

The Satellite Shop – Franchise Opportunity: Press Release

Service = success!

Many consumers are suffering from poor service within the electrical home entertainment sector. Electrical equipment is getting more and more technical and prices are being squeezed by the rise in Internet only retailers. This has led to poor or non-existent advice and subsequent service support.

Many customers realise they need to upgrade their equipment before the digital switch over in 2012 and are searching for local support to ensure that when they invest they get good value from their investment. This presents a business opportunity in the form of a Satellite Shop franchise.

The Satellite Shop was established in 1989 offering a wide range of home entertainment solutions, including satellites! They have now decided to expand their proven profitable business model through franchising to provide local experts to fulfil the demand for human contact in an otherwise computer dominated industry.

The market is thriving in the build up to the analogue switch off in 2012. Most people are not aware what equipment they need, but they know they shouldn't invest without making sure they have future proofed as best they can.

"We provide the customer with a solution that works at a great price. We supply, install, commission and maintain the system. Customers need an expert they can trust to get the job done. Once they find us they simply keep coming back for more," comments Phil the MD.

"The installer was fantastic & did above and beyond what I expected. Was friendly and sorted out all the problems we had experienced with the Sky engineer," Miss Gilham TN2 5RY

With the rise in HD TV, reducing costs in plasma and LCD TV's and people choosing to spend more time at home through the impact of the credit crunch their home entertainment system seems to be one place they are choosing to invest.

The Satellite Shop 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.

The figures stack up with over 500 testimonials and the potential to turnover £350k in the first year this is an exciting retail franchise opportunity.

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For further information contact:

Chris Cook – Coconut Creatives
Telephone 01963 31030
www.coconutcreatives.co.uk