

Ed's growing business



One of the country's fastest growing franchise operations is enjoying a double celebration this week, as it marks its first birthday and its enormous success during its first year.

Ed's Garden Maintenance, a provider of prompt, reliable and efficient services to gardens in Southern England, now has ten franchises since establishing in 2007, smashing its first year franchise target by a massive 67 per cent.

The franchise operation was founded in March 2007 by Edward Mauleverer with ambitions to grow to six operators across the London and South East England region within its first year.

Ed's Garden Maintenance's outstanding success sees the company become one of the fastest growing franchise operations within the garden maintenance service industry in Southern England.

Further evidence of Ed's success is that each of the ten operators has exceeded their own individual business plan targets and all those that have completed their first year have generated significantly more than £40,000.

This positive result is attributed to a state of the art franchise management, business support and work allocation system which Ed's has instated, guaranteeing each operator work, in the initial stages, worth in excess of £10,000. Matched by each operators' pro-active approach to generating work and raising awareness of their services within their chosen serviceable regions, Ed's Garden Maintenance franchise is proving to be a formula for success.

Edward Mauleverer, aged 35, was born and raised in London. He studied engineering at Exeter University, followed by a post graduate course at Cambridge University before moving to the City of London to work as a management consultant. He lives in Thames Ditton, Surrey.

He said: "As a youngster, I joined a charitable service providing garden clearance services for the elderly and enjoyed the satisfaction of transforming a jungle into a respectable garden within an afternoon. As a husband and a recent father, I wanted to turn my love of the outdoors into a financially-viable vocation.

"Through a well established network of operators, we are now delighted to be able to deliver the prompt, reliable and efficient services that Ed's Garden Maintenance is well known for across London and the South of England."

Edward added: "I have put in place a formula for a successful operation. Every operator joining Ed's Garden Maintenance benefits from training in regular garden services and business management, monthly meetings to assess and develop their business plans, marketing support and the guidance of a business coach. Not to mention a new career that offers flexible working hours, a work/life balance to suit each operator, and the opportunity to be their own boss at a relatively low initial financial outlay."

All operators are part of the Ed's Recycling Programme to dispose of green waste effectively. In 2007, Ed's Garden Maintenance has recycled 100 tonnes of green waste, as well as supporting its customers to recycle waste themselves.

For further information, please contact edsgardenmaintenance.co.uk or call 0845 108 0121.



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"We hope that this free trial period will encourage more small businesses to try their hand at delivering goods and services to the public sector"

Free trial opportunities

Small businesses are to get free access to public sector contracts

A free trial is available to provide small and medium sized businesses with access to thousands of public sector contract opportunities. Until 31 July 2008, the <http://www.supply2.gov.uk> website will allow new registrants to gain free access to public sec-

tor contracts valued under £100,000 for the UK and Northern Ireland. The free trial is part of the Department for Business' Enterprise Strategy which was released in March, which outlined new measures to increase the amount of government business that is won by small firms. Business Minister Shriti Vadera said: "Small and medium sized businesses need our support to expand. Many smaller businesses are more

innovative, have lower costs and present better value for taxpayers than larger firms. Introducing Britain's small firms to Government procurement contracts online will provide opportunities to grow that they would not have otherwise found." More than 3,000 new contracts are available on <http://www.supply2.gov.uk> each month.