



12-Month Franchisee Support Package

Overview

The UAC 12-Month Franchisee Support Package is a fully embedded launch, growth, and stabilization program designed to remove execution risk for new franchisees. Unlike traditional franchise models that provide guidance and templates, UAC delivers hands-on operational support, actively working alongside franchisees during their first 12 months of operation.

This package covers three critical pillars: 1. Marketing & Lead Generation 2. Sales Capability, Culture & Conversion 3. Project Management & Operational Delivery. The objective is to ensure each franchise opens strongly, converts leads effectively, builds culture early, and stabilizes revenue within its first year.

1. 12-Month Marketing Agency Support

UAC provides a done-for-you digital marketing service covering the full lifecycle from pre-sales to post-launch growth.

Phase 1: Initial Setup (Pre-Sales Foundation)

- Social media page setup and optimisation (Facebook, Instagram, LinkedIn)
- Google My Business setup
- Meta Ads Manager configuration
- Facebook Pixel and Conversion API implementation
- Analytics, tracking and KPI definition
- Competitor analysis and audience segmentation

Phase 2: Pre-Sales Campaign (Months 2–3)

Goal: Build awareness and generate early demand prior to opening - 70% video / 30% image content strategy - 1–2 professional content shoot days per month - 14–16 short-form videos per month - Lead generation and retargeting campaigns - Monthly reporting and optimisation

Phase 3: Launch Campaign (Months 4–7)

Goal: Aggressive membership acquisition - Conversion-focused advertising - Testimonials and athlete success stories - High-production facility promo video (60s + 15s cutdowns) - Limited-time launch offers - Ongoing reporting and optimisation

Phase 4: Growth & Retention (Months 8–12)

Goal: Revenue stability and retention - Continued content production - Referral and retention campaigns - Seasonal promotions - Retargeting and performance optimisation

CLUB OPERATIONS STANDARDS

2. UAC Base Training Programme (12 Months)

The UAC Base Training Programme is a year-long structured education and performance system supporting owners and frontline staff.

Programme Structure: - 12 monthly seminars - 12 tailored 1-on-1 coaching sessions - Up to 24 contact hours - Ongoing support throughout the year

Session Format: - 40-minute structured seminar - 40-minute practical application - 40-minute 1-on-1 workshop

Core Training Modules

- Customer service mindset & mastering the UAC product
- Sales psychology & objection handling
- Phone, online and consultation-based selling
- Culture development & social proof marketing
- Follow-ups, dialogue training and scripting
- Live role plays, reflection and integration

This programme blends UAC systems with individual personality, ensuring authenticity while maintaining brand consistency.

3. 12-Month Project Manager (All-in-One Role)

Each franchisee is supported by a dedicated project manager for the full 12 months.

Responsibilities include: - Fit-out coordination and timelines - Equipment procurement and installation - Applications, permits and compliance - Opening readiness and supplier coordination - 9 months post-opening maintenance and warranty support

This ensures franchisees are not managing multiple suppliers or processes independently.

Positioning Summary

The UAC 12-Month Support Package functions as a **launch partnership**, not a passive franchise support model. UAC actively embeds into each franchise to drive execution, revenue and long-term stability.