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The Formula for Growth

Growing a business and employing additional staff takes a lot of commitment and can be very time-consuming. It is also exciting because it means that you are thinking about taking the next step and seriously considering the long term prosperity of your business.

Global cleaning and hygiene franchisor, Chemex International, have recently refined the franchise training program and new induction course. Franchisees are now taking on staff in an effort to stimulate growth. Based at the Birmingham head office, the most recent course took place on Wednesday the 19th September and put forward the arguments for promoting Growth through Employment. The course underlined the organisation's ambition for multi-van operations as a way forth for encouraging growth. As a leading European distributor of commercial hygiene products, Chemex has always understood the importance that employees have on the efficiency and success of running a business operation. In recent years this emphasis has grown to include franchisees employing staff as well as the franchisor recruiting new franchisees to the network.

The company has evolved drastically since its conception in the mid-eighties where the business was basically a man-in-a-van operation. The goals and objectives of the owners have also changed. Franchisees in the network are more aware of their time and money and are getting accustomed to the prospect of taking on staff to provide a better level of service for their growing portfolio of customers.

Several franchisees already employ additional staff and many more are looking at doing the same thing. Many of our franchisees already come from a management background; however, there are some who will be taking on staff for the first time in their lives. Both groups of people had their concerns addressed on the day.

The course covered an array of areas such as: Costs of Employment, Planning, Job Descriptions/ Person Specifications, Attracting Candidates, Training, Measuring Performance and the Law, providing a comprehensive overview for franchisees to consider.

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Nick Stojic, Director, ran the course, and commented *"I was delighted that the course was fully subscribed and with the excitement that the course stimulated in the franchisees. The real support the franchisor gives is the help it gives franchisees to become successful and this course has helped them towards doing this."*

At the end of the day franchisees were asked to evaluate the course and provide suggestions for improvement for future courses. Chemex is hoping that with the aid of training, franchisees can weigh up the advantages and costs of taking on a new employee and figure out for themselves if this is an opportunity that they can afford to miss.

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NOTES TO EDITORS:

Chemex International, formerly Chemical Express, was founded in 1985 to supply commercial cleaning, hygiene and maintenance products which are widely regarded as leaders in several market sectors. Its network of 100 franchisees in 10 countries provides product, consultancy and training in hygiene and infection control in the healthcare, hygiene, food preparation and leisure industries.

A former winner of the BFA's *Franchisor of the Year* award, Chemex is owned by three former BFA Board members.

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