GIRLFRIDAYZ LIMITED

SERVICE BUYING CUSTOMER JOURNEY FRANCHISE POLICY

Franchise opportunity | *Purchasing* | *Financial commitments* | *Training* | *Operations* | *Brand standards*

United Kingdom • Five-year advertised term • Online, home-based business

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Website: https://www.girlfridayz.com

Franchise opportunity: https://www.girlfridayz.com/partnership-opportunity

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1. Introduction and purpose

Welcome to Girlfridayz Limited and the Service Buying Customer Journey Franchise opportunity.

This policy explains the commercial opportunity and the principal expectations, responsibilities and purchasing considerations for prospective franchisees. It is intended to help applicants understand what they are buying, the financial commitments involved, how the franchise is intended to operate and the standards expected of franchisees.

This policy must be read alongside the Girlfridayz Limited Franchise Licence Agreement and any applicable schedules, operational documentation and written terms issued as part of the franchise package. It is an explanatory and operational document; it does not replace, amend or override the signed agreement. If a provision conflicts with the executed agreement, the agreement takes precedence, subject to applicable law.

An enquiry, preliminary discussion or receipt of information does not mean that a franchise has been awarded. The franchise relationship is established only through the required approval, signed contractual documentation and satisfaction of the agreed payment and onboarding requirements.

2. About Girlfridayz Limited

Girlfridayz Limited is a UK-based business support and marketing organisation. Its all-in-one business support ecosystem brings together digital and traditional marketing, business support, website solutions, business resources, planning, consultancy and other services intended to assist businesses at different stages of development.

The Service Buying Customer Journey is built around three commercial principles:
• Customer acquisition: identifying, attracting and engaging prospective customers.
• Customer conversion: helping customers understand relevant solutions and make informed purchasing decisions.
• Customer retention: developing ongoing relationships through support, subscriptions, repeat purchasing and appropriate additional services.

The franchisee is expected to apply these principles professionally and consistently.

3. Understanding the franchise

The Service Buying Customer Journey Franchise is an opportunity to establish and operate a business support and marketing consultancy within an authorised Girlfridayz franchise framework. It is designed to provide a business model, brand framework, resources, training and operational guidance rather than requiring the purchaser to create every element independently.

The franchise may include a dedicated brand and online presence, access to authorised service categories, training resources, business development guidance, operational resources and access to the wider Girlfridayz ecosystem as specified in the agreed package.

A ready-made system is not a business that operates successfully without the franchisee's involvement. The franchisee remains responsible for developing their market, building relationships, generating enquiries, converting opportunities, delivering or coordinating authorised services and maintaining required standards.

4. What you are buying

Purchasing a franchise is a commercial investment in the right to operate a business using an authorised franchise system. It is not simply the purchase of a website, course, business name or collection of documents.

The franchisee receives only the rights expressly granted under the Franchise Licence Agreement. The purchase does not transfer ownership of Girlfridayz Limited, its brand, intellectual property, proprietary methodology, website, source materials or central business infrastructure.

The package components, including website configuration, technology, print collateral, booking facilities, training, The Core Assets + The Cellar, support and any other resources, must be confirmed in the written quotation and contractual documentation. Items not expressly included may carry separate charges or terms.

5. Applicant suitability

The opportunity is intended for people with an entrepreneurial mindset and an interest in business development, marketing and customer service. Previous marketing or consultancy experience may be beneficial but is not necessarily essential where the applicant is willing and able to undertake the required training.

Suitable applicants should demonstrate commitment, communication skills, customer focus, commercial awareness, integrity, willingness to learn, financial preparedness and the ability to manage business operations responsibly.

Applicants must provide accurate information about their experience, qualifications, financial position and ability to operate the business. Girlfridayz may decline an application where it reasonably considers the applicant unsuitable or unable to meet the franchise requirements.

6. Application and selection process

The application process may include:
1. Initial enquiry through the website or an authorised channel.
2. Preliminary discussion about the model, investment, territory, support and responsibilities.
3. Suitability assessment, including relevant experience, objectives and financial preparedness.
4. Provision and review of franchise information and contractual documentation.
5. Written franchise approval.
6. Review and signing of the Franchise Licence Agreement and associated documents.
7. Payment and onboarding in accordance with the signed agreement.

Applicants are encouraged to ask questions, take sufficient time to consider the opportunity and obtain independent legal, financial and tax advice before signing or making a non-refundable payment. No applicant should commence trading under the Girlfridayz franchise identity until authorised in writing.

7. Financial investment and commitments

The published Partnership Opportunity identifies the following commercial structure:
• Initial franchise investment: £20,000.
• Annual investment fee: £5,000.
• Monthly operating sales royalty: 4%.
• Advertised franchise duration: five years.

These figures must be checked against the current written quotation and executed agreement before purchase. The initial investment, annual fee and royalty are separate financial provisions and should not be assumed to cover the same items.

The precise purpose, due date, payment frequency, inclusions and treatment on termination of the annual fee must be stated in the contractual documentation. The royalty calculation must define qualifying sales, treatment of VAT, refunds, cancellations, chargebacks, third-party sales, reporting and payment dates.

Instalments may be available where agreed in writing. Any instalment plan should specify the total amount, deposit, number and value of instalments, due dates, charges and consequences of late or missed payments. An instalment arrangement does not automatically reduce the total amount payable.

The franchisee should budget separately for possible business expenses, including registration and administration, professional advice, insurance, banking and transaction charges, advertising, staffing or subcontracting, equipment, telecommunications, taxes, working capital and services not included in the package.

Prospective franchisees should assess affordability and avoid relying on projected sales or anticipated customer demand to meet their obligations. VAT treatment and tax responsibilities should be confirmed with appropriate advisers.

8. Package, technology and resources

The published offer describes a technology provision for setting up the franchisee's online marketing consultancy business and a dedicated brand and launch-ready business presence. Associated resources may include a website, print collateral, blog, digital resources, booking platform, customer service arrangements, tools and software access. The exact configuration, functionality, ownership, hosting, maintenance and access rights must be confirmed in the package documents.

The offer also identifies training support, operational planning and tactical resources, The Core Assets + The Cellar and an initial three-month Cellar access period. Access is subject to the relevant membership, intellectual property, confidentiality and usage terms. Initial access does not automatically create an entitlement to unlimited access or free membership after the included period.

The advertised support provision must be understood within its stated scope. It does not mean that Girlfridayz will manage the franchisee's business, secure customers, close sales or undertake all operational duties on the franchisee's behalf.

9. Training and professional development

The published offer includes the Marketing & Its Application to Business five-week leadership training course. The training is intended to develop understanding of marketing and its practical application, including customer needs, positioning, acquisition, engagement, conversion, retention, promotion and professional business communication.

Franchisees are expected to participate responsibly and make reasonable efforts to complete any required sessions, exercises or assignments. Training is intended to support practical application; attendance does not guarantee sales, turnover, profitability or investment recovery.

The offer also refers to specialist guidance. Its availability, scope, channels, response arrangements and limits should be confirmed in the package documentation. It should not be interpreted as unlimited individual consultancy or unlimited staff time unless expressly agreed.

10. Revenue opportunities

The business model identifies several potential revenue routes:
- Onboarding fees for agreed configuration, preparation, administration or implementation.
- Monthly subscriptions for ongoing business support and consultation.
- Additional appropriate services that may increase customer lifetime value through ethical upselling or cross-selling.
- Eligible franchise referral rewards under the written scheme rules.

All customer fees must be explained clearly before commitment. Subscriptions must state inclusions, charges, payment frequency, duration, cancellation and any minimum commitment. Additional services should be recommended only where relevant to the customer's needs.

The published opportunity describes a 20% referral reward for qualifying franchise introductions, subject to a stated limit of five introduced franchisees, and describes a possible second-level reward. The detailed scheme rules must define qualifying introductions, approval, cleared payment, reward calculation, payment timing, cancellations, tax treatment and limits. Rewards are not guaranteed income. Franchisees must not mislead or pressure applicants to obtain rewards.

11. Service categories

The offer identifies two principal service categories: Business Support and Digital & Traditional Marketing. A franchisee may offer either or both, subject to the authorised scope and delivery arrangements.

The Business Support category is intended to help customers access appropriate business support services. The marketing category is intended to help customers improve marketing activities and engage intended audiences. Franchisees must understand the services they promote and recommend solutions based on customer needs, suitability and affordability.

Franchisees must not claim to provide regulated professional services, legal advice, financial advice or other specialist services unless appropriately qualified and authorised. Services requiring professional qualifications or regulatory permissions must be delivered by appropriately qualified providers.

Only services authorised by Girlfridayz may be promoted as part of the franchise. New services, supplier arrangements or material changes to the customer proposition may require prior written approval.

12. Territory and working arrangements

The published opportunity identifies availability throughout the United Kingdom and describes an online, home-based business that may be operated part-time or full-time. This does not automatically confer an exclusive geographical territory or monopoly.

The precise territory, exclusivity, reserved accounts, online enquiries, customer allocation and rights of other franchisees must be specified in the Licence Agreement. Unless the agreement expressly grants exclusivity, a franchisee must not assume exclusive rights over a town, city, postcode, online enquiry or national customer.

The franchisee is responsible for maintaining a suitable working environment, reliable internet access, appropriate equipment, secure information handling and any relevant insurance or home-working compliance. Flexible hours do not remove the obligation to meet customer commitments and service standards.

13. Franchisee responsibilities

The franchisee is an independent business operator, not an employee of Girlfridayz Limited merely because they operate under the franchise brand. Unless expressly agreed otherwise, the franchisee is responsible for managing business activities, developing customers, marketing authorised services, responding to enquiries, providing accurate information, managing customer expectations, invoicing and payments, maintaining records, paying royalties and other fees, meeting tax requirements, maintaining appropriate insurance, protecting customer information, handling complaints and complying with the Licence Agreement.

The franchisee must not represent themselves as a director, employee, legal representative or authorised spokesperson of Girlfridayz Limited unless specifically authorised. They must not enter into contracts on behalf of Girlfridayz Limited without express written authority.

14. Customer service and professional standards

The franchisee must communicate professionally, listen to customers, explain prices and service conditions accurately, respond within a reasonable time, provide realistic expectations, respect customer budgets, protect confidential information, keep appropriate records and handle complaints fairly.

Misleading claims, aggressive sales techniques, fabricated testimonials, false scarcity and promises of results that cannot reasonably be supported are prohibited. Customers should understand what they are purchasing, the price and the service they will receive.

15. Brand and intellectual property

Girlfridayz brand assets, business systems, methodologies, designs, written resources, training materials, software, digital infrastructure and operational materials are protected by applicable intellectual property rights and contractual arrangements.

The franchisee may use only the rights expressly granted under the Licence Agreement and only for authorised franchise purposes during the permitted term. The franchisee must not copy or distribute protected materials without permission, sell or sublicense them, reproduce the business model for an unauthorised third party, share restricted system access, modify protected assets without approval, register confusingly similar names or claim ownership of Girlfridayz intellectual property.

Confidential information must be protected and must not be disclosed or used for unauthorised purposes. Brand use must comply with the applicable guidelines. Material changes to logos, websites, service presentation or promotional materials may require prior written approval.

16. Marketing and advertising

Franchisees may promote their business through online marketing, social media, networking, professional introductions, direct marketing, content, referrals, local engagement and other authorised channels.

All marketing claims must be truthful, accurate and supportable. Franchisees must not promise guaranteed income, a specific number of customers, guaranteed conversion rates or unsupported financial results. They must not invent testimonials, misrepresent qualifications or accreditation, make false competitor statements or promote unauthorised services using Girlfridayz branding.

Paid advertising and use of central brand assets must follow applicable guidelines and approval requirements. Franchisees must comply with advertising standards, consumer protection requirements and electronic marketing rules.

17. Customer data and privacy

Franchisees must comply with applicable UK data protection legislation, including the UK GDPR and Data Protection Act 2018, as amended. They must collect and use personal information lawfully, provide appropriate privacy information, maintain security, respect marketing preferences, respond appropriately to data rights requests and report relevant breaches through required procedures.

The parties' roles as data controllers, joint controllers or controller and processor depend on the actual processing arrangements and must be documented. Access to a shared platform does not give a franchisee unrestricted rights to use every customer record.

Customer ownership, central website enquiries, shared records, customer allocation and contact rights are governed by the Licence Agreement and relevant data protection arrangements. Franchisees must not transfer customer records without proper authority.

18. Service delivery and quality assurance

The franchisee must ensure that customers receive the services they have purchased in accordance with the customer agreement. Where Girlfridayz or an approved third-party provider delivers work, the franchisee must explain the arrangement accurately and must not claim to have personally performed work undertaken by another provider.

Records should cover customer requirements, agreed services, prices, delivery dates, payment arrangements, instructions, scope changes and complaints. Where delivery problems arise, the franchisee must communicate promptly and take reasonable steps to resolve them. Third-party providers must be approved where required and must comply with confidentiality, data protection and quality requirements.

19. Financial management and records

The franchisee must maintain accurate records of sales, payments, refunds, expenses, subscriptions, onboarding fees, other qualifying revenue, royalty calculations, referral rewards, invoices and tax liabilities. The franchisee must submit required reports and cooperate with any verification rights set out in the Licence Agreement and permitted by law.

The franchisee remains responsible for accounting, tax and statutory obligations and should obtain independent professional advice. Business and personal funds should be appropriately recorded and managed.

20. Business performance and no guarantee

Business results depend on many factors, including time commitment, marketing activity, customer demand, sales skills, competition, pricing, service delivery, expenses, economic conditions and management decisions.

Girlfridayz does not guarantee customer numbers, turnover, profit, investment recovery, finance approval, conversion rates or financial independence. Revenue examples are illustrations of possible business routes, not guaranteed earnings. Any financial projections should be assessed independently and supported by appropriate evidence.

Prospective franchisees should request supporting information for any figures that materially influence their decision.

21. Franchisor responsibilities

Subject to the Licence Agreement, Girlfridayz Limited intends to provide the agreed franchise package, grant authorised franchise rights, make included brand infrastructure and resources available, provide specified training and support, communicate relevant operational information, maintain appropriate brand guidelines and administer the franchise relationship in accordance with the agreement.

Girlfridayz does not undertake to manage the franchisee's independent business, secure customers, guarantee sales, absorb operating expenses or provide unlimited consultancy unless expressly agreed in writing.

22. System updates

Girlfridayz may introduce reasonable updates to systems, software, resources and operating procedures to maintain functionality, security, consistency and relevance. Changes affecting contractual rights, financial obligations or material responsibilities must be handled under the Licence Agreement and applicable law. Optional upgrades or additional paid services should be clearly identified before the franchisee becomes committed to expenditure.

23. Confidentiality

Confidential information may include strategies, methodologies, procedures, training materials, customer and supplier information, pricing, commercial arrangements, internal resources, technical information and franchise network information.

The franchisee must protect such information and must not disclose it to unauthorised persons or use it to develop an unauthorised competing business. The franchisee must ensure that authorised employees and contractors are subject to suitable confidentiality obligations. Contractual confidentiality obligations continue after the franchise ends to the extent set out in the agreement and permitted by law.

24. Competition and conflicts

Franchisees must not misuse Girlfridayz resources, confidential information or intellectual property to establish or support an unauthorised competing operation. Any restrictions concerning competing activities, customer solicitation, staff recruitment or post-termination conduct are governed by the Licence Agreement and applicable law. Franchisees should seek written clarification before undertaking activities that may materially conflict with their obligations.

25. Insurance and legal compliance

The franchisee must determine and maintain insurance appropriate to their activities and any legal requirements. Depending on the business, this may include professional indemnity, public liability, employers' liability where legally required, cyber insurance and business equipment cover.

The franchisee must comply with applicable requirements concerning business registration, tax, VAT, advertising, consumer protection, contracts, data protection, electronic marketing, intellectual property, employment, health and safety and regulated activities where relevant. The franchise does not automatically confer professional qualifications, regulatory permissions or statutory exemptions.

26. Complaints and disputes

Customer complaints should be handled promptly, fairly and professionally. The franchisee should establish the issue, keep appropriate records and make reasonable efforts to resolve it. Complaints involving central Girlfridayz infrastructure, brand or service delivery should be referred through the appropriate channel.

Disputes between Girlfridayz and a franchisee should initially be addressed through direct communication. If unresolved, the parties may use any complaint, mediation or dispute resolution procedure in the Licence Agreement. Nothing in this policy removes either party's legal rights.

27. Renewal

The published opportunity identifies a five-year franchise duration. The signed Licence Agreement determines the commencement and expiry dates, renewal rights, conditions and any renewal fees. Renewal is not automatic unless the agreement expressly provides otherwise. Conditions may include compliance, settlement of outstanding fees, completion of obligations, continued suitability and execution of renewal documents. Enquiries should be made sufficiently early before expiry.

28. Transfer or sale

Franchise rights must not be sold, transferred or assigned independently unless permitted by the Licence Agreement. Any proposed transfer must follow the required approval process and may involve suitability assessment, financial checks, training, settlement of outstanding amounts, new contractual documents and any applicable agreed transfer fee. A franchisee does not own the Girlfridayz brand or underlying intellectual property and must not represent that they do.

29. Suspension and termination

The franchise may end by expiry, mutual agreement, authorised termination or another event under the Licence Agreement. Relevant circumstances may include serious or repeated breach, non-payment, unauthorised intellectual property use, misuse of confidential information, fraudulent conduct, material brand damage, unauthorised transfer, insolvency or other events specified in the agreement.

Notices and opportunities to remedy a breach must be handled as required by the agreement and law. On expiry or termination, the franchisee must stop representing themselves as authorised, cease unauthorised brand use, return or destroy confidential materials where required, discontinue restricted system access, settle outstanding obligations and follow agreed arrangements for customer records and outstanding work.

30. Refunds, cancellations and withdrawal

Refund and cancellation rights are governed by the executed Licence Agreement, payment terms and applicable law. A prospective franchisee should not assume that a payment is refundable or non-refundable without reviewing the relevant written terms. Any pre-contract deposit must have its amount, purpose and refund conditions disclosed before payment.

Withdrawal requests should be submitted in writing and identify the application or agreement, payment, payment date, reason and requested effective date. Girlfridayz will assess the request under the contractual terms and applicable law. Statutory rights are unaffected.

31. Due diligence and independent advice

Prospective franchisees are strongly encouraged to obtain independent advice from a solicitor experienced in franchising, an accountant, a business finance adviser and relevant insurance professionals.

Applicants should assess the total investment, annual fee, royalty, operating costs, working capital, package inclusions, rights granted, territory, training, support, renewal and termination provisions and commercial risks. They should have sufficient time to review the documents, ask questions and make an informed decision without pressure.

32. Franchise conduct and network integrity

Each franchisee contributes to the reputation of the Girlfridayz network. Dishonesty, fraud, misrepresentation, misuse of customer funds, unauthorised disclosure, harassment, unlawful discrimination, intellectual property misuse, misleading sales practices or conduct materially damaging to the network may result in investigation and contractual action in accordance with the agreement and applicable procedures.

33. Communication and notices

Official communications and notices must be sent through the channels and in the manner specified in the Licence Agreement. Franchisees must keep contact details current and notify Girlfridayz of material changes required by the agreement. Informal conversations or verbal assurances do not amend the agreement unless properly documented in accordance with its terms.

34. Policy review and amendments

Girlfridayz may review this policy to reflect operational, technological, legal, service or administrative changes. A policy update does not automatically amend the executed Franchise Licence Agreement. Any material change to contractual rights or obligations must follow the agreement and applicable law. The current policy should be read with the signed agreement and any written amendments.

35. Important information before purchase

Before purchasing, prospective franchisees should be satisfied that they understand:

- The business model and authorised activities.
- The initial investment, annual fee and 4% royalty.
- That these are separate financial commitments.
- The advertised five-year term and renewal provisions.
- That they operate and manage their own business.
- The training and support actually included.
- That sales, profit and investment recovery are not guaranteed.
- The rights and restrictions in the Licence Agreement.
- Their responsibilities for customers, finance, data, marketing and brand standards.
- The importance of independent legal, financial and tax advice.

Applicants should not proceed until they understand the investment and associated obligations.

36. Purchasing is a business decision

A franchise can provide access to a business framework, brand resources, training and structured commercial proposition. It does not remove the risks of running a business and is not a passive investment. It requires participation, commitment, judgement, customer engagement and responsible management.

The Service Buying Customer Journey brings business support and marketing services together within a connected commercial framework. Girlfridayz seeks applicants who understand the value of an organised business system and are prepared to develop a professional, customer-focused operation.

37. How to proceed

If the opportunity appears suitable, contact Girlfridayz Limited to request further information or arrange a preliminary discussion. The discussion can cover the model, package inclusions, investment, fees, royalty, training, support, territory and responsibilities.

Suitable applicants may be invited to proceed to formal application and assessment. No purchase should be made until the applicant has received and reviewed the relevant contractual documents and is satisfied that they understand the investment and obligations.

38. Policy acknowledgement

By proceeding with an application, the applicant acknowledges that they have been given access to this policy and an opportunity to consider it. The applicant understands that the franchise is a commercial business opportunity; initial, annual and ongoing financial obligations apply; the franchisee operates their own business; income and profit are not guaranteed; the Licence Agreement governs the contractual relationship; intellectual property remains protected; professional standards and legal compliance are required; and independent advice is recommended.

Acknowledgement of this policy does not itself award a franchise, create a franchise agreement or waive statutory or contractual rights. The contractual relationship is established only through the appropriate executed documentation.

39. Company information

Girlfridayz Limited
United Kingdom
Website: https://www.girlfridayz.com
Franchise opportunity: https://www.girlfridayz.com/partnership-opportunity
Company registration number: 10358020
VAT registration number: 467509460

Policy owner: Girlfridayz Limited
Related document: Girlfridayz Limited Franchise Licence Agreement
Review: Periodically and when required by material business or legal changes.

Important notice: This policy provides information about the Girlfridayz franchise opportunity and associated commercial arrangements. It is not a substitute for independent legal, financial or tax advice. The executed Franchise Licence Agreement and applicable schedules govern the contractual relationship, subject to applicable law.

Building business opportunities through a connected Service Buying Customer Journey.