



CHRIS BIRD

Autosmart Franchisee - Stoke -on-Trent

Chris Bird has been the Autosmart franchisee for Stoke on Trent for 6 years. Before buying his franchise Chris was no stranger to Autosmart, having spent 14 years working in the factory.

"I joined Autosmart at 16 and worked my way up to aerosol supervisor," says Chris. "I enjoyed my job but felt that I could do more and I certainly wanted to earn more! Over the years I got to know the Autosmart franchisees. Gradually I realised that many came from very similar backgrounds to myself and had no previous sales or business experience. This got me thinking. I knew that if they could build a successful business then I could too. It seemed like too good an opportunity to miss."

"In 2004 I bought the Stoke on Trent franchise and have never looked back. In just 3 years I had paid back my bank overdraft, bought a lovely new house and was still growing at 20%. Autosmart's support for franchisees is exceptional and with 30 years experience they have plenty of experience at making franchisees succeed. When my growth started to slow last year my Support Manager helped me to replan my business and refocus my activity. Thanks to this support I am growing again at over 30% and my success has so impressed the BFA that they have selected me as a finalist in the Franchisee of the Year competition this year.

"I love life as an Autosmart franchisee. No two days are the same. I take my mobile supermarket full of vehicle cleaning products to all types of customers, ranging from prestige car dealers, valeters, hauliers and motor bike dealers, through to engineers and funeral parlours. Customers use these products all the time and really appreciate the service that I provide. This makes selling easy and it is pretty relaxed. Six years into running my own business I feel more focused and energised than ever and my income has never been higher."