

Franchisees find sales success with Berkshire postcode

A Berkshire franchise has brought exceptional sales growth for a couple after they decided to extend their original patch in Guildford.

Toby and Polly Smalley bought their original Dream Doors Guildford franchise, supplying replacement doors and bespoke kitchens and bedrooms, in 2004 and made the decision to open a showroom in Berkshire the following July.

Ms Smalley told the Franchise Magazine that their sales doubled after opening the Berkshire premises, prompting them to make plans for further expansion this year.

“Our turnover for 2005 was £201,000. In 2006 we’d achieved this by June!” the franchisee revealed.

“We have two very large territories, so in 2007 we’re aiming to open two showrooms and to employ a fitting manager,” she revealed, adding that they aim to have four showrooms within the next three to four years.

Ms Smalley also revealed that they have been enjoying a 47 per cent conversion rate, confirming that their foray into Berkshire has certainly made good business sense.

