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INSIGHT: Andrew Quail, bfa head of quality standards and compliance

# How to play family

**S**TRIKING a balance between career and family life is something all working parents and carers strive to do.

Working for yourself can be a solution but even more appealing to budding business owners with family commitments is the option of running their own franchise business, which comes with full training and support, an established brand name and, for a growing number of franchises, flexible working patterns.

The best way to see some of

By **Alison Coleman**

these family-friendly franchise opportunities is by visiting the British & International Franchise Exhibition at Olympia, London, on March 18 and 19, where many of the 120 franchise companies at the event have flexibility at the heart of their business model.

Franchising is not just about the big brand names, according to Andrew Quail, head of quality standards and compliance at the British Franchise Association

(bfa). He added: "small-scale, family opportunities and than ever, particularly discovering they own business and their economic development having to buy a home or a fleet of cars to working all hours."

Alongside the exhibitors, franchises will be interactive visitors that will appeal to new children's activities.

## Low costs make for the perfect fit

A WINNING formula of low prices and a free mobile fitting service has helped to drive up sales by 25 per cent for leading online tyre company etyres.

As a van-based business, operating

costs are low, while customers benefit from prices up to 40 per cent cheaper than leading high street tyre depots. The result is that more than a third of etyres franchise owners now have at least two vans on

the road. Managing director Tony Bowman said: "We are seeing strong year-on-year growth because we offer customers a convenient service at a low price, and our franchise owners are taking

on extra vans to cope with the higher demand."

Full training and support is provided.

**INFORMATION:**  
 0800 028 9000/  
 www.etyres.co.uk/  
 franchisemovie

## Handy advice opens a new chapter

**BEFORE** you think about buying a franchise, make sure you know about the pitfalls that could cost you time and money.

Those words of wisdom come from franchisor Freddie Rayner, founder of domestic cleaning franchise Time For You, carpet

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