

SECTION A-

nicenstripy Gardencare Ltd “THE COMPANY”

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A1. INTRODUCTION TO YOUR OPERATING MANUAL

The specialists who have compiled this manual have many years experience within the domestic and commercial lawn and grounds maintenance markets. It outlines procedures and methods that have been tried, tested and proven successful. Whilst we do not claim that our methods are perfect, they do work and eliminate the need for costly experimentation during the establishment of **your** business.

You may find some topics mentioned in more than one section. This is deliberate, as there is a great deal of inter-relationship between the various sections.

Our business is all about providing a standard and quality of service that our competitors cannot and do not match. Much of our success is due to doing the basic things to a very high standard.

The contents of this manual are designed to assist you in achieving the nicenstripy Gardencare Ltd minimum standards of service that will ensure your business is successful and profitable.

A2. WHY SHOULD YOU USE YOUR MANUAL?

“Experience is a good teacher, but she sends in terrific bills.”

MINNA ANTRIM, *Naked Truth and Veiled Allusions*, 1902

Ongoing reference guide

Provides the know how to run your business effectively

Explains the day to day running of your business

Reduces uncertainty

Attention to essential detail

Total management control

Integrates with other manuals

Overall tracking of business performance

Nobody takes in all relevant information first time around

Staff training tool

A3. OUR MISSION STATEMENT

To provide every customer with a level of reliable service and quality of workmanship that is unbeatable!

nicenstripy Gardencare Ltd aims to provide the circumstances that allow franchisees, working diligently within the set working practices, to run successful businesses.

nicenstripy Gardencare Ltd aims to ensure that all garden maintenance tasks are carried out by franchisees, to the highest standards of profitable service, thus to enhance the reputation, standing and value of the Brand.

nicenstripy Gardencare Ltd aims to provides a range of services that offers good value for money and provides our customer a good experience of doing business with us.

Our image will be of a fast, friendly and efficient most importantly *reliable* service on every occasion. We will also strive to provide the best possible advice - even if it means suggesting to a customer to purchase from elsewhere.

Customers should enjoy doing business with nicenstripy. They should have an experience of customer care that they can find nowhere else.

nicenstripy Gardencare Ltd's growth record will be sustained by concentrating on building our customer base and range of services offered and sustaining the high quality of customer care offered, in order to gain national leadership.

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To achieve this goal, our highest priority is constantly to increase our skills in developing superior competitive strategies for nicensrippy, while maintaining maximum operating efficiency.



A4. HISTORY AND DEVELOPMENT

The nicenstripy concept commenced trading in 1996 and following extensive trials and adapting different concepts and techniques the current formula for success evolved. Currently our formula for a successful lawn cutting business is not only thriving but has been refined and enhanced by the experiences gained over the last fourteen years.

Today customers are aware of the wide range of choices available to them and are constantly looking for good value for money and reliability. A combination in which nicenstripy excels.

This manual is the basis of our successful operating formula. All aspects of company operation is computerised. The increased, efficient use of information technology has formed an essential part in the development process of nicenstripy Gardencare Ltd.

nicenstripy Gardencare Ltd has created a very distinctive and strong corporate image, which is reflected in our vehicle decal, marketing approach, advertising and all stationery. We rely on you to adopt and enhance this strong position as one of nicenstripy Gardencare Ltd franchisees.

Our commitment to high quality customer service is imperative to our success. A quality finish to all aspects of our work is essential in order to maintain our customers and to expand and develop the nicenstripy business.

To date we have been very effective in marketing the company and have significant budgets for marketing nicenstripy in order to continue to trade on the strong brand name we have created so far.

A5. THE SUPPORT

As any ethical franchise business the support you can expect to receive from Central Office is vast and varied.

It is in both our interests for you to succeed and you can be assured that nicensripy Gardencare Ltd's staff and other franchisees will offer every kind of support you require to maximise your success within the group.

Our aim is to provide you with the best possible type of support. Ranging from regular visits from nicensripy Gardencare Ltd staff to Central Marketing campaigns, from utilising 'leading edge' technology to complete financial back-up - all designed to assist you in controlling your business for profitable growth.

Furthermore we maintain open lines of communication and new ideas from those at the sharp end are not only welcomed but actively encourage.

The support you can expect on a regular basis, however, is as follows:-

Regular Meetings	often held centrally in groups for good two way communication
Help Line	Available 7 days a week during usual working hours
Marketing	New ideas and concepts. Artwork etc.
Down to Earth Advice	Whatever your concern we have almost certainly already encountered it!

MARKETING

It is our intention to build on our brand awareness by continuing with the innovative marketing campaigns already adopted and proven successful.

Your Central Office support team will keep you updated with the various campaigns that will be taking place over the year. Many of which you will be able to use locally to maximise their impact within the market place.



RESEARCH & DEVELOPMENT

To ensure the nicenstripy brand maintains and grows its dominance in the UK, market we will continually invest in researching market trends and up date our services and equipment range as ‘tastes’ move on.

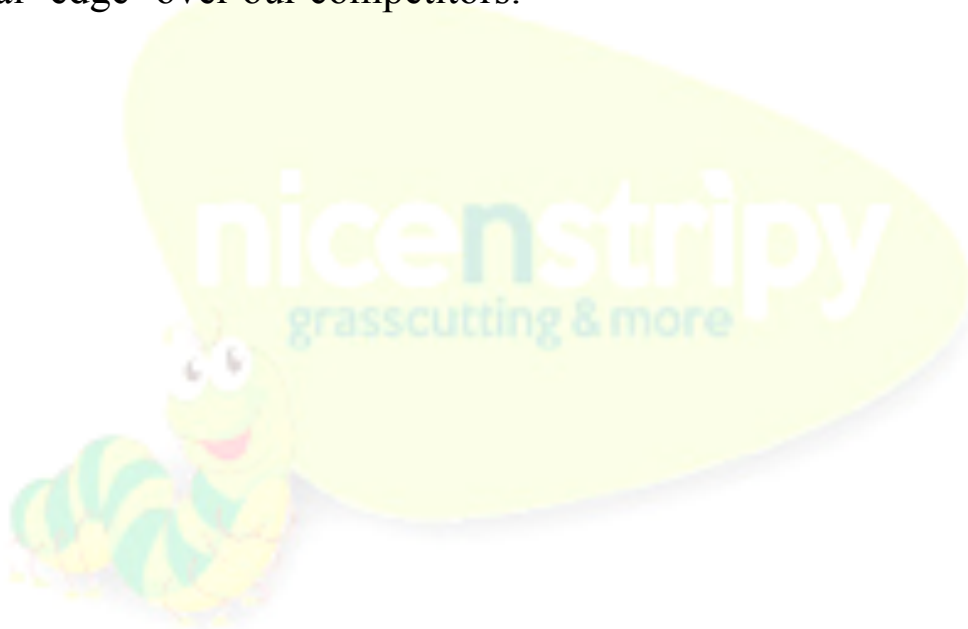
The nicenstripy Gardencare Ltd research team will ensure you receive the best equipment quality available anywhere in the world.



KNOW-HOW

Our 'know-how' has been built over a number of years and we have systems in place that have been tried, tested and proven successful. During the course of your nicenstripy business, there is little doubt that new and better systems will be adopted to assist you to improve the running of your business.

The 'know-how' that has been acquired to date proves that we have to adapt as technology improves to enable us to keep a real 'edge' over our competitors.



FIELD SUPPORT

Two way communication is the most important element within the companies 'open style' of management and to that end your Regional Support personnel will visit you in the field on a routine basis.

Their aim is to assist you in developing your business profitably and ensure regular open communication is maintained.



FINANCIAL SUPPORT

Regular financial feedback will assist you in developing your business profitably. Costly mistakes can be avoided by following financial guidelines and systems developed by nicenstripy Gardencare Ltd over the past few years.



TRAINING

From time to time courses will be held on specific subjects to help you increase your business skills.

Often the courses will be run 'in-house' but on occasions outside organisations will be brought in to advise us all on specialist subjects.

The cost to you, for ongoing training will be kept to the minimum. It is not nicenstripy Gardencare Ltd's intention to make additional profit from training.



CENTRAL PURCHASING

We have already a number of ‘recommended suppliers’ where nicenstripy Gardencare Ltd receives an advantageous position when purchasing. It is the intent of your Central Office team to improve on discounts and credit terms where possible and also to increase the number of ‘recommended suppliers’ to improve our flexibility.



REGIONAL / NATIONAL MEETINGS

nicenstripy Gardencare Ltd not only believes in an open style of management but also actively practices it. One of the methods utilised to encourage 'two way' communication is by holding regular meetings with you and other franchisees as a group.

The purpose of these meeting is not only to advise you what efforts are being made to assist you in achieving your business goals but also to 'listen' to the current scenarios you and your fellow franchisees are experiencing at the 'sharp end'.

These meetings will, in the main, be held in the evenings and at weekends to ensure our customer satisfaction levels do not fall.



A6. YOUR OBLIGATION TO NICENSTRIPY GARDENCARE LTD'S FRANCHISE OPERATION

Our future success within the domestic lawn care market place depends upon your success as a franchisee. It is in both our interests that you run a **profitable** business. This will be achieved by providing the highest standards of service possible by simply doing all the basic things correctly.

As a franchisee you will be keen to provide an 'added value' service as that will enhance the image of your business locally and, without question, lead to the profitable development of your business.

It is vital that your business is marketed in a similar manner to the rest of the company and therefore all marketing plans must be presented to Central Office for approval, before the implementation of the plan.

Upon implementation of your local promotional plan you should ensure that only marketing material provided by Central Office is utilised. The whole corporate image has been designed to create a style and vision in our customer's eyes and it is vital that we do not create confusion in the market place.

SALES

Promoting your business locally is an essential part of your role. There are a number of methods that we use in developing a business and you should use the experience of nicenstripy Gardencare Ltd in planning you annual campaign.



CUSTOMER CARE

This manual has been prepared to give you a real understanding of the minimum standards of service acceptable within nicenstripy Gardencare Ltd. Should you have any queries at the end of your 'Induction Training' programme they should be clarified before you leave the course.

Real customer care goes beyond 'selling' our service to some one. Advice on the purchase of the correct lawn care products for the customers' requirements is also important.

You will be our ambassadors in the field. Our image must always be maintained in terms of cleanliness of the vehicle and equipment (although we do not expect spotless equipment arriving on every job!), and quality of service being supplied. Our appearance should always reflect standards one would expect of a major market leader. Corporate apparel will be worn on every occasion where we are carrying out work on customers' premises.

ADMINISTRATION AND SYSTEMS

Your financial records must be kept up to date and ‘returns’ made punctually to enable us to support you with ‘feedback’ information.

Local Market Activity information should be fed back to Central Office as and when applicable, but at the end of each month a detailed report should be completed.



TRAINING/SEMINARS

There will be from time to time on-going training courses/seminars to assist you in 'maximising the profit potential from your area'.

Every effort must be made by you to attend such courses, which will assist you in improving your skills and knowledge within our business environment.

The more successful you are as our franchisee, the nearer we move to obtaining our goal of having market dominance and the more profitable your business will become.



A7. PRODUCT KNOWLEDGE AND TERMINOLOGY USED

Much of the product knowledge you will need and acquire during the successful operation of your franchise will be located in other reference material from either your Central Office or our suppliers. The following is a very simple initial list of 'Glossary of Terms'. This will prove useful during your own training and which can be used to train your staff:

Mow	To cut grass with a lawn mower
Lush Grass	Refers to very green and fast growing grass
Dry Grass	Refers to 'slow growing' and/or 'dusty' grass. Often these types of grass will have a number of 'weeds' growing.
Cut Height	Refers to height of cut on mowers : 1 being shortest - 9 being longest
Grass Box	Attached to the lawn mower to collect the grass cuttings as the lawn is mowed
No Box	To cut grass with a lawn mower without a grass box attached
Strim	The actual process of cutting grass (usually edges) with a strimmer
Cord	Refers to strimmer cord: replaceable nylon cord which fits into strimmer head

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- Blow** To blow grass cuttings from patio and/or pathways after cutting/strimming grass
- Petrol** Refers to unleaded petrol used in our lawn mowers
- 2 Stroke** Refers to unleaded petrol mixed with 2 stroke oil (usually with a blue dye to identify it) for use in strimmers, blowers, hedge cutters, chains saws

