

The Satellite Shop – Franchise Opportunity: Press Release

Demand leading up to the 2012 switchover is just the beginning...

Today, one in four households cannot get digital television via their aerial, and many still cannot receive channel Five. With the digital switchover fast approaching, three out of four of these households will require assistance to 'switch over'. The brand new franchise package from the Satellite Shop responds directly to this need and presents a super business opportunity at a local level.

Yet the digital switchover enables the start of something new. The switch to digital facilitates a whole range of other services such as standard or high definition TV, expansion of wireless broadband, local TV, wireless home hubs and many others – Products and services that the Satellite Shop also offer.

The Satellite Shop franchise package presents business opportunities across several areas: digital aerials, DVD, Sky, Freeview, home Cinema & multi room systems are just a few of the services that they offer and many customers are finding that by combining the purchase of these items their needs are more accurately met.

For the busy homeowner and family, the Satellite Shop offers a solution for choosing the right system, at the right price while also offering assistance with the installation, all at a local business level. It's the personal service that customers crave.

Thousands of satisfied customers now own a system that fits their needs and not only return to the Satellite Shop in the future but recommend it to their friends. The demand for their services is increasing year on year and the supply of such a comprehensive service that the Satellite Shop offers is few and far between.

"We have grown the business organically over the past 18 years but see Franchising as the best way to expand the business, we hope to have 30 Franchises in operation by 2012 to meet the demand throughout the UK," explains Phil Millington, MD of the Satellite Shop.

The demand leading up to the 2012 switchover is just the beginning, especially as most televisions now come with Freeview built in. The demand for digital aerials has grown considerably and will continue to grow in the future as different technologies improve and become more widely available.

The Satellite Shop offer new franchisees a comprehensive training programme shadowing current Satellite Shop technicians. Onsite training at the head office in Kent ensures that you are confident in using all their proven business systems and the detailed operations manual provides a detailed reference throughout the 5 year franchise period.

The franchise is available throughout the UK with additional demand identified in particular locations. At a cost of just over £40k this is a fabulous opportunity to be your own boss and build a great reputation in your own area.

By the time you start your franchise you will be confident in all aspects of the business and if you have any questions, you will be able to pick up the phone and speak to someone at their head office.

For more information about the Satellite Shop franchise opportunity, just click on the link below to request an information pack.

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For further information contact:

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