



Silverdaze

If attractive jewellery appeals to you, Silverdaze is a glimmering franchise, easily run from home and gaining from low overheads and flexibility. Franchisees can do just two events each week and earn a good income, or they can run the business as a full-time operation.

Franchisees organise parties and events at which they set up and present the jewellery for sale. The pieces are sourced from all over the world and chosen by an experienced buyer, then sold to a captive audience.

Franchisees don't do any hard selling, but find that the jewellery sells itself, with event attendees able to try on anything before deciding whether or not to buy.

No sales experience or knowledge of the jewellery sector is required, though a passion for the products is desirable. A Silverdaze franchise would suit anyone looking for more flexible work, and to people who enjoy socialising and regularly working in different places.

The Silverdaze display is quick to set up and provides an attractive focal point. The business model is easy to run, with minimal paperwork and a regularly changing range of products. Franchisees get assistance in developing their customer base, and are also given a wide range of marketing materials and new ideas for marketing strategies. They also get £8000 (retail value) of hand-chosen jewellery to launch with.

FINANCING YOUR FRANCHISE

Almost all franchises listed with the bfa – and many of those who aren't – will have established relationships with one or more high street banks and will be able to assist you with sourcing much of the capital you need to buy a franchise. Typically, you'll need to self-source about a third of the total investment figure and then, backed by the good name of your new franchisor, the bank should lend you the remaining two-thirds to help get your business off the ground.

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- ▶ **MIN TOTAL INVESTMENT:** £11,500
- ▶ **WEBSITE:** www.silverdazeuk.com
- ▶ **PHONE:** 0208 949 7466