



The UK's number one range backed by a vastly experienced sales and support network - an unbeatable combination.



When HotSpring Spas opened in the UK in 1995 it launched a booming market that shows no sign of slowing. Despite increased local competition, with its exclusive and superior range, vast sales experience and unique national product support network, HotSpring Spas remains the dominant retailer and is set to further expand through a growing network of UK garden centre concessions and stand-alone high street stores.

Why HOTSPRING SPAS?

Inspired by the phenomenal success of hot tubs in America, HotSpring Spas established exclusive UK rights to sell the leading range of US hot tubs and spas. A tried and tested superior quality product, supported by teams of factory-trained engineers who pride themselves in being able to fix any problem within 48 hours, has given HotSpring Spas an unequalled reputation in the industry and a vast database of satisfied customers.



Why HOT TUBS & SPAS?

Just occasionally a new product emerges in the garden leisure market that sends shockwaves through the bedding plants; remember the impact that gas barbecues, gazebos, decking, chimineas and patio heaters had when they first crept cautiously onto the shop floor?

HotSpring Spas showrooms are managed by highly motivated and professional staff who offer detailed product knowledge and advice as well as after sales customer support. Many showrooms also feature a test soak room so potential customers can try out the products before they buy. For the more modest, or if they need further persuasion, a free DVD provides full range and product care information. With up to ten months' interest free credit, hot tubs and spas are easier to buy and now within reach of a far wider audience who are quite literally ready and willing to 'splash out' on their dream!

Having been quietly available in the UK for over ten years, and spurred on by regular appearances in the *Big Brother* TV series – supplied of course by HotSpring Spas - hot tubs and spas are, without doubt, the latest 'must have' purchase for every serious garden lover! However, despite the product demand, a problem that many garden centre operators have identified is finding a reliable range or a genuine specialist who can offer the quality, service and product support that customers demand with a major purchase.

Maintaining its position as one of the most innovative suppliers in its market, HotSpring Spas has introduced a new range of exercise pools pumping up to 3,500 gallons of water a minute, so swimmers of any standard can now practice and exercise in the comfort of their very own pool!



As the UK's first hot tubs and spas retailer, with established stores and several concessions within leading garden centres, HotSpring Spas Limited is in pole position in the race to meet this growing UK demand.

Stock is held in three distribution centres, located in Glasgow, Nottingham & Chelmsford, orders are delivered throughout the UK on a daily basis by HotSpring Spas' own vehicles. A live computer network ensures that stock is maintained and orders are monitored and dispatched with maximum efficiency.

The UK's first specialist hot tubs & spas retailer - now a truly national player with a high street pedigree



Seriously HOT FIGURES

The figures, as they say, speak amply for themselves: From their first eleven stand-alone HotSpring Spas sites and a handful of newly installed concession showrooms within leading garden centres, the company's target is to sell over 1,600 hot tubs and spas every year. At an average unit price of between £6,000 to £10,000, plus further ongoing sales of accessories and chemicals, this represents a turnover of over £12 million, or around £1 million per site!

For a concession requiring around 2,000 sq ft of internal space within a garden centre in the right location, HotSpring Spas offer generous rental packages, which normally outstrip any of their would-be competitors.

Vital STATISTICS

- A HotSpring Spas concession will require around 2,000 sq ft of internal space and a 100 amp electricity supply. By using the correct chemicals, the water in display models only has to be changed four times a year, so a host garden centre will not see a huge increase in its water bills.
- They will, however, see an increase in customer numbers and sales throughout the garden centre, as more and more people are prepared to travel to view high quality hot tub and spa ranges and to buy furniture, accessories and specimen plants to complement them.

IN SUMMARY

- Established in 1995, HotSpring Spas was the UK's first specialist hot tubs and spas retailer.
- They lead the way in introducing innovative products and are a truly national player with a high street pedigree.
- They operate stand alone showrooms throughout the UK together with a network of concessions within leading garden centres.
- Three distribution depots covering 35,000 sq ft and a live computer network ensure optimum stock levels, rapid delivery and exceptional customer support.
- HotSpring Spas actively seeks additional concessions within good garden centre locations.
- 2,000sq ft of internal space, a 100 amp electricity supply.
- Target turnover from a garden centre concession is £600,000 a year, with minimal outlay for utilities for the host store.



www.hotspring.co.uk

ff
first franchise

For a FREE and without obligation consultation, telephone Keith McIntyre on 01252 404559, mobile 07768 767776, or write to First Franchise Limited, 17 Pine Grove, Church Crookham, Hampshire GU52 6BD. Email info@firstfranchise.com www.firstfranchise.com