

A group of young children are playing football on a green artificial turf field. They are wearing blue and red football kits. A small red and white goal is visible in the background. The scene is set outdoors with a blue metal fence and a brick building in the background. The sun is shining, creating shadows on the grass.

# Little Kickers®

Established **2002**

## Company Overview

for Prospective Franchisees

**Feeding Young Imaginations Through Sport**

Football Training for Children from **18 Months** to **7th Birthday**



# Welcome to Our World.

## Sowing the Seeds for **Grassroots Football**

**Little Kickers is now the largest provider of pre-school football classes in the world. Operating across 6 continents, in 30 countries, through a network of over 300 franchisees, over 60,000 kids participate in our programs every week.**

At Little Kickers, a key aspect of our mission is to enable all pre-school children to gain a fun, positive introduction to sport in a friendly, non-competitive environment. Over the last 15 years, we have been able to package the world's favourite game into a leading edutainment business that enables boys and girls to learn the fundamentals of football blended with the skills appropriate to key stages of learning and development in an environment that fires their imaginations.

We are often asked what the "secret to our success" is. We feel that the dynamic growth of the business has been fuelled by the fact that our product is universally appealing to children and their parents, and that our franchise model and associated

support offers motivated individuals with a fantastic opportunity to create a successful, family-friendly business with minimal risk. A key aspect of our businesses' success relates to the fact that a Little Kickers franchise appeals to individuals who are looking for a better work/life balance.

Being in control of one's own destiny is a powerful motivator for many and our franchisees recognise that the amount of effort they put into running their franchise translates directly into results.

Over time you'll be encouraged to speak to as many of our existing franchisees as you'd like. This will enable you to hear from them about their experiences running a Little Kickers franchise, the training and ongoing support they receive.

We hope that this brochure provides you with a good insight into what we do. The Little Kickers International Team would be happy to schedule a call with you to discuss the program and answer any further questions you may have.

# What we look for in a Franchisee

**In our experience, this approach has enabled us to create a market-leading business with top quality people. We feel that the success of the entire network hinges on every single franchisee managing to set up and operate their business well, so we are happy to go the extra mile ourselves to ensure that this happens.**

Our franchisees have experience in a wide variety of areas: football coaching, teaching, management consultancy, accountancy, project management, HR management, buying, insurance broking, banking, sales, marketing and engineering.

The common features which unite them are that they are passionate about encouraging pre-school kids to participate in sport, they are friendly, ambitious, motivated and hardworking. It is also important that they are able to operate as part of a team.

Relationships between franchisees are excellent and as a company we feel that far more can be achieved if we help each other rather than we pit our franchisees against each other and push them to compete.

Whilst we encourage people from all backgrounds and with a variety of skills, one critical success factor is the time a franchisee is able to spend on developing and running the Little Kickers business. As such, we can only accept applications from individuals who have a minimum of 25 business hours per week available to run their franchise.



# Are You a Good Fit?

**The main characteristics our most successful franchises seem to share are:**

**Enthusiasm** – Without exception our franchises have a real passion for what they do.

**Perseverance** – Running your own business isn't always easy and working from home can be lonely. Successful franchisees have the strength to keep going when faced with challenges and show determination.

**Strong Communication Skills** – Franchisees have to train and manage coaches, build working relationships with other franchisees and work with members of the Head Office team. The ability to communicate well is critical to the success of their business.

**Good Administrative Skills** – Whilst the bespoke Little Kickers IT System has been designed to minimize the day-to-day administration involved in the business, attention to detail and strong IT skills are very useful in running a franchise.

**Fit and Active** – Franchisees need to be able to train their coaches and whilst it is possible for a franchise to take a backseat from the day-to-day coaching, they may need to be able to step in at short notice in an emergency.

## Buying a Franchise

We established our UK business in 2002 and following a successful pilot, took on our first franchisee in North London in 2004. We now operate through a total network of over 300 franchises around the world. Our corporate office continues to operate its own franchise in Toronto, and this enables us to maintain a great understanding of the opportunities and challenges our franchisees face setting up and running their own businesses. It also ensures that we are able to closely match the support we provide to their needs.

Franchisees are charged an upfront fee, which varies by country and covers upfront training, systems and support and the acquisition of an area of geographical exclusivity. In addition, franchisees are charged an ongoing management fee/royalty. These fees are charged as a percentage of the monthly revenues realised by a franchisee.

These fees contribute towards Head Office support staff costs, program enhancements and the maintenance and development of our operational infrastructure.

## The Training

**The Franchise Training Program runs in three modules:**

1. Three days desk-based training for franchisees at one of Little Kickers head offices, or at a location selected by the franchisee. This training covers all aspects of setting up and running a Little Kickers Franchise and includes topics such as: financial management, insurance, finding and training coaches, data protection, health and safety, child protection etc.
2. One day telephone training on how to operate the Little Kickers web-based Business System, plus ongoing support via our helpline.
3. One day practical training on how to run the Little Kickers activity program etc. In addition, training videos are also available to franchisees so that they can train their coaches from home.



# Our Journey Towards Our Mission:

To provide every pre-school child with a positive introduction to sport and to become the market leader in the pre-school football sector worldwide.

To operate the business ethically and to treat our customers and employees as we would like to be treated ourselves **(and to have FUN!)**



**2002**

Pilot in  
London

**2003**

35 Classes

**2004**

First  
Franchise

**2006**

Launch in  
South Africa

**2007**

Running Our First  
Irish Classes

**2008**

70 Franchises in  
Operation

**2013**

Malaysia, Saudi,  
Peru, Brazil

**2012**

Launch in  
Ecuador

**2011**

Launch in  
Cyprus

**2010**

Launch in  
New Zealand

**2009**

Launch in  
Australia and  
Canada

**2015**

**225** Franchises  
in **17** Countries

**2016**

**260** Franchises in  
**20** Countries

**2017**

**300+** Franchises in  
**30** Countries





## Business Growth

**At Little Kickers, our focus has always been on quality and ensuring that we provide children who attend our classes with the best possible experience.**

We decided at an early stage of our development that the best way to maintain the quality of what we do, while expanding the business, was to expand the company through franchising. Franchising enables us to provide local people who are integrated in their own communities with the opportunity to access the tools and equipment they require to set up and run their own successful Little Kickers businesses, and to **“be their own boss”**.

We currently operate through a network of over 300 franchises across 30 countries, and our classes are attended by over 60,000 children each week around the world.

We feel very strongly that input from all of our franchisees is instrumental to the development of Little Kickers. They are at the “cutting edge” of the day to day business and we provide many opportunities for two-way communications (annual conferences, franchisee forums and focus groups etc). Many of the innovations we have introduced to the business have arisen as a result of ideas which our franchisees have come up with and we have rolled out across the network. In line with this, we encourage our franchisees to work together as a team and to help each other, rather than creating a competitive environment.



To date, franchisees in the Australia, Brazil, Canada, Chile, China, Colombia, Cyprus, Ecuador, El Salvador, England, Hong Kong, India, Indonesia, Ireland, Lebanon, Malaysia, Mexico, Mongolia, New Zealand, Oman, Peru, Portugal, Saudi Arabia, Scotland, Singapore, South Africa, Spain, Thailand, Turkey, and UAE have all benefitted from being able to bring the excellent program and solid operational infrastructure that Little Kickers has developed to their local communities. As the franchise network develops and becomes larger, the benefits for our franchisees continue to grow. We are able to invest more heavily in ensuring that our program and infrastructure remain at the forefront of our market, and also benefit from the economies of scale and sponsorship opportunities that are afforded by the size of our network.

**Over the last 5 years we have introduced a number of product and program innovations to enable our franchisees to strengthen and grow their businesses.**

**These include:**

- the introduction of our Little Kicks and Mega Kickers programs
- development of a nursery school program
- development of holiday camp programs
- implementation of Badge & Certificate program
- development of an English language program
- a continuing drive to improve and automate our operational infrastructure to minimize the amount of time our franchisees need to spend on routine administrative tasks and enable them

to spend time on more fun, value added activities such as sales and

marketing.

Our stated mission is “to provide all pre-school children with a positive introduction to sport, and become the market leader in the pre-school football sector worldwide. To operate the business ethically and to treat our customers and employees as we would like to be treated ourselves. (and have fun!)”.

To that end we will continue to focus on maximizing our position in our existing markets and growing our international presence.



# The Product

**Little Kickers classes introduce the under 7's to football. The program was initially developed in the UK by a group of English FA qualified coaches and nursery school teachers. As a result, the program not only teaches fundamental football skills but also promotes the development of early learning goals through a variety of role play based techniques. Valuable concepts such as sharing, teamwork and listening to instructions are introduced in a fun environment.**

Classes also enable children to develop agility, co-ordination and balance while providing them with a positive introduction to sport. Our classes are differentiated from other soccer programs because they are specifically tailored to suit the developmental requirements of such young children.

Little Kickers appeals to a variety of audiences including parents/carers who pay directly for sessions and private nursery schools who offer our sessions as an extra-curricular activity class.

All of our equipment is specifically designed in collaboration with leading sporting goods manufacturers, so that it's age appropriate. Franchisees can benefit from our group buying power to obtain the equipment at very competitive rates.

We recognise how critical our program and the delivery of the classes are to the success of the brand as a whole. Therefore, we heavily invest in the ongoing development of our program, involving key experts from around the world to ensure we remain at the forefront of our industry. We strive to constantly enhance the ways in which we disseminate our training, to ensure that it's as userfriendly and accessible as possible.

Recent enhancements include the development of an online video library which contains a large number of games and weekly coaching plans which can be distributed to coaches via their mobile devices. This makes sure our franchisees are as well equipped as possible to deliver the highest quality classes wherever they are located in the world.





# Classes are divided into 4 age groups



## Little Kicks

18 months – 2yrs 3 months

## Junior Kickers

2yrs – 3½ years



## Mighty Kickers

3½ years – 5th birthday



Classes are 45 minutes duration (with the exception of holiday courses which last 3 hours) and are

conducted by a Lead Coach and an Assistant Coach, with a maximum ratio of 1 coach to 9 children.

Classes are generally held in church halls/sports halls with a maximum of 18 children attending each class. Little Kickers also run classes at a number of private football complexes.



# LK Systems

**Purpose-Built Franchise  
Management System**

**Franchise  
Communications Hub**

**Professional Marketing  
Template Tools**



## Behind the Scenes

**Our continued growth over the last 15 years would not have been possible without a continuous development program to upgrade our operational infrastructure.**

A typical franchisee 8 years ago was bound to their desk by phone cords, had to manage classes via manually updating spreadsheets and had to post hundreds of envelopes containing enrolment information to customers every week.

We made it our mission to automate as much of the administrative elements of our franchisees' work as possible, allowing them to concentrate on the more fun, value-added activities involved in running their businesses.







**The infrastructure we now provide is essentially a “business in a box” allowing franchisees to manage almost all aspects of the business via our internet enabled systems:**

### **1. Our Business IT System:**

Our Salesforce centered system allows franchisees to set up their products (classes), venues, prices, timetables etc. Once operational, the business system is task driven, allowing the franchisee to seamlessly manage key aspects of their day-to-day business, such as enrolments, re-enrolments, transferring children, wait listing, debtor management, management reporting etc.

### **2. Customer Facing Website:**

All of our franchisees classes are listed real-time on our country specific customer websites, from which customers can get useful information about our company, as well as checking availability and enrolling or re-enrolling in our classes and paying online.

### **3. Communications Hub:**

Our business system is tightly coupled with our email application, which is run for us by Google and gives us not only access to email, but many other applications which allow our franchisees to communicate with each other such as online forums, videos etc.

### **4. Online Coaching Training:**

Our online coach training program allows franchisees to easily train coaches to follow our world leading curriculum. Coaches can receive on-going training in their first year to complement their practical training that they receive at classes.

All of our systems are internet based, providing our franchisees with the flexibility to work from wherever they want to.



## Why Little Kickers?

**Franchisees receive all the information and support necessary to set up their business.**

**This includes the following:**

- An extremely popular, tried and tested program, which has been developed over the past 15 years and is now successfully operated by over 300 franchisees worldwide
- An exclusive territory in which to operate their Little Kickers classes
- In-depth operations training and help with all aspects of the set-up and ongoing management
- Marketing advice and a range of customisable advertising and press materials and electronic versions of business stationery
- Practical training from the Little Kickers team
- Merchandise sourced centrally to obtain significant economies of scale
- Training materials for coaches including video training materials
- Personal copy of the web based business system, marketing system and communications hub
- Access to Little Kickers' insurers, accountants and marketing/advertising consultants at substantially discounted rates
- Ongoing support from our dedicated Head Office team including a bi-annual quality control/training update session with the Little Kickers Director of Coaching
- Sample parent/carers newsletters, formatted press releases etc.



# Next Steps...

**Little Kickers always provide people interested in their franchise program with a full list of our current Master Franchisees so that they can contact to them to find out more about their experience of operating a franchise.**

If you feel you have what it takes to run a Little Kickers Franchise and are interested in discussing our International Franchise Program in more detail, please use the contact details below.

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**Little Kickers®**

