



# Co-op Franchise

A better way of doing business



Email [franchise.enquiries@coop.co.uk](mailto:franchise.enquiries@coop.co.uk)



It's what we do

CO-OP

CO-OP

CO-OP

CO-OP



# Welcome



## I'm proud to introduce you to Co-op Franchise

As the world's oldest and the UK's largest Cooperative, our roots go back as far as 1844 and we've definitely learned a few things along the way.

Today, we're the UK's leading convenience retailer. We make running great stores simple, leaving more time to focus on our customers and the community.

With a track record of growth, we have what it takes to stay ahead. Our franchise partners have shared in our success and, together, we not only deliver strong commercial returns. We give back to the communities we serve.

**Martin Rogers,**  
Head of New Channels

## As a Co-op franchisee, you'll enjoy lots of fantastic benefits:

- Opportunity to open, own and operate a Co-op store
- Take part in our award winning franchise programme
- Outstanding, ongoing support from store launch, store design, development, marketing and more
- A mutual partnership with an ethical brand
- Full training and account management
- Market-leading operating systems & technology
- Award-winning own-brand Co-op products
- A unique membership proposition, with built-in customer loyalty



## Join us

This is an exciting time for the Co-op and we want you and your customers to be a part of it.

Get in touch. We'd love to tell you more.

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# Becoming a franchise partner

Co-op franchise is a unique opportunity for us to work with like-minded partners to activate the Co-op brand and vision.

## What we look for in a partner is:

- Aligned to Co-op values and principles assessed through our ethical vetting process
- A focus on customers, colleagues and communities
- Proven operational capabilities and multi-brand experience
- Ambition and ability to grow our partnership

There are many routes to become a franchise partner with Co-op, these are:

- New build locations assessed and secured through Co-op's property acquisitions team
- Existing Co-op location transferred from Co-op's retail portfolio
- Location identified by a franchisee, assessed by Co-op's property and analytics team and then secured by the franchisee

Through purposeful partnering we create the right opportunities for long-term shared value. With end-to-end support available from day one, launching stores and growing your business is made easy.



# An Established Brand

OVER  
**£7.3bn**  
IN SALES



  
**23.8%**  
UK HOUSEHOLDS  
SHOP WITH US



OVER  
**175**  
YEARS OF  
EXPERIENCE



**4.6m**  
ACTIVE MEMBERS

OVER  
**4,000**  
LOCATIONS SUPPLIED



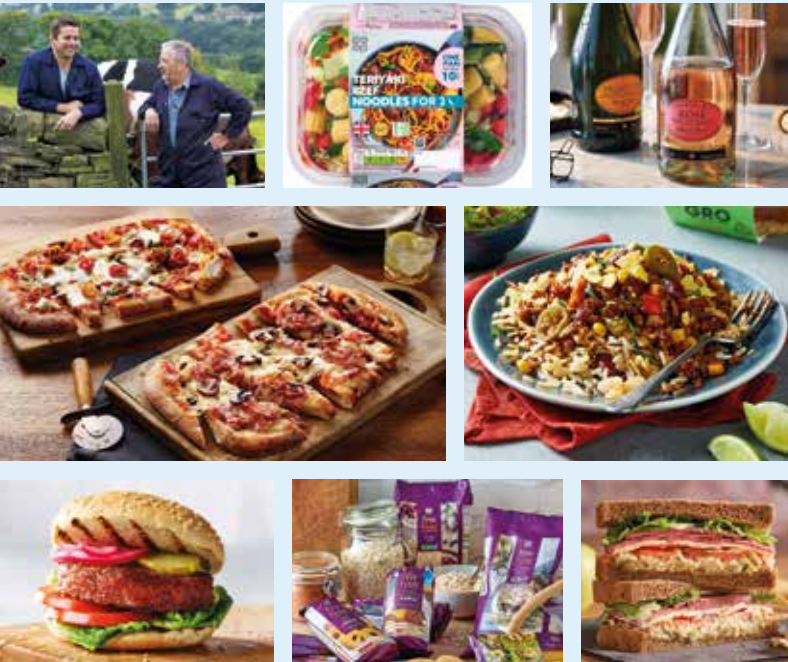
OVER  
**2,600**  
STORES



# A Winning Co-op

As a Co-op franchisee you'll be partnering with a leading, future-focused brand with a proven track record of overcoming market volatility.

UK shoppers actively choose Co-op for its products, ethics and great value. With over 170 years of history, we're a trusted brand. And we're continually innovating and investing in new products.



## Great Customer Offer

We offer an extensive range of items from our award-winning own-label to branded products. This gives our partners even greater stability, allowing them to adapt to changing customer needs and trends.

Attracting and reaching new customers all the time through our winning customer proposition and our multi-channel approach.

## A Proven Model

Our franchise model is tried and tested and we make sure that it continuously delivers, without ever compromising our values.

We understand that becoming a franchisee is a big decision, which is why you can be confident in our proven business model – one that benefits both our partners and the communities we serve.





# Partner with the retail experts

We're an iconic brand and the food retail experts. But when you partner with us, you get so much more than our famous name.

## A thriving network

As a Co-op franchisee you'll have access to our expertise and enjoy the same support as every one of our stores.

From technology to training, recruitment to replenishment, we'll give you the knowledge and tools to run a successful business.

You'll also join one of the UK's biggest retail networks - a thriving community of over 2,500 stores.

## A unique approach

We understand consumer behaviour and know how to build a business that works. By being closer to where our customers are, what they need and what they care about, we can deliver our vision of co-operating for a fairer world.

The Co-op approach is unique, because our franchisees don't need to be retail experts. Let us take care of the detail while you watch your new partnership grow.



# Easy to operate and grow

## Simple to run

When you partner with Co-op, you're joining a complete system which makes running a business simple.

Getting started is easy, thanks to our turnkey model. We'll take care of the set-up steps, such as shop fit and purchasing.

From our standardised instore processes, simple to use operational technology it makes day to day tasks simple.

## Quick to grow

We give our partners the tools and systems they need to maximise profit, paving the way for easy growth.

With a Co-op franchise, you'll acquire an established brand in a buoyant sector and start reaping the benefits sooner.







# Outstanding support

We're  
always  
here to  
help

At Co-op we believe that franchise support should extend beyond set-up.

Whether you have retail experience, or are just venturing into the sector, you'll benefit from support every step of the way, including:

- Access to our unrivalled expertise and network
- The same technology, systems and processes as every Co-op store
- Co-op's amazing produce and range
- A dedicated helpdesk on hand when you need them

# A mutual partnership

Co-op is built on co-operation and that underpins our franchise model too.

Working with forward-thinking partners, we're constantly innovating; accessing new markets like universities and attracting new customers to our brand.

As a Co-op franchisee, you'll acquire a new partnership - one that is truly mutual.

Honesty and integrity are at the heart of what we do. We honour these values so that our franchisees reap the rewards.





# Why we're different

## Our history & values

With a history that can be traced back to 1844, Co-op was always destined to be different. And more than 170 years later, our values are just as strong.

Today we're the UK's largest consumer co-operative and one of the biggest customer-owned businesses in the world.

## Looking forward

Every day we champion a better way of business - doing the right thing by people and the planet.

Our plastic footprint is the lowest of any retailer and we're committed to ethical trading and innovating, like our plant-based GRO range.

We're constantly improving the sustainability of our products and the way we work.

# An award-winning franchise

As a Co-op franchisee you'll be part of an award-winning programme that's scooped a raft of industry awards.

Our franchise model is tried and tested. It's also accredited by the British Franchise Association (BFA) - the UK's regulatory body, giving you complete peace of mind.

Don't miss this exceptional opportunity to partner with an iconic British brand - a food convenience retail market-leader.

Find a better way to do business and enjoy stability, support and continuous growth.



# What we do

Our franchisees help us to campaign for a fairer world through:

Improve  
wellbeing

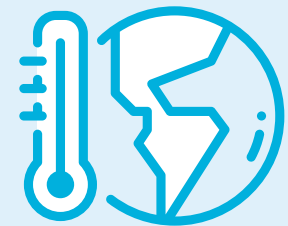


Support  
local  
communities

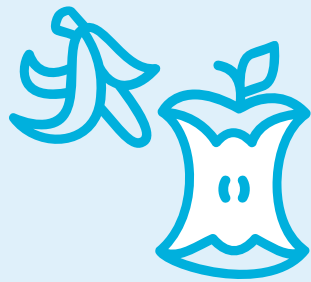


Over 100million  
raised since 2016

Tackle climate change



Tackle  
food  
poverty



Support  
British  
farmers



All our protein is 100% British



# What our partners say

"I would highly recommend partnering with the Co-op on a franchise opportunity. The training and operational support provided by the Franchise Team is excellent. It is clear that they are focused on ensuring the greatest success of all of their stores. By following the Co-op operating model and systems we are exceeding our budgeted expectations in all areas."

**Graham Hattam, Newcastle University Student Union Co-op**



"My experience of working with Co-op has been nothing but positive, I have felt very supported through the whole process. The training of my staff has been excellent and the operations team have been unstinting in supporting both the opening and day to day running of the store. I am now witnessing strong sales growth and actively pursuing other sites to grow my portfolio."

**Bill Sunner, Bottisham Co-op**

"Since moving to Co-op, our customer feedback has been incredibly positive. Product quality, availability and price point have all been positively noted as has the overall experience. Financially, we have reversed declining revenues and we anticipate our annual net profit will be three times that achieved prior to joining Co-op. Overall, performance couldn't be better! We would definitely recommend partnering with Co-op. The team has been outstanding."

**University of Kent Co-op**







Don't miss this exceptional opportunity to partner with a retail market leader

Visit [coop.co.uk/franchise](https://coop.co.uk/franchise) today



It's what we do