



Silverdaze

Set up in 2000 by ex-barrister Diana Serle, Silverdaze has become one of the best known and most highly respected jewellery enterprises in the franchising sector. In just two-and-a-half years Silverdaze has taken on 17 franchisees, proving extremely popular among mainly women looking for a flexible and sophisticated business opportunity.

Silverdaze's experienced buyers carefully select all of the Silverdaze items – many of which are handmade, with inset semi-precious stones – from around the world. These are then bought by franchisees, who make their profit on the difference between the wholesale and retail prices. Because of this, there are no monthly management fees.

Franchisees get the majority of their income from the jewellery parties they are invited to attend. The parties provide an ideal opportunity for women to purchase jewellery in a relaxing atmosphere, while sharing a glass of wine or champagne with friends and acquaintances. In addition, franchisees can increase their profits by attending corporate events, craft fairs, libraries and health clubs.

Because Silverdaze parties mostly take place in the evenings, the business is an ideal choice for individuals looking to make the transition from employed to self-employed status. Along with the vast range of jewellery items to select from, full training, support and promotional materials are provided by the franchisor to ensure every franchisee gets off to a winning start.

Franchisees should be self-motivated, spirited, and good at dealing with people at face-to-face level.

MINIMUM TOTAL INVESTMENT:

£11,000

WEBSITE: www.silverdazeuk.com

PHONE: 020 8949 7466

FRANCHISE CLASSIFICATION:

Owner-operator