

MKB BUSINESS

Phat Controller puts her phinger on franchising

BY ALICIA BARBAE

alicia.barbae@mkb-news.co.uk

A SMALL city business is going national.

The Phat Pasty Co, which delivers handmade Cornish pasties and other delights to offices and industrial parks from a funky surfer-style van, was the brainchild of working mum Laura Clark.

Since it launched in February this year, the company has gone from strength to strength. It already has a second van in Milton Keynes, and a waiting list of 40 businesses which want them to deliver to them.

Now it is looking for franchisees to expand the company.

The ten varieties of pasties, plus monthly specials, are made in Newquay in Cornwall, frozen raw and sent to the Phat Pasty Co. They are baked in an oven in the van each morning before being driven to hungry workers across the city. The van also delivers homemade soups, sandwiches, baguettes and drinks.

Mrs Clark has developed a ready-made business that can be operated by franchisees working from home.

Together with her husband she spent nine months creating the business, operating systems and recipes.

Now it is ready to be franchised – with two more in Milton Keynes, one for Bedford and another in Northampton.

A national launch will take place at the National Franchise Exhibition at the NEC in October. It aims to have 50 franchisees within two years.

Mrs Clark, also known as the Phat Controller, said: "The business is designed to operate over a five day working week, providing a great income from a ready-made business.



Surfing in to city offices and industrial parks: Hazel Banting delivers hot pasties and other goodies from a mini 'board bus'

"Enthusiastic franchisees who want to take the van to shows, fetes and sporting events can also operate over the weekends.

"With low start up costs, low overheads and a cash business, there are no customers to chase and it's cash positive from day one. In the first four

months I made over £15,000 in profit." An initial investment of £22,500 is required and there's a projected income in excess of £40,000 per annum.

A full franchise package has been developed with training, market mapping, operations manuals, recipes and

all of the necessary marketing materials, uniforms and branded packaging including the cool retro-look van, to allow franchisees to set up their business. Deliveries are from 9am until 1.30pm each day.

For more information go to www.phatpasty.com