



**KENECT**  
RECRUITMENT



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**FRANCHISE  
OPPORTUNITY**

# KENECT

## RECRUITMENT

## WHO ARE KENECT?

**Kenect Recruitment is a privately owned limited company which aims to offer a total nationwide recruitment solution for clients large and small through our unique supply model.**

Kenect are a leading supplier of Drivers, Office, Industrial and Technical staff on both temporary and permanent assignments to the private and public sectors. From LGV drivers, engineers and office staff through to warehouse, factory and general management personnel we pride ourselves on delivering the quality service our wide variety of clients and candidates expect.

The business was incorporated on 17th May 2012 in Rugeley during the UK recession. The sole intention of starting the business was to help people get back into work and build themselves a bright future, as well as to help local businesses grow with the right employees. After two years we accomplished just that and decided to branch out to offer our services in other towns and cities.

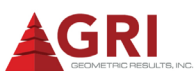
We understand that finding the right staff for businesses can be an extremely difficult & time-consuming process. We aim to remove the burden by helping our client's source & 'Kenect' the right staff to suit their requirements. By knowing each of our markets, our highly motivated teams work tirelessly to provide each client with a truly unique tailor-made service.

We're a very transparent company that believes strongly in employee development, rewarding arduous work and promoting within. Our senior personnel are fully accredited with the Recruitment & Employment Confederation (REC) which ensures they have the tools needed to build a compliant and productive office.

It is through our people that we continue to achieve successful business relationships. It is essential that we perpetuate our current business model which encourages contribution by delivering clear and honest direction. Kenect Recruitment's mission is to be the first choice in meeting the needs of our clients through a quality, caring and professional service.

We believe that jobs transform lives, which is why we want to build the best recruitment business in the UK. Recruitment plays a crucial role in shaping and growing the UK labour market, ensuring businesses find the right talent and people find the right jobs.

Kenect Recruitment currently operates from many UK branch locations; our Burton service and resourcing centre is our Head Office which is strategically placed within central England.



Staffordshire  
Chambers of  
Commerce





*Kenect Recruitment  
are now expanding and we have a  
variety of new  
franchise opportunities right now in  
several locations.  
If you want to join with us as we  
continue our expansion across the  
UK, we would  
like to hear from you.*

# AUDIENCE & SECTORS

## CLIENTELE & TARGET AUDIENCE

The recruitment industry is huge in the UK. With 9 in 10 companies using a recruitment agency it means there is fierce competition for new business but ample opportunity for all involved.

Unlike other franchises Kenect offers our franchisees the opportunity to work on four key sectors rather than just the one. This means you can focus on different markets at the same time and secure different revenue streams which will then contribute to a bigger overall profit.

## THE FOUR KEY SECTORS KENECT RECRUITMENT SUPPLY ARE:



## TRANSPORT

Logistics which is one of the biggest industries in the UK. From LGV Drivers and Van Drivers to Planners and Transport Managers there is huge demand and competition for staff. According to the FTA there were 2.54M people working in the industry in 2017 rising to an estimated 2.76M for 2018 and over 3M forecast for 2019. This market is very lucrative and focused on more than any other by our competitors. With 99% of logistic companies using agencies and an average £4.50ph margin, you can see why.



## INDUSTRIAL

The industrial sector is also mainly Logistical based however it exists everywhere in almost every business. Most people class Industrial recruitment as warehousing however it also covers factory workers, labourers, driver's mates, refuse workers, pickers, packers, labellers, FLT Drivers, production operatives, loaders, Council workers and much more. It is believed there are more recruitment agencies in the UK that supply this sector than any other, this is probably due to its diversity and reach.



## TECHNICAL

This sector is huge, from a simplicity perspective our current Kenect offices only really tend to focus on this market at the entry levels. CNC operators, welders and general machine operator jobs fit in well with the Industrial sector and tend to be a lot easier to control. There are no restrictions though, so this market can be targeted as can those very lucrative fees for highly sort after Global Technicians, Engineers, Lab Technician's and more.



## COMMERCIAL

The Commercial or Office sector is also one that falls in with both the Transport and Industrial sectors. There are more permanent opportunities and higher profit margins within this sector than the other. From Office Juniors all the way up to M.D's and CEO's there is huge scope and opportunity for success. Nearly every business has an office of some sort or administration staff so you can see the potential.

# ASSOCIATED COMPANIES

Over the years we have incorporated specific businesses to help Kenect Recruitment's success. We now have numerous companies that support the brand from the back office all the way through to the front. Controlling these companies helps us to ensure all operations are carried out in an efficient and professional manner.

## **XTREAMEDIA GROUP**

Xtreamedia offers a wide range of services to customers including: Demographic Marketing Campaigns, SEO, PPC, Social Media Management, Graphic Design, Competitor Analysis, Brand Management, display stands, viral promotions & much more.

## **OAKTREE SUPPLIES**

Oak Tree Supplies Limited offers a variety of furniture and PPE equipment for any work environment. From Hi-Vis Vests, Branded Tops, Trousers and Jackets through to Desks and general office furniture and every office appliance and accessory you can imagine.

## **PRISM ACCOUNTS**

Whatever industry you work in, and no matter how much you earn, Prism Accounts can help you and/or your staff save time and money. From accounts and bookkeeping to credit control and HR we support you every step of the way.

## **PRISM PAYROLL**

Providing payroll to businesses, Recruitment Agencies and Contractors including PAYE, Umbrella, CIS, Limited Company and PSC. We also provide support services for RTI, auto enrolment and AWR.

# OUR BUSINESS PARTNERS

We work closely with business partners we have known for a long time. These partners have exceptional reputations and are some of the best in the business.

**PJW ACCOUNTING** PJW Accounting is a specialist business accountancy.

**LEHMANN FINANCIAL MANAGEMENT** Associate Partner Practice of St. James's Place Wealth Management.

**SOURCE BUSINESS FINANCE** Source Business Finance look to help SME Business owners access the right type of funding options for their needs.

**PICKERINGS SOLICITORS** Professional legal team that specialises in employment.



# BACK OFFICE SUPPORT

## Prism Business Services

With years of knowledge and experience Prism Accounts will help you save time and money. From accounts and bookkeeping to credit control and HR they will support you every step of the way.

They will provide all elements of back office processing. Members of their team have held senior positions in Recruitment business back offices and as such have unique insights in to how to efficiently operate a recruitment companies back office.

Prism Accounts cover all aspects of time sheet processing, billing, reporting and support your business every step of the way. A more detailed list of services has been set out below:

Performance Monitoring, Balance Score Cards, Credit control, Full Administrative support, Regular Compliance updates, Business planning, Interim Finance Director, Bookkeeping, Dedicated Account Manager, Margin Management, Peace of Mind, Compliance Audits, Minimal Paperwork, Balance sheet control & Ledger Management, Profit & Loss reporting, Accounts Payable, Auto enrolment, Human Resourcing Facility, P.A, Access I.D, Payroll, Training.

# FRONT OFFICE SUPPORT

## Xtreamedia Group

A professional multi-disciplined marketing agency focused on delivering results through strategic media marketing, branding and promotions.

Xtreamedia controls and holds the right to all the Kenect Recruitment content and branding. They deliver professional advice and strategy's that have been proven to work in the recruitment industry. The services they offer include: Social media creation and management, Graphic Design, Email Marketing, Content Marketing, Branding, Marketing strategies and demographic information, Pay per click advertising, job boards, SEO, Website development and more.





# ADDITIONAL SERVICES

## **PRISM PAYROLL**

Working alongside Prism Accounts is Prism Payroll. Owning a business and employing a workforce requires a sound understanding of your legal obligations and the best way to implement these for your business and your employees. One of these legal obligations is to register with HMRC as an employer and operate a PAYE scheme on behalf of your employees. Prism Payroll provides payroll services to businesses, Recruitment Agencies and Contractors including PAYE, Umbrella, CIS, Limited Company and PSC. We also provide support services for RTI, auto enrolment and AWR to take away the headache of running the operation in-house.

## **OAKTREE SUPPLIES**

Stocking all workwear and furniture needed for the recruitment market Oak Tree Supplies Limited offers a variety of furniture and PPE equipment for any work environment. From Hi-VIs Vests, Branded Tops, Trousers and Jackets through to Desks and general office furniture and every office appliance and accessory you can imagine. Having this additional facility at your beck and call is as useful as it gets.

## **SOURCE BUSINESS FINANCE**

Source Business Finance look to help SME Business owners access the right type of funding options for their needs. The Business Finance Market has grown significantly over the past few years with a significant rise in alternative finance providers. Specialties include: Invoice Finance, Factoring, Invoice Discounting, Debtor Protection, Asset Finance, Corporate Finance, turn around Finance, MBO/MBI's, Insolvency, Restructuring, Cash flow and Start-up Funding.

## **LEHMANN FINANCIAL MANAGEMENT**

Associate Partner Practice of St. James's Place Wealth Management. Karl Lehmann began his career in 1985 when he became one of the country's youngest Independent Financial Advisers. Over the years Karl has developed his areas of expertise including: Investment Management, Trust & Estate Planning, Inheritance Tax, Retirement Planning, holding financial & tax seminars in conjunction with various accountants and solicitors.

## **PJW ACCOUNTING**

PJW Accounting specialises in ensuring that your business pays the right amount of tax each year. The following principal areas of tax advice are covered are Corporation tax, Income tax, VAT, Capital gains tax and Inheritance tax. We also offer a specialist service to businesses providing a cost-effective, high value solution for all your financial needs. We will be the first port of call for all your financial matters, giving professional advice to you and your business. We also offer free tax and business advice to small companies.





# BUSINESS SUPPORT

Once there is a clear take up of a franchise, we will issue a dedicated support team to get things moving. We will also offer full training and support which will cover everything required to put you on the road to success. We like our people to work with each other and succeed together, so a meet and greet including a Q&A can also be setup with as many branches as the franchisee requests.

We are extremely passionate about the Kenect brand and the image it portrays, so initially we will work very closely with our franchisees to help setup their businesses the "Kenect way".

With 10 branches of our own we understand what's required to setup a new branch and get it trading. We also have our own external companies in place to fully support the back office, front office and everything in between. In the past we have been known to get a new branch operational within a few days.

We have access to highly experienced advisors and suppliers who understand the vagaries of our industry and will greatly assist in the delivery of a successful and efficient business.

As a franchisee, you will receive valuable, ongoing business support as standard and offered the opportunity to purchase additional extras to really give your new business the kickstart it deserves.

We will assist you in developing a business plan, in learning the best ways to hire and manage personnel, and in how to profitably manage your facility.

We have developed, over the years a "Symbiotic profit calculator" which significantly increases the probability of financial success and customer satisfaction. The calculator is a dynamic tool which we will share with our franchisees on a strictly confidential basis. We do not believe any other provider in our sector has this management tool.

Everyone working for Kenect is an important player on the team. We believe in building personal professional relationships with our staff and offer guidance and support as and when required.

## WHAT MAKES KENECT RECRUITMENT DIFFERENT?

**To distinguish ourselves from our competitors, we concentrate on how we conduct business and treat people. Being polite doesn't cost anything and we believe it's important to deliver the best in class consultancy service available in the UK.**

Over the years Kenect has built up a fantastic reputation which portrays a company that cares about its staff and clientele.

Most of the population will be out of work at some point in their lives and there's nothing more nerve wrecking than meeting up with a stranger who you hope will help you get work. We set our standards high and expect all staff that represent the Kenect brand to be polite, patient, professional and fair. Operating in this way has given us the opportunity to work with some fantastic people, some of which have turned from Candidate to Client and still use our services today.

Quality is at the core of everything we do. Whenever clients and candidates use our services, they benefit from our investment in developing people, our compliant processes as well as our extensive knowledge and expertise. Our rigorous internal business systems are also some of the most advanced in recruitment.

We invest heavily in technology and best practice. Our CRM has been adapted to offer clients portal login access to view worker details, enter working hours and check compliance in real time.

Our internal intranet system has recently been nominated for some top awards. This system supports our internal staff and supplies them with all the tools they need to be successful and run their offices efficiently.

Our online presence though Marketing and Media is run by our own professional Marketing company which specialises in these areas.

Investment is key. Weather its investing time with our internal staff to develop their skill set to progress or investing funds to offer services that makes our clients jobs a lot easier. We always look to invest where we can across the board.

The Kenect owners have other businesses and an infrastructure in place that supports the whole recruitment process from start to finish including Payroll, HR, Marketing, Media, Workwear, Accounting, Office Furniture and more. – "Everything under one roof" was the notion we envisioned when we first started, we wanted to control the whole process and run it as smoothly as possible and this is what we've accomplished.



# THE EARNINGS POTENTIAL

What you can earn out of Kenect Recruitment Franchise is, in the final analysis, up to you: how hard you work, and how gifted you are. It's no different to anything else. But you'll be surprised at how the numbers can stack up.

## 1 BRANCH FRANCHISE

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Turnover</b>	£853,857.00	£1,382,746.00	£1,892,738.00	£2,502,748.00	£3,748,270.00
<b>Staffing Costs</b>	£683,085.60	£1,106,196.80	£1,514,190.40	£2,002,198.40	£2,998,616.00
<b>Gross Profit</b> <small>(before indirect costs based on 20% profit)</small>	£170,771.40	£276,549.20	£378,547.60	£500,549.60	£749,654.00

## 2 BRANCH FRANCHISE

	Year 1	Year 2	Year 3	Year 4
<b>Turnover</b>	£853,857.00	£1,382,746.00	£1,892,738.00	£2,502,748.00
<b>Staffing Costs</b>	£683,085.60	£1,106,196.80	£1,514,190.40	£2,002,198.40
<b>Gross Profit</b> <small>(before indirect costs based on 20% profit)</small>	£170,771.40	£276,549.20	£378,547.60	£500,549.60

## 3 BRANCH FRANCHISE

	Year 1	Year 2	Year 3
<b>Turnover</b>	£853,857.00	£1,382,746.00	£1,892,738.00
<b>Staffing Costs</b>	£683,085.60	£1,106,196.80	£1,514,190.40
<b>Gross Profit</b> <small>(before indirect costs based on 20% profit)</small>	£170,771.40	£276,549.20	£378,547.60

## 3 BRANCH OWNERSHIP OVER 5 YEARS

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Turnover</b>	£853,857.00	£2,236,603.00	£4,129,341.00	£5,778,232.00	£8,143,756.00
<b>Staffing Costs</b>	£683,085.60	£1,789,282.40	£3,303,472.80	£4,622,585.60	£6,515,004.80
<b>Gross Profit</b> <small>(before indirect costs based on 20% profit)</small>	£170,771.40	£447,320.60	£825,868.20	£1,155,646.40	£1,628,751.20

*It is important to emphasise that the above figures are projections provided for the purpose of illustration and are not intended to be a statement, representation, warranty or guarantee of individual franchisee earnings. It is essential that (prior to entering into the franchise) you satisfy yourself of the value of the investment you intend to make in terms of both time and money.*



# WHY CHOOSE RECRUITMENT?

Recruiters helped almost a million people find a new permanent job in 2016/17 and on any given day are responsible for 1.3 million agency workers in the UK labour market.

The total revenue from permanent and temporary placements reached £32.2 billion for an industry that continues to employ over 100,000 people itself.

£28.2 billion was generated from temporary placements while approximately £4.0 billion was generated through permanent placements.

The average length of a temporary agency worker assignment was 17 weeks, while only 1 per cent of assignments lasted 52 weeks or more.

47 per cent of agencies in permanent recruitment made margins of 15 to 19 per cent, with an additional 12 per cent securing fees of 20 to 24 per cent.

31 per cent of agencies made margins of 15 to 19 per cent on temporary placements, with a further 12 per cent securing 20 to 24 per cent and 15 per cent achieving 25 per cent or more.

Agencies active in the permanent market averaged 12.3 permanent placements per employee annually.

Agencies operating in the temporary market averaged £380,792 in annual temporary/contract sales per employee in 2016/17.

This year's edition of the REC's Recruitment industry trends report indicates a forecast for above GDP growth for the industry over the next three years: 3.8 per cent in 2017/18, 3.6 per cent in 2018/19 and 2.7 per cent in 2019/20.

The unemployment rate remained at 4.2%, the joint lowest since 1975, and there were 1.42 million unemployed people, 46,000 fewer than for October to December 2017.

9 in 10 businesses use a staffing agency.

77% of recruitment professionals expect their firm's revenue to increase in 2018 compared to 2017.

A staggering 84 percent of candidates would consider leaving their current company if another company with an excellent reputation offered them a job.

Sources: [beanery.com](http://beanery.com) / [rec.uk.com](http://rec.uk.com) / [bullhorn.com](http://bullhorn.com)

# FAQ'S

## **DO I NEED TO KNOW HOW TO RUN A RECRUITMENT BUSINESS?**

No. Ideally, we would prefer franchise owners who have commitment, drive, ambition and enthusiasm for the business and have a background in recruitment, but this is not essential. We will assist you to obtain a greater understanding of how a good recruitment business should be run.

## **WHAT TYPE OF PERSON/COUPLE ARE YOU LOOKING FOR?**

We are looking for committed, ambitious and motivated individuals who have the desire to own, operate and develop their own business, with or without experience.

## **WHAT IS THE GROWTH POTENTIAL?**

Kenect Recruitment has developed its business model in line with modern systems and ideas to ensure that it captures, both current and future markets as well as multiple sectors. The opportunities for growth, depend entirely upon you, and how big you want your business to be. As with any franchise, success is due to the demanding work and dedication of the franchisee. Remember you can always own more than one... there is always other franchise areas available within Kenect Recruitment's franchise model.

## **WHAT IS YOUR RECRUITMENT PROCEDURE FOR FRANCHISEES?**

Once you have received your franchise information pack and should you wish to pursue the matter further, then we will invite you to one of our main offices throughout the UK to discuss the matter in further detail.

## **CAN I RUN MY FRANCHISE BUSINESS FROM HOME?**

Yes, you can start with, however it will be a requirement that you have an office located within your franchise territory within 12 months.

## **CAN I SELL MY FRANCHISE IN THE FUTURE?**

Yes. You can sell the franchise at any point, and whilst we will work with you to find a suitable buyer we will also have the first option to purchase the business. Any potential buyers can only be confirmed by ourselves.

## **WHAT ARE THE POTENTIAL EARNINGS?**

Your earnings will depend on your hard work and business plan however from previous experience good franchisees can achieve a £1m turnover in year one.

## **HOW LONG IS THE FRANCHISE AGREEMENT?**

Our franchise agreement lasts for five years. We are committed to offering the continuing on-going support for all our new franchise operations. We will provide hands-

on support whenever it is needed. We provide regular support visits, regular audit and review visits, regional meetings and an annual conference in order to share ideas and experiences. We will offer a full week of training on our in-house systems, our front office operations and services and our back-office services. We have a unique business model already in place which takes away all the head-aches so you can focus on making profit.

You should be reassured by the fact that Kenect has been accredited by many of the top recruitment confederations for a number of years. It is also in the brand's best interests to train and support franchisees, as Kenect only makes its money when franchisees are making money for themselves.

## **HOW MUCH INVESTMENT DO I NEED FOR THE KENECT FRANCHISE?**

The franchise fee is £40,000 + VAT and includes the licence, training and a raft of key deliverables.

## **WHAT MAKES YOUR BEST FRANCHISEES THE BEST?**

Reputation & Our People - and that's it. Some people work harder. Some people are more confident. And some people won't accept failure which makes Kenect the stand out brand in the Recruitment world.

Not everyone can be the best, but what sets our top performers apart is their drive, their attitude and their belief in themselves and their businesses.

Having a fantastic business infrastructure also helps control everything in-house which dramatically reduces downtime and issues making us extremely efficient.

## **WHEN CAN I SPEAK TO SOME FRANCHISEES?**

Only after we have met and decided that all parties are happy to explore a franchise opportunity with Kenect Recruitment. We are looking for talented and motivated franchise partners and, as such, have a stringent recruitment policy.

Our franchisees are busy running their own businesses, and we respect that. They have been in the same position as you, though, and are willing to meet with genuine parties that have been through the proper channels.

## **HOW LONG DOES IT TAKE TO START AFTER SIGNING?**

Every territory will be different, and we will work with you to complete the necessary documents. We will assist you to finalise the business and marketing plans, locate suitable premises and offer full training on our business procedures and how we use our in-house systems. We aim to get a franchise up and running within a couple of weeks.

# WHAT YOU NEED

**It takes dedication and a lot of hard work to become successful at something and recruitment is no different. There is just no escaping the fact that running your own business can be difficult. However, you are doing it for yourself the rewards of a Kenect franchise will be there for you to see from day one. If you possess the following attributes then a Kenect franchise could be just what you have been looking for:**

## **1) CONFIDENCE**

There's a reason that the industry tends to attract extroverts. Working as a recruiter involves a lot of networking and interacting with a large number of people, so confidence is definitely beneficial. It's not only important for the recruiter to have confidence in themselves, but also in the skills that they can offer a client and candidates.

## **4) GOOD LISTENER**

Recruiters have got a bit of reputation for being able to talk the ears off of you, but they must also be a good listener! Though the temptation may be to launch into a conversation by shouting about how great they are, it's important to sit back and listen to the client or candidates needs and requirements first. It will be much easier to fill roles if you take the time to get to know what each party is looking for.

## **2) GOOD COMMUNICATION SKILLS**

Recruitment often relies heavily on effective communication, so it's important for the recruiter to be good at communicating both face to face, as well as via phone/email. The client and candidate expect to be kept in the loop throughout the recruitment process, so it's essential that the recruiter provides them with frequent updates and works as a middle man between the two.

## **3) APPROACHABLE DEMEANOUR**

It's essential for future business that recruiters are able to build positive professional relationships with their clients and candidates and are likeable. If they don't come across as particularly personable, it can make the client/candidate feel uncomfortable. By creating a good rapport with everyone you work with, a level of trust is then built between you. These professional relationships will in turn make future business a lot easier, as they are more likely to want to work with you in the future or to recommend you to others.

## 5) STRONG SALES SKILLS

Recruitment is basically sales. First the recruiter sells their service to the client and then they must sell the job to the candidate, explaining why it would be such a great opportunity for them to take. If you lack this flare for sales, it will probably be tough to get any clients on board and no clients means no business.

## 7) GOOD AT MULTI-TASKING

Recruiters will often be working on a number of jobs at the same time, from a series of different clients, so they need to be able to juggle the different projects alongside each other. Sometimes certain roles may need to be prioritised due to a higher level of urgency to fill the position, so they must also be good at managing their time effectively.

## 6) TARGET DRIVEN

Recruitment is an incredibly competitive industry, so it's crucial that the recruiter is driven and can work well under pressure. Recruiters often work on a commission or bonus basis, according to their performance, so this works as an incentive to hit their targets. If you are not willing to put the effort in to meet these targets, then your earning potential will drop significantly.

## 8) PATIENCE

Things don't often go to plan and the recruiter must be patient if interviews need to be rescheduled, or they don't find the right person on the first round. Though this can sometimes be frustrating, it's important to keep your cool and be professional about it.

# ARE YOU READY?



If you're interested taking your next step opening a business under the Kenect banner or just want to know more, get in touch:

**Franchising Department,  
Kenect House,  
4 Hawkins Lane,  
Burton-Upon-Trent ,  
DE14 1PT**

**0121 667 6199**

**[franchising@kenectrecruitment.co.uk](mailto:franchising@kenectrecruitment.co.uk)**

**[www.kenectrecruitment.co.uk](http://www.kenectrecruitment.co.uk)**

**Thank you for your interest in Kenect Recruitment!**



## MISSION STATEMENT

We understand that finding the right staff for businesses can be an extremely difficult & time-consuming process. We aim to remove the burden by helping our client's source & 'Kenect' the right staff to suit their requirements. By knowing each of our markets, our highly motivated teams work tirelessly to provide each client with a truly unique tailor-made service.

Kenect House, 4 Hawkins Lane, Burton-Upon-Trent DE14 1PT

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