



Post Office Ltd  
Registered in England number: 2154540  
Registered Office: 80-86 Old Street, London EC1V 9NN  
The Post Office and the Post Office symbol are registered trademarks of Post Office Ltd in the UK and other countries.



# An opportunity to manage the business of everyday life

With 28 million customers each week, the Post Office® is one of the UK's most trusted household names.



'Our customers have a choice. We're winning trust and loyalty through the quality of service we provide'



The UK's network of Post Office® branches offers an unparalleled diversity of opportunity for anyone seeking a key role at the centre of the community.

In our larger branches we're seeking partnerships with entrepreneurs with a passion for satisfying customers. In our smaller rural branches, where the commercial ethos might be less marked, we need partners with an unwavering commitment to customer and community service.

With 28 million customers each week, the Post Office® is one of the UK's most trusted household names. Now we're enhancing our reputation as a top service brand. We're creating a network that meets our customers' changing needs by providing the right products and services in the right place at the right time.

The Post Office® brand makes us different from our competitors. It sets us apart, making us attractive to our customers and giving our clients a reason to use us. To many, the term 'brand' means simply a company's logo and colours, but in reality it's much, much more. Our brand sums up everything about our organisation, not least that we're trusted and good to work with and for.

So, if you have the drive and ability to run a successful business whilst serving your community, this could be the opportunity you've been looking for.

# We're looking for people with vision



No other business offers as many essential, everyday services as the Post Office®. It's a unique offering under one roof providing a vital service to the community. We need people who are self-motivated, who can work within a modern, dynamic business and who want to grow and succeed with us.

The Post Office® operates in a competitive environment where customers have a choice. Our objective is to sell products and services that are important to our customers, simply and at a profit. This business strategy is underpinned by five values. These values are integral to everything we do; Fair, Accessible, Commercial, Trusted and Straightforward.

We aim to win customers' trust and loyalty through the quality and reliability of the service we provide. This requires people prepared to put their customers first and who are willing to invest in the future. You'll need to create a supportive environment in which your employees feel valued and equipped to offer customers the very best service.

To compete successfully with other retailers in your area you'll need to be dynamic, forward thinking and innovative. You'll also need to be comfortable using new technology and making the most of point of sale, merchandising, and other marketing media to grow sales.

As you'll be running your own business and an essential public service you'll need to take prompt decisions and take pride in seeing things through. It's also important that you enjoy meeting people and helping them to sort out the business of everyday life.

Your business will directly influence our reputation and standing in the community. Of course it's people like you providing our services that can keep our customers coming back.

If you think you have the qualities required to support our aim to be the UK's number one choice and best at what we do, then we want to hear from you!



'All Post Office® branches require people with great energy and enthusiasm to maximise potential'



## A choice of locations, a range of opportunities



Post Office® branches are owned and managed by all sorts of people. If you join us you can expect to work in one of the following environments.

### **Rural branches**

Rural Post Office® branches have a special role. They make an enormous contribution to local communities by helping to sustain village shops, support vulnerable people and generally act as a focal point for the local area.

Whether you're helping a customer with Government services or helping send a parcel to a loved one, you'll be providing services that are essential to people's lives. These branches typically have one or two counter positions, and probably have regulars just as likely to pop in for a chat as to buy a stamp. There's almost no limit to the role you could play in villages like Stowupland in Suffolk, taking part in community activities or perhaps even lending a hand in local organisations.

### **Suburban branches**

In a suburban branch in a centre like St Marychurch in Torquay you'll serve a variety of customers. Regulars may want to pass the time of day, keeping you abreast of local events, with up to five counter positions you'll also have a steady passing trade to keep you busy.

Like rural and high street branches, many suburban branches supplement their income by offering other retail products. This is particularly valuable in the changing neighbourhood sector where Post Office® branches have to compete with other retailers.

### **High street branches**

In a busy high street branch like Leamington Spa in Warwickshire you'll meet people from all walks of life – from customers popping in during their lunch breaks to renew their road tax to students ordering Bureau de Change products for holidays abroad.

Many of these branches are in busy retail centres in cities and large towns offering the full range of products and services. Given its size, this type of branch would be ideally suited to someone with retail experience who can make a major capital investment.

You'll find life busy in a high street branch. The largest of these may have ten or more serving positions, so there'll be a constant stream of new faces who'll look to you and your employees for up to the minute information and advice.

Whatever their size or location, all Post Office® branches require people with great energy and enthusiasm to maximise potential. The three case studies in the following pages illustrate the range of branches available.

## A small rural Post Office® branch in Stowupland, Suffolk



The sub-postmistress in Stowupland has owned her business for 16 years. The community of 1,500 people see the Post Office® branch as a focal point of village life and rely on the sub-postmistress to keep them informed of what's going on.

There were a number of reasons behind her decision to buy a Post Office® branch. The first was the fact that she had long experience in a retail environment and enjoyed contact with the public. She was also attracted to the idea of being in control of her own business and being rewarded for her performance. It also allowed her to live on the premises, making it easier to juggle the two roles of mother and entrepreneur.

Stowupland has changed over the years and many other shops within the village have closed. As a result her Post Office® branch is now an even more important point of contact for the village and opportunities have increased. Stowupland's sub-postmistress believes that customers now see the wider role her business can play and are much more aware of the range of products on offer.

Like other sub-postmistresses, she finds that her customers keep returning because they enjoy the experience and find the products and services they need.

The Post Office® is no longer viewed simply as a place to buy stamps or cash a pension. Today the challenge in Stowupland and thousands of towns and villages like it, is to find that extra edge that will keep the customer coming back.



'Today the challenge is to find that extra edge that will keep the customer coming back'



‘One of his main motivations was a desire to provide a service that was central to people’s everyday lives’



## A suburban Post Office® branch in St Marychurch, Torquay



A suburban Post Office® branch in Torquay presented an opportunity for the current subpostmaster to change career and become his own boss. Before settling in the South-West he looked at a number of different locations around the UK. Although it is smaller than a high street branch, his business is steady, serving a varied clientele from the surrounding residential and industrial communities.

One of his main motivations was a desire to provide a service that was central to people's everyday lives. Like many subpostmasters he has developed a retail business that sits alongside his Post Office® branch, selling stationery, confectionery and cards. The two are complementary as many of these products are sold to people who come in to carry out Post Office® business.

Most of his customers now realise that Post Office® branches, like any other business, have to be run along commercial lines. Today St Marychurch is no different to any other branch in our network. It relies on a professional approach to retailing to give customers a reason to choose the Post Office® over its many competitors.

'As far as my customers are concerned the Post Office® is an important part of their lives'



## A high street Post Office® branch in Leamington Spa, Warwickshire



The subpostmaster at Leamington Spa in Warwickshire is a seasoned retailer with experience in a variety of markets. Having worked in the family green grocery business for sixteen years, he decided he wanted a brand new challenge. He wanted a business that was retail based, but with lots of customer contact, and that's exactly what running a Post Office® branch offers.

After running a smaller branch in Hall Green, Birmingham for four years, he knew being a subpostmaster was definitely where his future lay. So he decided to take on a larger high street branch offering much more scope to handle transactions. Today he runs a thriving branch with up to 12 people on duty at any one time.

Like other subpostmasters he finds that the combination of retail and Post Office® products and services make his business stand out from the competition. To ensure that he remains competitive he

takes great care to stay in touch with the changing needs of the local market. Along with a large range of greeting cards, gifts, stationery, confectionery and soft drinks he also offers high quality photocopying for business customers, a photo-booth and is planning for National Lottery tickets and a cash point machine.

With it's ten counter positions open it's possible to offer a wide range of Post Office® products and services, including passport checking, on demand bureau and motor vehicle licencing. The people behind the counter are an essential ingredient for his success and the team at the Leamington Spa branch are proud to provide a valued service. It's their friendliness and the quality of their advice that keep customers coming back.

After 5 years of continuing success, Leamington Spa is subpostmaster believes the greatest challenge is to keep pace with changing demand and remain adaptable.

'Different options are available to suit your retail space and investment'



## A new look for an established name



Our brand is associated with trust, security, efficiency and respect. Today we're developing our potential to provide an increased range of products and services in partnership with other businesses. By continuing to offer products and services that meet our customers' everyday needs, we can enhance and improve our reputation as a quality brand.

The Post Office® aims to be a top ten UK service brand. Back on television with adverts and sponsorship, we're also strengthening our portfolio of products and services. Extending banking services to millions of people each week is a prime example.

We're also working smarter with computerised systems in every Post Office® branch. Horizon, as it's known, allows us to automate activities which include bill and benefit payments and so improve service to our customers.

You'll also start to notice a change to the look of our branches, to help us stand out from competition. One example is combi-stores, which allow Post Office® products to be sold from the same counter as other retail products, in an open-plan environment. Feedback shows that this new format works well for our customers and subpostmasters. It's all about being in the right place with the right products at the right time.

### How much will I need to invest?

If you decide to be part of our future the level of investment required will depend upon the size and location of the branch you apply for. Remember there will also be set-up costs required to prepare your retail space. When you apply you'll be asked to prepare a business plan, depending upon the type of branch you'd like to run.

In return for your investment we'll provide a training package and ongoing support for you and your employees, so that you can deliver the promise of good service that customers associate with the Post Office® brand.

Remember that we pay you for the business that you carry out on our behalf. There is no limit to your potential. The more business that you do the more you are paid.

If you have any general questions you can speak to the current subpostmaster, the Business Transfer Agents arranging the sale, or contact our Human Resources helpline, whose details appear on the next page.

## Take the next step



If you're thinking seriously about making this business commitment you'll obviously have a lot more questions.

Have a look through the fact sheets in the back pocket of this brochure to find out more, and to see the vast range of products and services that we provide. Or if you have a particular question call us on the number below.

If you've already got all the information you need and you're ready, there are a number of ways in which you can find out about Post Office® branches for sale. Maybe you have a particular Post Office® branch in mind? You can start by requesting a free mailing list or application form from our People and Organisation Development Services, the address and telephone number are shown below. Alternatively you can visit our website at [www.postoffice.co.uk/subpostmaster](http://www.postoffice.co.uk/subpostmaster)

Details can also be found in Dalton's Weekly or similar trade publications or through the offices of various Business Transfer Agents throughout the UK.

### **People and Organisation Development Services**

**Capstan House  
35 Broadway  
Salford  
Manchester  
M50 2BP**

**Telephone: 0845 601 6260**

between 8.30am and 5.30pm Monday to Friday.

Remember we need people who can help us keep providing our customers with the right products and services in the right place at the right time.

So, if you're interested in running your own business and feel that you could manage the business of everyday life – we could have the opportunity you've been looking for.



## Franchise business offer

### Looking for a larger Post Office® branch? Maybe a franchise opportunity is for you

The level of investment required for a Post Office® franchise would be between £175,000 to £250,000, a third of which should be in cash or readily converted assets. Unlike most franchise businesses, you won't pay ongoing royalties and are remunerated for the Post Office® business you carry out. We will, however, ask you for a one-off franchise fee in return for a seven-year, renewable agreement. If you decide to move on, you can sell the franchise at any time, but the purchaser must be vetted and agreed by the Post Office® to ensure that customers continue to receive the high levels of service they expect.

You can expect a minimum return of 15% on your investment.

We will provide full training on all Post Office® products, services and systems. An important part of your success will be down to your location. If your present premises are not suitable we'll work with you to select the best site for your franchise.

The combi-store format provides the most flexible way for you to provide Post Office® services alongside your existing business. By combining retail and Post Office® functions at the same serving position you can simplify staffing issues and offer your customers a better service. For the first time they can obtain all their needs from one of your employees – without the need to visit separate parts of your premises. Thanks to the new format, customers can also enjoy extended Post Office® hours – matching those of your existing business.

For a copy of a Post Office® franchise registration pack please write to:

**Stephanie Lawrie**  
**Franchise Opportunities**  
**Post Office Ltd**  
**1st Floor**  
**130 Old Street**  
**LONDON**  
**EC1V 9PQ**

Or call **020 7320 7219**

You can also email us at: [POL\\_Franchise\\_Opportunities@postoffice.co.uk](mailto:POL_Franchise_Opportunities@postoffice.co.uk)

### Benefits Distribution

Girocheques  
Asylum Seeker payments

### Financial Services

Unsecured personal loans  
Car insurance  
Home insurance  
Savings products

### Bill Payment

Transcash  
BT  
Electricity  
Gas  
Water  
Local Authority  
Cable  
BBC  
TV Licences  
Fishing Licences

### Telephony

Mobile phone top-up cards  
Electronic mobile top-ups  
Post Office® phonocard  
Post Office® home phone service  
BT Yahoo Broadband

### Banking/Savings

Alliance & Leicester corporate/Business deposits  
Cash machines (ATMs)  
Current accounts (personal deposit and withdrawals):

- Lloyds TSB
- Alliance & Leicester
- The Co-operative Bank
- Barclays
- cahoot
- smile
- First Direct (Scotland only)
- Bank of Ireland (business and personal accounts)
- Clydesdale Bank (business and personal accounts)

Basic bank accounts – account access:

- Abbey
- Alliance & Leicester
- Bank of Ireland
- Bank of Scotland
- Barclays
- Clydesdale Bank
- The Co-operative Bank
- First Trust Bank
- Halifax
- HSBC
- Lloyds TSB
- Nationwide Building Society
- NatWest
- Northern Bank
- The Royal Bank of Scotland
- Ulster Bank
- Yorkshire Bank

Post Office® card account – new type of account for receipt of benefits, state Pensions and new tax credit payments

### National Savings and Investments

Account products, e.g. Easy Access Savings Account and Investment Account

Savings products, e.g. Premium Bonds, Children's Bonus Bonds, Savings Certificates and cash Mini ISAs

### Money transfer

MoneyGram®

### Postal Orders

Purchase and encashment

### Motorist services

Photo driving licence checking service  
Motor vehicle licence renewals  
International driving permit applications

### Travel

Bureau de Change  
E111s  
Travel insurance  
Passport application checking service  
Post Office® holiday phonocard  
Holiday Autos (overseas car hire)  
Associated holiday products such as airport car parking and airport hotel accommodation

### Mails

Royal Mail:

- Recorded 'Signed For'
- Special Delivery
- Inland parcels
- International Priority Services

Parcelforce Worldwide:

- International parcels
- Guaranteed services

Home shopping returns  
Post Office® local collect  
Stamps and stamp books  
Philately  
Redirection of mail

### Retail

Commemorative coins

### Lottery

Lotto  
Instants

### Saving Stamps

Post Office® saving stamps (to pay for most of our goods and services)

### Ticketing

E.g. Concessionary travel and home care vouchers

### Flowers

Post Office® flowers