

Roar ahead replacing tired tyres

CHANGES to UK business include growth in the service sector, a boom in online sales and a shift towards mobile services, such as tyre-fitting. One franchise company that has capitalised on all of them is online tyre service Etyres.

Managing director Tony Bowman says: "Franchising is ideally suited to service industries, while the Internet accounts for nearly 10 per cent of all UK retail sales.

"In the car-tyre market, there have been big changes. Rather than visit a depot, many motorists prefer to call a mobile fitter and have their tyres changed on their drive faster and more cheaply. So it isn't hard to see why Etyres has been so successful."

It has paid dividends for franchisees such as Steve Martin, who joined seven months ago. He supplies



HOT START: Thriving Martin

large companies who run fleet cars through Etyres' fleet division, Fleet Mobile Tyres, while his mobile tyre service has been well received by the local motor trade and car sales outlets. He now fits up to 30 tyres a day in Sussex and plans to add two vans to his business.

With strong cash flow and a growing number of customers benefiting from lower tyre prices and a vastly improved service, Etyres is a sure-fire recipe for long-term business growth.

● *Details: 0800-028 9000*