

Contact

07904 697591 (Mobile)
richard@limelicensinggroup.co.uk

www.linkedin.com/in/richard-pakey-vfp-0b46ab147 (LinkedIn)
www.limelicensinggroup.co.uk
(Company)

Top Skills

Strategic Planning
Project Management
Leadership

Honors-Awards

Leading Franchise and Licensing
Consultant of the Year- UK

Richard Pakey VFP

Franchise Expert, providing elite strategies helping all franchisors to maximise recruitment and network royalties

Peterborough, United Kingdom

Summary

Working as one of the most consistently successful UK Franchise Consultants. I work with new and established franchisors to implement elite strategies that result in market leading network growth underpinned by a highly effective network management blueprint that optimises unit growth and royalties.

Lime Licensing Group has for 27 years now helped franchisors to become elite operators, based on hands on experience as a multi brand franchisor and have guided many brands to market leading positions and multi million pound valuations. Our clients have set up over 2000 franchises in many different sectors and at all price points and they are fully supported by my companies, Lime Licensing Group and Franchiselife.co.uk.

Solutions for new and established Franchisors include:

Addressing sluggish network growth: perhaps you feel that your recruitment is too slow?

Smart Budgeting: knowing where to place your recruitment budget makes all the difference!

Unit performance: are you finding that some of your franchisees are coasting or under performing? Follow my blueprint and create a win win for all.

Does your management team lack a franchising specialist to guide your decision making or would they benefit from regular "power hours" to address the current issues you are encountering?

Are you finding that franchise resales are dragging down network performance? Correctly embracing this fact of life for franchisors allows you to turn a negative into a real positive for everyone.

Full Franchise set up, launch and recruitment for new franchise brands

No matter what your current situation is I can provide practical proven assistance to maximise your franchise business. With a history of multi brand franchisor ourselves there is no scenario we haven't experienced personally or advised other franchisors on how to deal with correctly.

Contact me to book a free power hour, and lets get your franchise sorted!

Experience

Lime Licensing Group
Regional Director- UK Franchise Consultants
2017 - Present (3 years)

UK Franchise Consultants and Franchisee Recruitment.

Lime Licensing Group is a strategic advisory firm that provides ad hoc assistance and full project management for UK based franchise brands, everything from launch to nationwide completion!

Contact Lime on 07904 697591, or 01274 662001 or visit www.limelicensinggroup.co.uk, or email, richard@limelicensinggroup.co.uk for more information

Lime also creates and manages Brand Licensing programmes for those businesses that wish to leverage their brand name into other markets by entering into license agreements for them to trade with your IP.

Lime's clients are characterised by proven formats, ethical practices, and a willingness to be amongst the best in the UK franchise and brand licensing sector.

Education

Anglia Ruskin University, Cambridge

· (2002)

Bourne Grammar, Lincolnshire