

# TREAD WINNER

BY SIMON READ  
mirrorworks@mirror.co.uk

## JOHN and Mark Waters are keeping business success in the family.

The father and son team have worked together since December 2008, running an etyres franchise in Tunbridge Wells, Kent.

"The franchise gave us both the chance to move in a new direction and get a successful business up and running," said John, 56.

When families get involved in franchises, it's often the father who provides the financial backing while taking a back seat in running the business, leaving the younger family member to take on the day-to-day challenges of making a success of things.

But John and Mark, 30, decided to work together.

"At first Mark went out in the van and I focused more on the administration side," said John.

"Now we've moved on to the next level and employed two focus fitters on our vans so we can focus on growing the business."

It hasn't always been easy, according to John, but the pair have found a way to make a success of working together.

"I think the secret to working as a father and son team is to give each other space and don't take each other for granted!" he said.



▲ FAMILY BUSINESS  
Mark (left) and John Waters

### Find out more..

- \*FOR more information on etyres go to [www.etyres.co.uk/franchisemovie](http://www.etyres.co.uk/franchisemovie)
- \* FOR news and information about franchising, go to [www.whichfranchise.com](http://www.whichfranchise.com)
- \* FOR details of franchising opportunities, see [www.thebfa.org](http://www.thebfa.org)

etyres operates a nationwide mobile tyre-fitting service with sales arranged online or through

a national call centre in Cambridge. The job is then passed on to a franchisee who fits the tyres at a customer's home or work.

The company's reputation is growing and has, in fact, experienced record growth of up to 60% during the past 12 months through its policy of offering low prices and a convenient mobile fitting service.

An etyres franchise costs £30,000, plus potential franchisees need a further £5,000 in start-up cash, but all get full training and ongoing support.