interviewing you in person at your launch party.

## Web Page

We will provide you personalised web pages. More people are turning to the internet for finding local companies and with our web site being so well known, it's the perfect place to start right at the top!

## Support

Leather Repair Company does not stop its support at the end of your launch. We continue this for life, this is all included in your monthly management fee. We are always on hand for any form of support, even if it's just to have a chat about anything we are here for you.

- How to promote your business
- Help with employing people
- Bookkeeping assistance
- Technical assistance
- Understanding your performance



# Your Own Setup

When you are ready to launch, your set up is very complex and covers everything you will ever need to make sure you can run your business with ease from day one.

We provide all franchisees with two systems, one that is fully mobile that fits into the boot of your car or a bigger kit that can be housed in your workshop at home, or if you have taken on a factory unit, in this.

The one thing we don't do here at LRC is to skimp on quality, we only use the best and our teams search the world hand selecting the finest ingredients possible, this ensures that our unique range of leather care and repair products, which are all hand made in house at our factories in East Yorkshire are very unique to us and are simply "World Class"





# Attention to detail

Anyone can clean leather or apply leather colourant to leather, but are you driven to be a world class leather technician?

## Qualities, Details, Innovation

Are you driven to be successful, highly motivated, with an eye for detail? All Leather Repair Company franchisees have this ability, they are a cut above the rest, focused and driven to provide the customer with exactly what they require and need. The Leather Repair Company has built a world class reputation as being the best at everything we do and offer, the standards we work to are very high, we don't settle for second best. Are you this focused? If you are, then this is the franchise for you.

## Technical Experience

Can you take things in quickly? Prepared to be very hands on, all these things are taught in our extensive training programme, the tricks of the trade we have learnt over the last 30 years.

## Industry Awareness

You are not required to have any industry knowledge at all. The franchisees we have on board come from all walks of life, it's not necessary to have any experience in leather repairs, as we teach you everything that is required to run your business.

## Experience In Sales

Having a background in sales is always a big advantage with any business, but not essential at all. Sales training is all part and parcel of the strict training programme we work to.





# Be part of the family

## What's Next?

To find out how we tick and why we believe we have the best leather repair franchise on offer. Please visit us at our head office in East Yorkshire, so you can see for yourself why this family business is as big as it is and why we believe all franchisees are part of our family.

We don't hold huge mass open days where stacks of people turn up and you are treated like a number, we look after people like they are part of our family, as most people that take on a franchise are family people, looking for a better way of life and better financial future.

To book a no obligation appointment, contact us today and arrange a time that fits in around your working schedule.

The purpose of our meetings is to get to know you a little bit better and to get some background information about you and what you expect from a franchise, this provides us with the information we need to see if you have what it takes to be the next Leather Repair Company franchisee, as we won't let someone take on a franchise for the hell of it, you have to have what it takes. We want people to build long term relationships and flourishing businesses, so you need to be highly driven with an ability to learn new ways .

## Do You Have What It Takes

If you want to take the next steps, please request our questionnaire. Simply fill in and return, we can then arrange a suitable time to meet up.

We are looking forward to many more years ahead working together.

Richard Hutchins

Managing Director

## Contact Details

Address: Unit 22, Argyle Street Factory Estate, Hull, East Yorkshire, HU3 1HD

Te: 01482 606864

Website: [www.leatherrepaircompany.com](http://www.leatherrepaircompany.com)

Email: [richard@leatherrepaircompany.com](mailto:richard@leatherrepaircompany.com)





LEATHER REPAIR COMPANY  
UNIT 22, ARGYLE STREET FACTORY ESTATE  
HULL  
EAST YORKSHIRE  
HU3 1HD



Phone : 01482 606864



Web: [www.lrcuk.com](http://www.lrcuk.com)  
Email: [richard@leatherrepaircompany.com](mailto:richard@leatherrepaircompany.com)