

NEWS



May 21st 2004

Domino's Tops The Bill In The 2004 Franchisor Of The Year Awards

Milton Keynes based Domino's Pizza Group yesterday won the British Franchise Association's (BFA) Franchisor of the Year Award, sponsored by HSBC, the world's second largest bank, and the Daily Express, after demonstrating how it has successfully beaten its competition.

Domino's won the accolade after reporting a network turnover of £142.3m and showing remarkable commercial performance despite fierce competition. It claims that its franchising concept has been critical in achieving its success.

The theme for this year's awards, which are only open to BFA members, was "Beating the Competition - how franchising makes a difference".

Brian Smart, director general of the BFA, said: "The home delivery pizza market is immensely competitive. Domino's challenged its competitors in order to gain its market share, from other national brands, as well as local independents.

"Domino's has beaten its competition by recruiting the very best franchisees, making sure that they were supported to win the battle for sales through a mix of product improvement and innovation, backed by substantial investment in the promotion of its brand."

Domino's says that it only recruits outstanding individuals; owner operators who are determined to follow its proven business formula to make their business succeed through their own hard work. It operates 326 outlets in the UK.

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Domino's claims to have 15 "millionaire" franchisees, the youngest being 27 year old James Swift, who has had a share in his franchise partnership now for five years and who has worked for the organisation since he was a 17 year old pizza delivery driver.

The Domino's brand has become instantly recognisable in the UK. It recently invested more than £1 million in franchisee support and training. As a result new franchisees are experiencing 10 per cent weekly growth in their first year.

Domino's says that 2003 was its most successful year-to-date. It reported a pre-tax profit increase of more than 50 per cent to £6.5 million on the previous year, with system sales up by 19.6 per cent.

Last year it opened 50 new franchised stores despite stiff competition within the franchise sector, by attracting and recruiting quality franchisees.

Several new initiatives were introduced to ensure that franchisees continue to remain experts in pizza delivery. Last year Domino's rolled out new slimmer ovens with greater capacity, meaning that orders can be processed more quickly and that a third oven can be installed within the space.

Cathryn Hayes, HSBC's national franchise manager, said: "In the 20 years that HSBC has supported the franchising sector in the UK we have seen many success stories. Domino's record of success is impressive, not only because it has become one of the major players in what has long been a highly competitive sector, but because it has created enormous opportunities and, in many cases wealth, for its franchisees."

Domino's Head of Franchise Sales Bill Ewbank was presented with the company's award by the BFA's president Sir Bernard Ingham at an Awards presentation luncheon at The Dorchester, Park Lane, London.

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Note to Editors:

1 The HSBC Group
HSBC Bank plc is a wholly owned subsidiary of HSBC Holdings plc, and a member of HSBC Group. Serving over 110 million customers worldwide, the HSBC Group has more than 9,500 offices in 79 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$1,034 billion at 31 December 2003, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

2 For further press information on HSBC's support for franchising and/or an interview with Cathryn Hayes please contact: Alex Bellinger, Media Relations Manager, HSBC on 020 7991 0654.

3 The following were highly commended in the British Franchise Association's, Franchisor of the Year Award category:

Driver Hire Group Services Ltd, Kall Kwik Printing UK Ltd, O'Briens Irish Sandwich Bars and Snap-on Tools.

4 Other winners in the awards were:

Winner of the Daily Express Brand Builder of the Year Award:
Cartridge World.

The following were highly commended in this category:
Swisher Hygiene UK Ltd.

Winner of the HSBC Award for Enterprise:

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Antal International.

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