

Franchise My Business - Get A Drip

Get A Drip CASE STUDY

Founder:

Richard Chambers

Founded: 2017

Richard felt the benefits of Vitamin Drips in hospital while being treated for complications arising from his Diabetes. After seven years of researching the benefits of drips, Get A Drip Clinics were opened in London's Shoreditch Box Park and later in Westfield Shepherds Bush.

What they do:

Get A Drip offers the widest range of Vitamin Booster Shots and IV Drips in the UK - the Booster Shot and Intravenous Vitamin Drip Therapy is fast acting as it bypasses the gastrointestinal system allowing 100% of the vitamins and nutrients to be absorbed directly into the body. Medical professionals, including GMC registered doctors, NMC registered nurses, pharmacists and paramedics can administer the shots and drips from either a stand-alone clinic, as a bolt on to another clinic or as a mobile, we come to you, service.

Why they're great:

Get A Drip are an award-winning company (Most Innovative Business in Health and Wellness) with press coverage in The Guardian, Telegraph, Daily Mail, Sun, GQ and Grazia to name but a few. They're known for disrupting the wellness industry and alongside their extensive menu they also offer DNA tests to enable their customers to give their bodies the exact nutrition it requires based on their unique genetic makeup.

Interview with Richard Chambers

Why did you choose to franchise the business?

"Exponential growth. Franchisees are more likely to run a business better than I can get a manager to run a business... having someone that is local and has skin in the game is going to yield much better results. Franchisees can then deploy their capital to expand as well".



How did Ashtons Franchise Consulting help you?

"We first met Ashtons in 2018, we then both went away (and did proof of concept work), as it was too early for us to franchise. And then after that we worked with them for about, well we still work with them now as we've retained Ashtons ongoing to advise us and we use Ashtons Legal as well, but about a year worth of pre-work I'd say. Everything is under one roof; any questions flow fluidly between back and forth. There's always tiny adjustments and having it all in house makes it so much easier".

What's been your biggest challenge in developing the franchise?

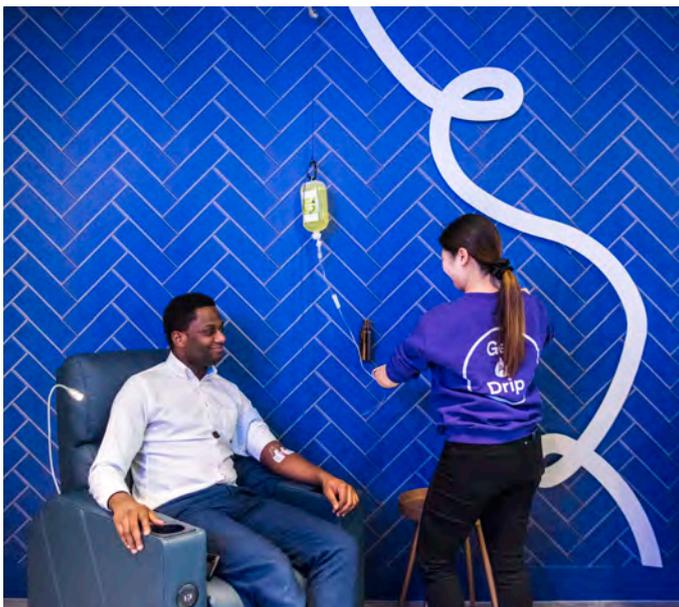
"For us it was deciding on the type of franchisee, so originally, we said we were only going to do mobile franchisees, and then people came along saying they wanted to do it in-house, in clinics and concessions. So, we went round and round in circles, deciding the type of franchise we were going to offer, and then try to stick to that, but in reality, you launch and then you realise you should probably do it another way too".

What do you look for in a franchisee?

"Whilst having medical knowledge is an advantage; it isn't an essential attribute, what we look for above all else is passion! If the candidate is ambitious, motivated and considers themselves a good leader then we would love to hear from them. Our network of franchisees come from various backgrounds, but all are hardworking, driven and dedicated to making their businesses a success".

What does the future look like?

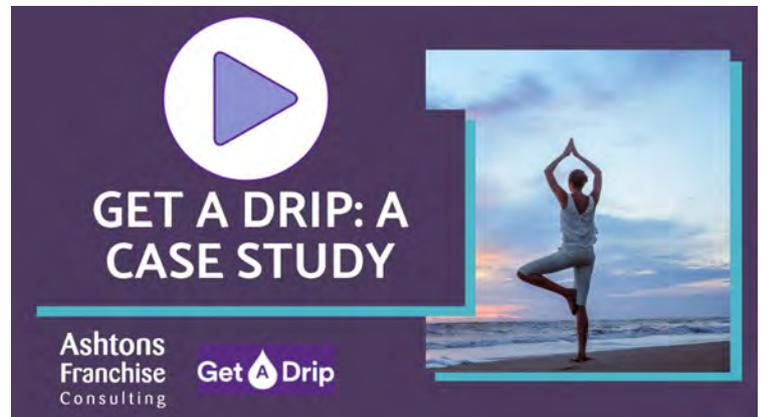
"Many more stores, so lots of stores, growth really. Our aim is to improve everyone's health and wellness, with what we see is the future of doing things and make it as accessible to as many people as possible. I want the business to do really well and expand globally – pure focus on growth".



What's your best tip for other "would be" franchisors?

"Map it out with a consultant. We're going for our BFA accreditation, we expect to hopefully get it this year, so we know what we've built is good, and with some of the challenges we've had, if we hadn't done all that leg work at the beginning (like a year's work of background work just to launch, going through absolutely everything) had we not done that we wouldn't be where we are today. So, you definitely need to take on a consultant asap, as soon as you know you're going to franchise, bring them on, the later you leave it they're just going to go and unpack all the work you've done".

Watch the full video interview by pressing play below:



Want to know more?

To enquire about the Get A Drip Franchise Opportunity, visit: <https://getadrip.com/franchise/>

To enquire about Ashtons Franchise Consulting helping you to franchise your business, visit:

<https://www.ashtonsfranchise.com/contact-us/>