

Run a successful franchise
with the support of a
Business Superbrand™



Get the Pitman Advantage™

A Brief History of Pitman Training

In 1837, Sir Isaac Pitman revolutionised office communications with the invention of shorthand. Today, we still offer shorthand training, but as you'd expect, we've well and truly moved with the times. We provide the very latest in office software and IT training, as well as a comprehensive range of Diplomas, Awards and Courses, all designed to help students get the job and skills they really want.

What's more, we've always enjoyed a reputation for excellence and this is as true today as it ever was. Pitman Training continues to be highly regarded by employers; so much so that companies across the UK have voted us to be a top Business Superbrand™.

The cornerstone of our offer is our National Diploma Programme. This provides exceptional centre-based office and IT training for thousands of people every year throughout the UK and overseas. Training that helps people return to work, improve careers and change lives.

Every year, many hundreds of former Pitman Training students succeed in getting the job they really want. With our help, support and encouragement, you can be a part of one of the most successful training organisations in the world.

Pitman Training Franchise Opportunities

Transform your life by becoming a successful business owner

If you're searching for a new challenge and like the idea of running your own successful business, but want the full support and backing of a Business Superbrand™, then a Pitman Training franchise could be the ideal choice for you.

As a Pitman Training franchise partner you'll have the opportunity to not only successfully run your own business, you'll also be able to help others get the work-ready office based skills they need to get the job they really want.

We have over 100 successful franchises throughout the UK and overseas; you could benefit from the same high levels of support and expertise to build a thriving business. You can rest assured that with our tried and tested business model to guide your way, you'll be able to develop your business through helping thousands of people to succeed and develop in their careers.

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Why Franchising?

The concept of franchising is now well established as the lowest-risk option for building your own business and is more popular than ever before. But the difference in success lies in the level of support and advice you receive from a good franchisor during those first few crucial months.

For peace of mind, Pitman Training is a full member of the British Franchise Association and is proud to be a supportive and an active member of the Association, being regularly short-listed along with our franchise partners, during its Annual Awards.

This is a clear indication of the respect with which the franchise industry regards the achievements and the work Pitman Training do.

Franchising with us is a real partnership. Our aim is to offer you a successful business whilst being an integral part of our national and international growth.



The Pitman Training Concept

The private training market in the UK is strong. The job market and current economic conditions mean people are looking for an edge over others, which training provides, as well as helping them get back to work and change careers. As a Pitman Training franchise partner, you will be ideally placed to capitalise on these opportunities through providing office and IT training relevant to a wide range of target customers.

Our students come to our training centres because of the strength of our brand and the quality of our courses and diplomas. They also understand that they will receive support, encouragement and many value added services to help them succeed. We understand their needs and we offer the right solutions to help them get the job they want and enjoy a satisfying career.

- **75% of Pitman Training students are female**
- **Our students need a flexible solution that fits around their work and family commitments**
- **Many of our students are looking or needing to get back into work, perhaps after having children or following redundancy**
- **Our students have clear motivations for training and want the best skills possible to stand out**
- **Pitman Training offers a wide choice of office based and IT training designed that to equip students with the skills to maximise their career opportunities**
- **We pride ourselves on ensuring our students have the work-ready skills to make a difference**
- **The Pitman Training name is recognised among employers as a sign that students have been trained to the very highest level**

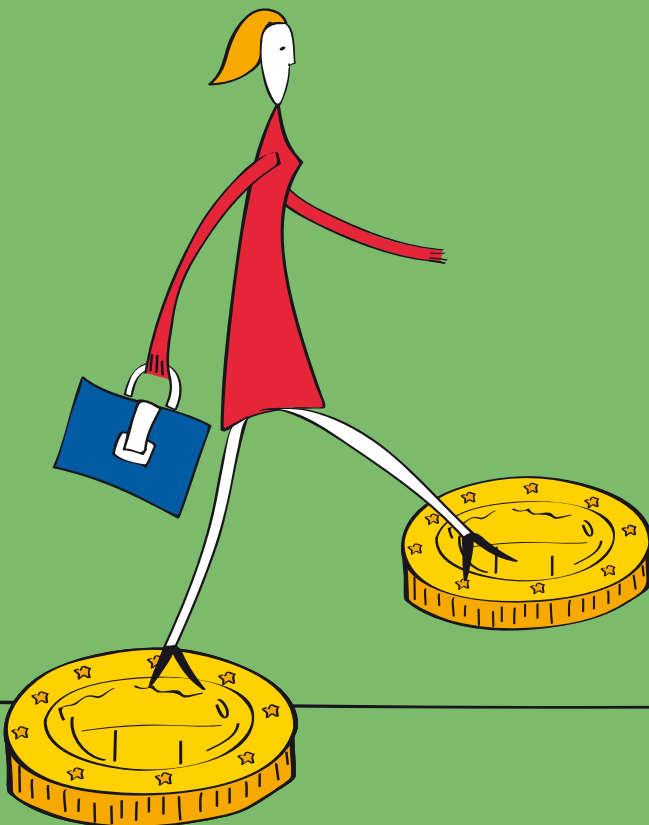
What can Pitman Training offer you?

If you're a customer focussed person, owning and running a Pitman Training Centre could offer you a satisfying and rewarding business opportunity. At the heart of the Pitman Training experience is our unique and comprehensive range of products, developed by our experienced team of in-house authors.

They give students a genuinely effective and enjoyable learning experience without the need for experienced teachers. This means you can devote your time and energies to running a successful business and ensuring that every one of your students has a rewarding training experience.

In addition to our exceptional products, you'll receive all the help and support you need to ensure your franchise is highly successful, including:

- Full training and induction to ensure you fully understand the successful Pitman Training approach
- Detailed systems training
- Opening co-ordination and assistance
- Full support from a highly experienced team
- Help choosing the right premises and decor
- Business plan development
- Recruiting the right people to work with you
- Development of your own pages on our highly successful website
- Ongoing support - particularly in sales and marketing - from a team of dedicated Franchise Development Managers
- Full product training to help you support your customers as they learn
- A programme of planned marketing campaigns deployed at a national and local level



What's the opportunity?

The days when people had a job for life are long gone, leaving us with a more transient workforce constantly needing to be re-skilled in order to stand out and get the job. This trend has been exacerbated by the challenging economic times in which we find ourselves.

In addition, over the past few years, the UK training market has seen real change and, as a consequence, opportunities for private training providers have been created. In particular, there has been a significant reduction in government-funded training available to individuals. Companies too have streamlined their training programmes.

These two key trends provide Pitman Training franchise partners with a unique opportunity to focus on the needs of our core customer groups to establish and grow a successful business including:

- Individuals seeking a new career, a change of direction or advancement, who are prepared to invest in the specific skills required to take that step
- School leavers who require work-ready administrative and IT skills to impress employers, fund their gap year or gain the skills to help finance their university studies
- University graduates who need to supplement their degrees with the hard-edged, practical skills demanded by employers
- Those returning to work after a career break, who need to bring outdated admin, secretarial and IT skills up-to-date in the competitive jobs market
- Existing IT professionals who need to maintain their demanding professional accreditations to stay at the forefront of their chosen career
- Older people who are keen to learn a range of IT skills for leisure and communication purposes
- Small and Medium Sized Enterprises (SMEs) who increasingly need multi-skilled, flexible individuals with high level IT and administrative skills to remain competitive and profitable
- Larger companies and corporations who will benefit from Pitman Training's streamlined, bespoke corporate training offer in business skills, IT products, the reliability of a premier name and trusted training partner

Successful franchise partners' stories



“ The support you get from the Franchise Team is excellent I was already working at Pitman Training Centre Dover when the opportunity arose to buy the business. With 2 years experience of working in the Centre under my belt, I knew how to efficiently run it, but more so; I felt I had some fresh new ideas around how I could really develop the business.

When anyone asks me 'why choose a Pitman Training Franchise', my answer is always that the courses and diplomas we offer are superb. And that's not just me saying that, I've been fortunate enough to experience this first hand - going on to achieve my Microsoft Master Status in 2003 and again in 2007. This in turn has led to me becoming a trainer for local businesses and councils in Dover.

The support you get from the customer service team and Franchise Development Managers is excellent. On top of that you have a brand with a great reputation in the business community and excellent products to choose from.

I'm now 10 years into my own Pitman Training franchise and I'm enjoying every minute. This business has allowed me to gain real financial independence and the freedom to work in the centre and at home - giving me the time to be a working mum and raise my family.

Pitman Training has been a wise investment for me. It has taken time to build this business but there has been an increase in turnover and profit year on year. Over the last decade I've had the pleasure of seeing my students go on to achieve their career goals too. Dover is a small town and it is easy to stay in touch with past and present students wherever I go. I enjoy hearing about their jobs and how their lives have changed. I am proud to be a part of that.

Paula Elliot Pitman Training Dover



“ “Before buying into the Pitman Training Franchise I did a huge amount of research. Obviously what really appealed was the recognised name - everyone knew Pitman Training and I heard only positive things.

The Pitman Training Centre I bought into was very established and the handover with the former franchisee was very smooth. He was very supportive and took the time to take me through everything. The other members of the team were also very experienced at doing their job and therefore made it very easy for me to learn on the job as I went along.

I also had access to a central business development manager who was always available to help and answer any questions. Whenever I felt that I had a problem, the team would come in to support me through these early weeks.

The head office also ran a three day induction which was incredibly valuable as I not only learnt all about the business, I got the opportunity to meet the wider team and other people going through the same process as me.

Last year I saw my sales go up by 29% from the initial year, so it has been a great start. What's more, new and exciting ideas are always coming out of the head office to develop sales, the future looks positive indeed.”

Vernon Brown, Pitman Training Bishop's Stortford





Here's what some of our other franchise partners had to say...

Setting Up

“Setting up any new start business is a challenge; with the right partner it makes the process exciting and fun rather than worrying.”

Get the Business

“In any market the real crux of the business is sales and marketing. As simple as the Pitman Training method is - it works.”

Support

“Being a Pitman Training Franchise partner has given us an opportunity to run our own business whilst being part of a national organisation. This means help and advice is always on hand. We are able to offer a first class product using a variety of delivery methods making us attractive to individuals and companies alike. The Pitman Training name has given us a unique selling point and has made our business the success it is today.”

Profits

“Our range of products and services is second to none, we believe in providing what we call a ‘gold service’ to clients. The brand name of Pitman Training spells quality and that’s just what we provide. My business has gone from strength to strength.”

Sales Training

“I came to Pitman Training because they offer an excellent business model. IT training is a growth industry and I could see the potential clearly. Pitman Training provides sales training that is second to none and I ensure that all my leads are turned into sales.”

Trusted Brand

“Over 170 years of history makes us one of the best-established brands IN THE WORLD!”

You too can share in the success of our network...

Raising the finance

In all our time as a franchisor we have rarely failed to raise finance for a prospective franchise partner, who we felt would succeed in our business. Seventy percent of applicants for a Pitman Training franchise will require financial help of one sort or another.

Part of our support is helping franchise partners find the right kind of financial help, whether it is via their own bank or other avenues. We will help you increase your loan potential, advise who to speak to, who to avoid, and how to create a successful business plan.

When considering opening a Pitman Training Centre it is crucial that you understand cash flow, the importance of sales management and the control of costs within your business. A good bank and the right business facilities will be an immeasurable help.



How to find out more

If the idea of running your own successful Pitman Training franchise sounds interesting, but you'd naturally like to delve much deeper before you make a commitment, simply contact our Franchise Manager today for a no obligation appointment.

This meeting will be your chance to find out all of the facts you need to fully explore this business opportunity. You can ask any questions you may have, arrange a visit to a franchise, chat to other franchise partners and hear their accounts of setting up a Pitman Training Centre.

And more importantly, you'll be able to hear all about the high levels of support you will get from our highly experienced Pitman Training franchise support team.

If you're then happy to progress, we can help you complete your application form and talk you through what happens next in more detail.

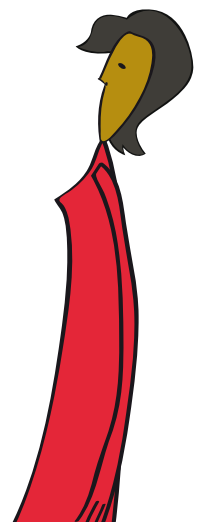


Call our Franchise Manager
Mike Cressey today on

01937 548 562

or email

mike.cressey@pitman-training.com



The History of Pitman Training

- 1837** Isaac Pitman perfects the shorthand system.
- 1839** First Phonetic Institute opens in Nelson Place, Bath.
- 1870** The number of Phonetic Institutes continues to grow, providing schools where students qualify as 'shorthand writers to professional and commercial men'.
- 1889** Pitman's Metropolitan School opens in Southampton Row, accommodating 1,500 students and 800 staff.
- 1894** Sir Isaac Pitman is knighted by Queen Victoria on 18 July.
- 1903** Winston Churchill MP describes Pitman as: "Without equal in the whole world, equipped as it is with every improvement, which thought and science can suggest, for the training of students in commercial life."
- 1912** Pitman now training 10,000 students a year.
- 1914** With the advent of World War 1, women are recruited to fill much needed vacancies on the home front. Pitman opens extra branches to cope with the demand. Typing and bookkeeping skills are especially popular.
- 1939** War breaks out again and once more women learn new skills from Pitman to take over the jobs of the men who are fighting.
- 1955** Pitman Training becomes the largest training network in the UK.
- 1992** Franchise operation established with the opening of four new Pitman Training Centres. Full BFA membership awarded.
- 1994** The first Irish Pitman Training Centre opens in Dublin, and Pitman Training achieves 50 centres.
- 2001** Pitman Training Group awarded the Highly Commended prize in the BFA, Franchisor of the Year Awards.
- 2002** The Gulf Master Franchise Agreement signed, covering Kuwait, Saudi Arabia, Bahrain, Iran, Oman, UAE and Qatar, to open 7 Pitman Training Centres across the Gulf States. The Gulf partners add Iraq in 2004.
- 2003** Pitman Training Centre Kuwait opens and Pitman Training is still the largest independent training network in the UK.
- 2005** A record number of Pitman Training Centres open.
- 2006** Pitman Training Centre London - EC2 wins the prestigious Learning Centre of the Year Award. Pitman Training Centre Mauritius opens.
- 2007** Pitman Training Centre Bishop's Stortford short-listed for the BFA Franchise partner of the Year awards.
- 2008** Pitman Training tops the 100 mark for centres worldwide.
- 2009** Pitman Training launches new worldwide Management Information System for all centres.
- 2011** Pitman Training launches new Business English online course in association with Cambridge University.
- 2012** Pitman Training celebrates its 175th anniversary from the introduction of the shorthand system

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Get the Pitman Advantage™

Franchise Partnerships with Pitman Training



Get the Pitman Advantage™

Are we right for each other?

The information that you provide in this questionnaire is strictly confidential and will be used as an assessment of your potential compatibility. This is not a contract and implies no commitment on your behalf or that of Pitman Training Group plc. All sections should be answered fully and accurately using BLOCK CAPITALS.

Your Details

*Mr/Mrs/Miss/Ms Surname:

Home Address:

.....

.....

Postcode:

Home Telephone:

Email Address:

Primary Applicant

First name(s):

Mobile:

Date of Birth:

Current Employment

*Employed / Self-employed

Company Name:

Address:

.....

.....

Postcode:

Nature of Business:

Position:

Employment Dates:

Previous Employment

*Employed / Self-employed

Company Name:

Address:

.....

.....

Postcode:

Nature of Business:

Position:

Employment Dates:

Qualifications and Training

Please give details of and qualifications gained with dates and any relevant skills that will contribute to the success of your Pitman Training Centre franchise:

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* Delete as appropriate

Strictly private and confidential

(Continued from overleaf)

Investment Capability

Ready Capital

Cash in bank or building society and other savings £

Other assets to be sold £

Finance through other income streams (annual value) £

Total of Ready Capital £

Collateral

Net value of residence (current value less mortgage) £

Investments as security £

Other assets as security £

Total of Collateral £

Combined total of ready capital and collateral £

Your Application

Indicate your preference for the geographic areas, town or cities where you would like to open a Pitman Training Centre.

1 2 3

How did you first hear about Pitman Training franchise partnerships?

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Have you contacted Pitman Training Group previously regarding a franchise partnership? If so, please give details

Yes / No

Have you ever visited or studied at a Pitman Training Centre? If so, please give details

Yes / No

Please provide any information what would be helpful to us in assessing your suitability as a Pitman Franchise Partner.

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.....
.....

Declaration

Have you or any business in which you have owned an interest, been involved in bankruptcy, insolvency proceedings or compromise with creditors? If so, please give details.

Yes / No

Have you ever been convicted of any crime, excluding minor road traffic offences? If so, please give details.

Yes / No

I declare that all the information provided in this questionnaire is accurate.

Signature: Date:

Please return to Pitman Training Group plc, Sandown House, Sandbeck Way, Wetherby LS22 7DN.

* Delete as appropriate

Strictly private and confidential