



**ANTAL INTERNATIONAL NETWORK**  
**FRANCHISE BUSINESS PACK**



**Antal International Network**  
**The leading Global Recruitment Franchise Business Opportunity**

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## Definition of Franchising

Franchising is the granting of a license by an entity (the Franchisor) to another (the Franchisee), which entitles the Franchisee to trade under the trade mark/trade name of the Franchisor and to make use of an entire business package, with all the elements necessary to build and operate profitable business.

## Advantages

There are clear advantages for business professionals to acquire a franchise:

- The Franchisor has already had a profitable methodology and it has been tested and proven
- The Franchisor will have established a strong trading brand and recognition
- There will be comprehensive training and support programmes in place
- Franchisors can help secure the funding for the investment and help manage costs through Group Purchasing negotiations.

## Managing Risk

Starting a business, whether through franchising or not, will always have a risk associated with it. It is essential that all the facts be examined in depth to ensure the best chances of success. There are some recent survey statistics, which highlights the stark difference between investing in a franchise, or deciding to launch a business alone.

Global franchising figures produced by many International Banks show that over 82% of new businesses fail in their first 3 years. Figures released by the Natwest Bank's (one of the most credible and widely renowned banks specialising in franchising in Europe, with over 10,000 franchisees in its portfolio) reports that 94% of the Franchisees surveyed are trading profitably, whereas over 60% of new business start ups fail within their first three years.

## The Costs

The Franchisor receives an initial fee from the Franchisee, together with an ongoing management service or royalty fee. In the case of Antal International, the royalty fee is a percentage of the revenues generated on a monthly basis.

## The Franchising Industry

A recent Price Waterhouse Coopers study found that the franchising sector generates 18 million jobs in the United States alone and yields \$2.3 trillion dollars in economic output. Franchisees own and operate more than 1 million franchised establishments there.

In Europe there are nearly 500,000 franchise businesses creating an aggregate turnover of more than €200 billion euros (*source European Franchise Federation*). In the UK there are in excess of 34,500 franchised businesses, with an estimated turnover of over £10.6 billion. Franchising continues to expand its global reach, gaining strength in emerging economies, with an estimated one out of every 12 businesses internationally being franchised. The global popularity of franchising is being increasingly fuelled by individuals who want the freedom and high profitability of running their own business, while mitigating the risks associated with 'going it alone'.

There are more opportunities and choices than ever before for talented individuals and this contributes to the movement and value of the highly profitable recruitment industry. The cumulative fees paid to the global recruitment industry for permanent and temporary employees in 2007 were far in excess of \$100 billion and continue to see a year on year increase, which in 2007 was 14% (*Source Professional Recruiter*). Clearly the rewards to be gained through working in the global recruitment industry are enormous, at the same time the costs involved in setting up a recruitment business are minimal, as it is a service based business. A well run recruitment business, specializing at the mid to senior level should operate at 30 – 35% pre-tax profitability.

Never before have the services of professional recruitment consultants been in such demand.



## The Global Franchising Industry

The movement of human capital outstrips even the movement of money worldwide. No matter what a company does, whether it is service, manufacturing or product based, employees are fundamental to its success – regardless of what is happening in the local economy or the wider global picture. It is essential that companies hire the best talent to remain competitive and at the forefront of their markets.

Highly skilled talent at the mid to senior level is getting more difficult to find and companies find themselves operating within 'a candidate driven' market. Ageing workforces, skills shortages and globalisation are just a few of the markets pressures making it difficult for companies to identify, recruit and retain the best talent. (Source Mercer Consulting) Key positions are open longer and hiring managers are becoming increasingly frustrated at the negative impact this has on their business. Decision makers lack the time and recruitment knowledge to find the right candidates, or more crucially, the people they need are not necessarily looking for them.

Shifting demographics means that the baby boomers are starting to retire and according to large consultancies like Deloitte there will be fewer graduates with the 'right critical skills entering the market' who can act as 'high impact replacements' for those skilled and experienced employees leaving the market. This ensures the global 'war for talent' a phrase coined by McKinsey in 1997 continues to rage, as companies compete for the right human capital assets to give them the advantage in their market.

"As a result, quotes a Director from the global consultancy firm Ernst & Young, companies have become more dependant on third party recruitment suppliers meaning that recruiters are becoming increasingly indispensable in the search for suitable talent".

There is a new breed of talent on the market, commonly referred to as 'Generation Y', which refers to individuals born post 1974 and already challenging traditional workforce ideals. Rather than building up a career over a period of time, as their parents did, they want to make their mark immediately.



## **Antal International**

Antal International has been clearly able to differentiate itself in the global recruitment industry in the following ways:

### **Unrivalled Geographic Coverage**

Antal International was founded in 1993 and early on in its development moved into Eastern Europe, unlike its competitors who at the time were establishing themselves in home territories or focussing on the more established economies of Western Europe. Antal was able to capitalise on the major foreign investment being made into emerging economies by multi nationals looking to hire both ex-patriots and local staff.

Today we have some 50 offices across almost 30 countries in 3 continents and are building recruitment companies with significant critical mass and wealth value.

We currently have operations in the following locations: Belgium, Bulgaria, China, Croatia, Egypt, France, Germany, Ghana, Hungary, India, Italy, Luxembourg, Netherlands, Nigeria, Malta, Pakistan, Philippines, Poland, Romania, Russia, Spain, South Africa, Switzerland, Turkey, UAE, UK

In addition to this Antal International has successfully placed candidates in nearly 100 countries. Few other recruitment organisations are able to service these global clients in their local markets.

### **Rising Star™ Recruitment**

We focus on mid to senior level individuals with between 2 to 10 years postgraduate experience and earning salaries between \$40,000 and \$250,000.

Many of these Rising Stars™ fall into the Generation Y category and are the career hungry internationalists, who are in most demand by businesses and when hired give them the competitive edge.

In short, our solutions and network affords clients incredible depth of knowledge, extensive scale and ability and cross-functional executive recruitment ability, and when combining our expanding local and international network, a global recruitment solution, applied locally. Because of this specialisation we are in a position to open multiple single office franchises in locations and countries, with owners hiring teams of people to focus and specialise on certain industry sectors. The benefit of this is that it creates business sharing opportunities, enables us to meet customer demands and generates revenue sharing opportunities for everyone.

### **Award Winning**

Antal has been an award winning organisation, in areas such as rapid growth, outstanding success, franchising and most notably is the only recruitment organisation listed in the Virgin Atlantic/Sunday Times Fast Track 100 for 4 consecutive years. We have also won awards in franchising, and were runners up for 3 consecutive years for Franchisor of the Year, sponsored by the BFA and the major banks.

### **Franchise Opportunities**

Single office franchise, master franchise or joint venture opportunities are available, dependant on your individual circumstances, the level of investment you are able to make and the return on investment you want to achieve.

Great talent is in high demand and short supply globally and our clients rely on our expertise and ability to surface, qualify and introduce them to high caliber individuals who will make a positive impact on their businesses.

### **Fee Sharing**

In the Antal global network transparency, the widespread and open exchange of information about clients and candidates has always been key. This is why anyone joining Antal International can expect full disclosure and details of all the clients we have ever done business with, almost 35,000 records on our global database. We use platforms such as global conferences, training events, regular news bulletins and conference calls ensure our offices have up to date information on clients, candidates and opportunities to share fees. This is why we are far ahead of our competitors in sharing business across the Antal International Group and delivering value to our clients. Last year alone, most of our franchisees were able to add at least 30% to their bottom line through working on shared assignments with other offices.

### **Market Focus**

We show our franchisees how to build their business with a market focus. Typically, owners will hire teams of people who are or who become specialists in their fields and who can offer expert advice to clients and candidates. Owners businesses may evolve into covering many different sectors and disciplines, particularly as they hire teams of people to work for them. Our attention to client sentiment and anticipation of demand led us to create a knowledge network with experienced sector and discipline executives in our first class consulting force and to offer more to the client-consultant relationship. By sharing information, knowledge and experience for the benefit of clients and candidates we are able to work more closely across sectors, functional disciplines and geographic boundaries to add value to our clients. This means that many of our franchisees are able to use their accumulated experience and put this to good use by recruiting candidates and placing them in the profession they know and understand.

## Training and Support

Antal International Network training modules are delivered through extensive in house, classroom style sessions and reinforced by a comprehensive, essential on-going distance-learning programme. Our training combines industry information consultancy and sales techniques, with the practical and most important aim of enabling owners develop customer relationships rapidly, place candidates and make money. We will be entering into a long-term business relationship, where we will support you and the employees you hire to build your business throughout the term of the franchise; with regular training sessions, global conferences and forums, as well as an extensive on-line training library. No matter where you are based in the world, every office has the same level of access to our training and support.

### Below is a more comprehensive list of what is provided:

- A complete set of training and operations manuals to keep in your office
- Theoretical and 'hands on, real time' training programme at our London Head Office Theory will be mixed with real 'live fire' practice, in a controlled environment – which means you will have the opportunity to generate business and fees, in your first week
- Administration, Finance, IT, PR and management modules will help you to run your business effectively
- A selection of training modules and materials on our intranet that can be downloaded and accessed at all times
- Full training on hiring and developing recruitment consultants to work for you
- Business planning and key performance indicators to enable you to regularly check your business position
- Hot line support to the Franchise Support Team who have a combined 150 years of international recruitment experience and are used to effectively operating cross border

Our franchisees are business people with strong corporate, professional or entrepreneurial experience. Through the training and support we provide, they are building highly profitable recruitment businesses and leveraging from the client, candidate and fee sharing opportunities available through the Antal International office network.

### What some of our franchisees have said about Antal International:

*"The Antal Team are highly professional and passionate about their business model. I am confident that with their support and track record, I can fast-track my business both locally and internationally. This is really a unique opportunity that had to be seized"* **Graham Coates, Philippines**

*"To date companies in Egypt have had to rely on purely domestic recruiters, but now they have direct access to the resources of a network spanning 3 continents – Europe, Africa and Asia"* **Walid Abdel-Wadood, Egypt**

*"I have been a franchise owner at Antal International for 3 years and during that time have experienced and enjoyed the growth of the organisation. The franchise support team in London have given my office training, development, continued support and guidance throughout this time. They have listened openly to feedback and acted to the benefit of my business".* **Liz Dillon, UK**

*"I realised that franchising would give me the chance to accelerate my business set up by providing me with a recognised brand. Antal International gave me access to a diversity of nations and skills that I could not have established even after many years of trading on my own".* **John Hebson, Edinburgh**

*"It's fascinating to manage a company which is 1) part of a global network, and 2) my business. Antal has give me a restart of my career, a profession which turned out to be a synthesis of all my past experiences. Recruiting is a valuable and sustainable service which is needed in spite of all trends. Antal is perceived as "first choice" partner for blue chip multinationals. Isn't it great to play the game at the highest level?"* **Csaba Patko, Hungary**

### Having read the information, you will know if you want to explore this profitable business opportunity in more detail.

The next steps are for us to discuss this proposition in more detail, also looking closely at your background and what you want to achieve. We would like to invite you to visit us in our offices in London where you can meet the Franchise Team and look at the support infrastructure we provide. Please complete the attached application form and return it, or alternatively contact us on the details below:

**The Antal International Franchise Team**  
**Liz Kilford, Franchise Development Director, or**  
**Doug Bugie, Chief Executive Officer**

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