franchise PROSPECTUS



Samba
SOCCER SCHOOLS


Wake up each day
doing what you
LOVE

Our Brand

Football training built on Flair, Confidence and Brazilian Rhythm since 2009 - now franchising across the UK.

Happy reading!

Franchising with Samba Soccer Schools

Samba Soccer Schools is transforming how children learn to play football in this country - and you can be a part of it. If you've always dreamed of being your own boss, coaching football, and owning your own school, partnering with Samba Soccer Schools is your ticket to creating the life you want to lead.

True lovers of football are innately drawn towards the Brazilian style. We love fast, attack-minded football, and we adore those dazzling skills that leave your jaw on the floor - in short - we love the Brazilian game!

In 2009, Samba Soccer Schools was established in the UK, seeking to bring that exciting brand of football to these chilly shores. Nearly 15 years later, we've established ourselves as one of the fastest-growing football schools in the country, with children of all abilities between the ages of 4 and 12 thriving and loving our classes.

Our continued success and rapid growth have opened the door for franchise possibilities across the United Kingdom. Our blueprint allows you to build a thriving, profitable business doing what you love, wherever you are in the country while providing unparalleled support for as long as needed.

Samba Soccer Schools is all about flair, passion, and excitement. It's about painting the town yellow, green, and blue - about breathing new life into a tired football model. What's stopping you from painting your community?



We teach kids to play attractive, winning football without the fear of making mistakes.

Why choose to franchise with us?

We won't lie; there are other football schools out there you can franchise with. Yet none provide the unique brand you find with Samba Soccer Schools. Some are all about having fun, while others swing the other way and focus intensely on discipline and hard work.

Samba Soccer Schools has long sought to bridge those two extremes. We deliver fun, action-packed classes in conjunction with a carefully constructed curriculum that sees students progress through various skills while learning to utilise them in real-game situations - all with a thumping samba beat and party-like atmosphere in the background. Quite simply, there are no other football school like it.

Franchising with Samba Soccer Schools means you'll be joining one of the fastest-growing football schools in the country with a comprehensive package already in place - a business in a box, if you will - that allows you to go from zero to 100 mph in the blink of an eye.



We're looking for football enthusiasts

What we're looking for in a franchisee

Joining Samba Soccer Schools as a franchisee doesn't simply mean making the purchase and then disappearing into the sunset. We believe the organisation is only as good as its individual components, so we're looking for specific characteristics that set our franchisees apart.

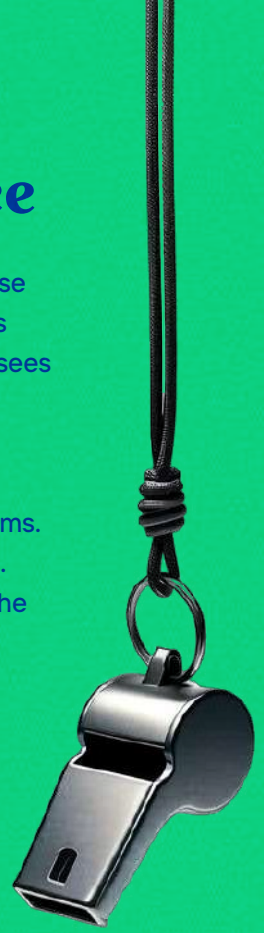
Starting out on your own is a scary, thrilling - and, at times, heart-pounding experience. Moulding your life around a successful business doing what you love is the stuff of dreams. Many don't dare even try, but the rewards are life-changing for those who take the leap. Unfortunately, 99% of people never achieve their dreams. If you're in that 1% and have the following characteristics, franchising with Samba Soccer Schools is for you.

Passion

If football coaching at the youth level has always been in the back of your mind as a dream job, you've come to the right place. The problem has long been that it's next to impossible to make a good living from youth coaching. Coaches often resort to a patchwork of poorly paid jobs just to get by. Starting your own franchise ticks both boxes - a well-paid annual income doing something you love daily.

Experience

It's challenging to start a franchise without knowing the basics already, which is why we ask that franchisees already have a minimum of two years of coaching with ages 4 to 12. If you do have that experience but still feel a little unsure about how you'll transfer that into a business that relies almost entirely on it, don't worry, franchising with us means you'll have access to our ongoing coaching education and syllabus that's been tried and tested for over a decade.



Love for Brazilian Football

Do you scan the World Cup fixtures as soon as they come out, looking for the Brazil games? Do you believe football should be played with expression, freedom, and excitement? Our business is based around the Brazilian way of playing, so sharing that love is imperative. Scrappy tactics and tedious methods have traditionally hampered football in this country. We're doing our part to change that, and so can you.

Communication

Good communication is vital when running an SSS franchise. You'll need to liaise regularly with coaches, parents, students, and other franchisees, so the ability to express yourself clearly and openly is hugely important.

Self-Motivation

While we give you the blueprint for success, you're the one who will need to make it happen through hard work, perseverance, and dedication. Self-motivation is key - without it, you'll struggle to get your business off the ground. How many people complain about the boring 9-5 and their dream of working for themselves one day without ever taking a meaningful step towards it? Don't be a talker - be a doer.

Entrepreneurial Skills

We're looking for people who dream big. Entrepreneurial skills are essential to anybody hoping to run an SSS franchise. Growth can sometimes take time, and we're looking for those with a long-term vision and the commitment and drive to see it through. We've worked with experts to forecast what our franchisees will be making in revenue after the first, second, and their years - but the sky's the limit. Why stop at what we expect you to make?

Our Journey

Many children grow up with an almost innate love of the game, but all too often, that is stamped out by dreary teaching methods and ranting coaches who shatter self-confidence.

This is precisely how our founder, Nilio Bagga, felt as a child. Whenever he tried anything skilful - something you might see a Brazilian doing - his coaches immediately shot him down and ordered him to play safer, standard football. To Nilio, that meant more boring football, and he could feel his love for the game slowly dwindle. Isn't the beautiful game supposed to be based on creativity, excitement, and showstopping skills?

Away from the more rigid coaching methods, Nilio found his football feet on the streets where he and his friends would organise 5-aside games that allowed them to express themselves freely without the constant fear of making mistakes and dressing down from a coach that would follow. Suddenly, he could sharpen his skills and develop confidence and a passion for the game like never before. He didn't know it then, but Nilio had stumbled into the world of Ginga football, a style of play that has seen Brazilians electrifying football for decades.

This experience profoundly impacted Nilio as he became an adult and moved into football coaching. He thought, isn't it possible to teach children how to play thrilling football based on freedom and expression while still retaining structure and development? As his horizons began to broaden, his attention fell on Brazil, and after visiting the country in 2010, he knew he had found his way of playing football and one he was determined to bring back to Britain.

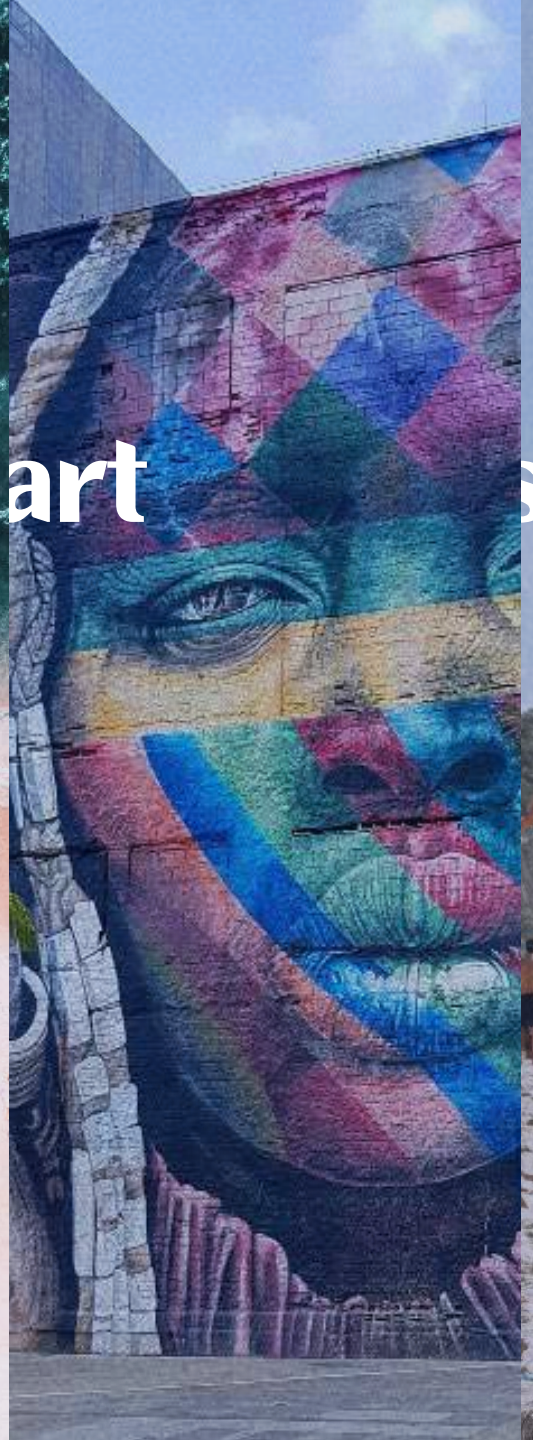
Nearly fifteen years later, here we are. Samba Soccer Schools has grown rapidly, and today, it teaches thousands of children how to play football with beauty, freedom, and self-expression - free from the harsh critical gaze that frequently dogs football coaching in Britain.



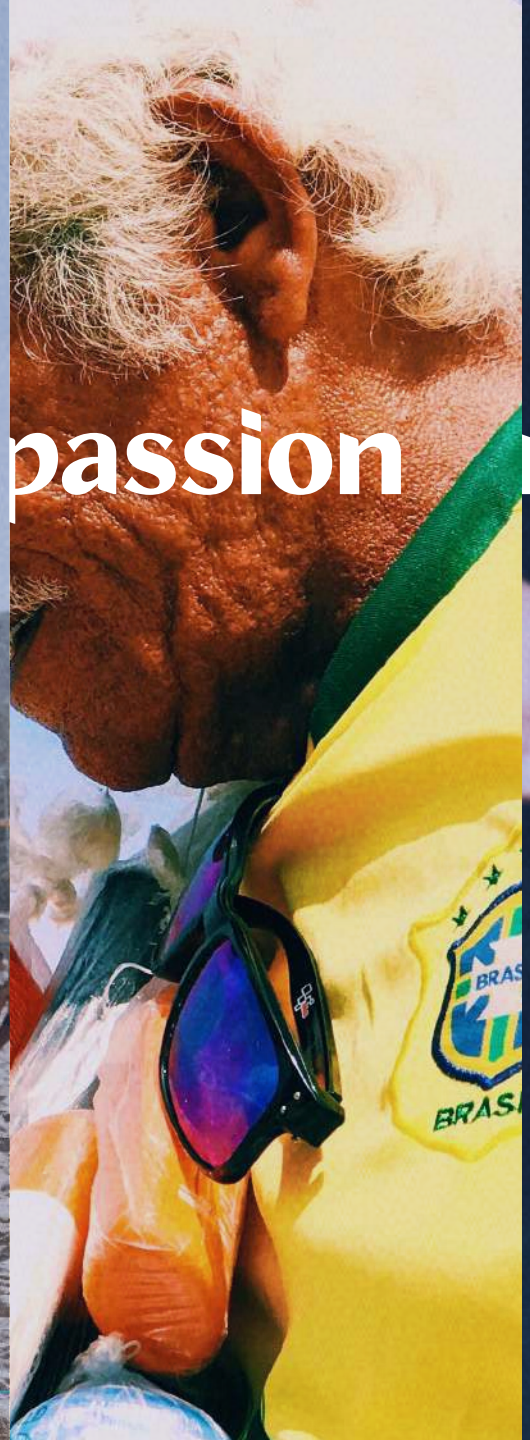
Our PRODUCT

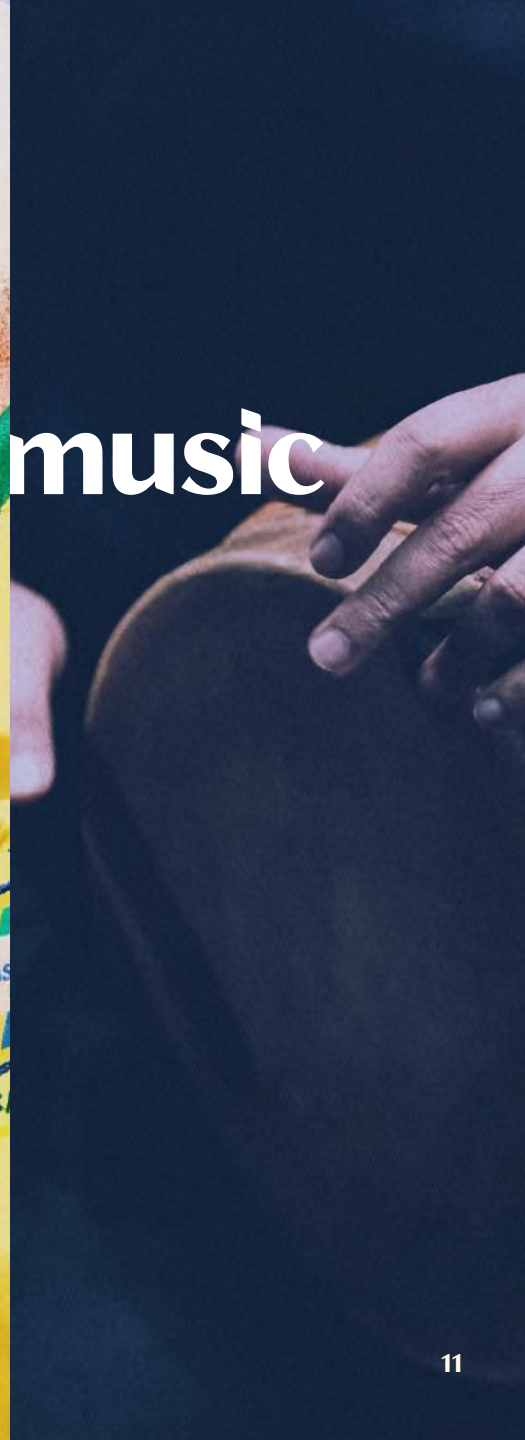



summer


art


skills


passion


music

What we offer our students

Samba Soccer School is built around two core principles. The first, unsurprisingly, is football coaching, which is best expressed through the exciting, attack-minded Brazilian style. We want to teach children how to play football, but we also want them to fall in love with it, which means moving away from the turgid, constrained format we often see taught.

Our classes are skills-based, meaning children develop a much better and closer relationship with the ball - and the knock-on effects are often dazzling. There's no reason that football like this can't be taught all over the country, so if you're looking to bring this unique brand of Ginga football to your community, get in touch.

The second fundamental principle is social development. Football training can be a tool to improve confidence and instil knowledge, discipline, and teamwork - while also helping children expand their social circle outside of school. Children come for the football, but they leave with a lot more.



Why parents and students LOVE Samba Soccer Schools

Children are naturally drawn to the free-flowing, exciting brand of football on offer at Samba Soccer Schools. They love the skills and tricks that they can wow their friends with on the playground. This is how football is supposed to be played, and children can't get enough of it.

Personal development

Learning to play football might be the primary focus, but there's so much more on offer.
Football training can be a vehicle to help build confidence and learn about teamwork, fair play and commitment while also instilling a sense of hard work and the rewards that come from it. Vigorous exercise and personal development have never been more critical in today's increasingly sedentary, islolated online life.

Samba style

You've never seen football quite like this. Our classes are accompanied by a samba soundtrack, allowing students to feel that unique Brazilian rhythm while playing football. Not only does it create a fun atmosphere, but using music has actually been shown to improve performance in team sports.

Engagement

Keeping children engaged is trickier now than it ever has been. Short attention spans require focused activities that keep kids on their toes. At Samba Soccer School, each child practises with their own ball, meaning less time standing around doing nothing, while each class focuses on a different skill that is then applied to a real game environment. Add in the samba music, and these children won't be getting bored anytime soon.



Franchising with Samba Soccer Schools

Our success has allowed us to rapidly expand throughout London and build a solid foundation to grow further. While other schools began franchising as quickly as possible - not always with immediate success - our long-term plan was to establish ourselves as a market leader before rolling out our franchise development.

The result means that we've done most of the hard work already, meaning a clear and replicable model is in place and waiting for you to take advantage of. Franchising with Samba Soccer Schools means you have immediate access to our comprehensive coaching syllabus, meaning no session planning, no backtracking through notes to see what you did a month ago, and no fretting about what you will do next. Everything is already tried, tested, and available to you at the turn of a page. And what's more, our curriculum is constantly evolving. So when we develop new sessions or skills tuition, you'll be the first to know.




WHAT
YOU
GET

What you get from our franchise support team

Successful franchising with Samba Soccer Schools depends on the franchisee's commitment, hard work, and enthusiasm, but having our unparalleled support behind you can make all the difference.

We don't simply sell a product and then step back into the shadows, leaving you scrambling to understand a business you're entirely new to. We're committed to providing the ideal launch platform to maximise your chances of quickly building a profitable and robust business while also establishing a learning and support network you can use as little or as much as you need in the future.

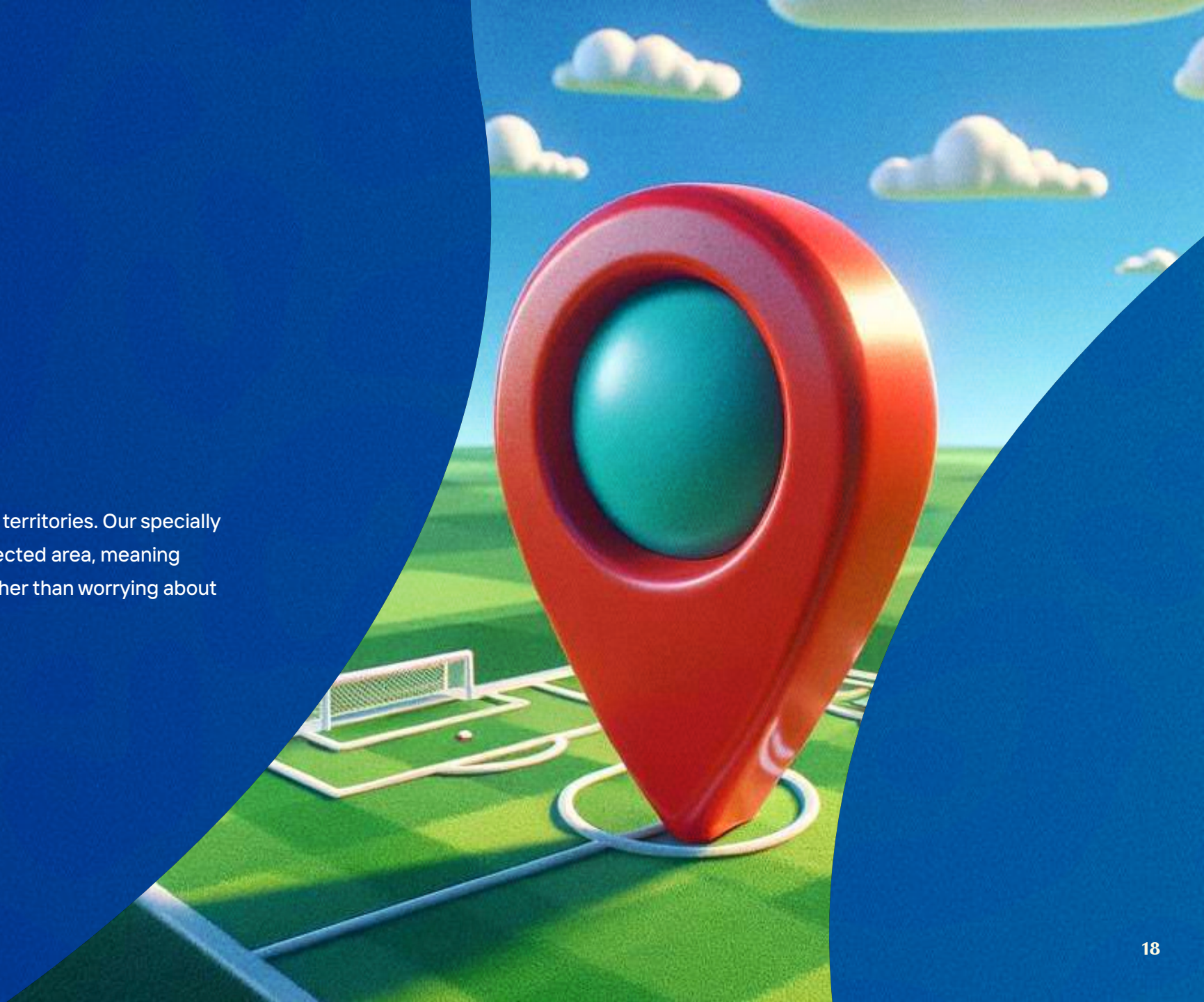
Our success is your success. Joining the rapidly expanding Samba Soccer Schools family means you gain access to a proven system with more than a decade's worth of experience behind it. However, launching a business is always a rocky road, and we'll remain committed to guiding you through it all until you feel ready and confident enough to go it alone.



Our franchise support involves the following...

Exclusive Territory

We make sure that SSS franchise holders don't overlap territories. Our specially designed mapping system defines your exclusive, protected area, meaning you can focus on maximising your region's potential rather than worrying about competition.



Territory Mapping & Identification

Territory mapping is a crucial component of what we offer as it provides you with a clear insight into what region you will have exclusive access to. Through our vigorous mapping plans and data analysis, we identify your region and provide you with key information such as the number of children aged 4-12 in your area, average household income and postcode hotspots based on data from the 2021 census. Each territory has been calculated to contain between 90,000 and 100,000 children, so you won't need to worry about numbers.

During the onboarding phase, our expert marketing team will provide a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis, which includes research on all the available venues broken down into hotspot and non-hotspot areas. We'll be able to guide you through the entire process, meaning you come away with the best possible venue to maximise profits.



Venue

Assistance

Worrying about finding the perfect venue is often in the back of new franchisees' minds. What if you pick the wrong place? What if you find the perfect venue but later find out it's miles from your core target students?

During the onboarding phase, our expert marketing team will provide a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis, which includes research on all the available venues broken down into hotspot and non-hotspot areas. We'll be able to guide you through the entire process, meaning you come away with the best possible venue to maximise profits.



Competitor
ANALYSIS

We'll also compile a comprehensive assessment of competition in the area and work with you to gauge the saturation level and how to address it. Facing off against competition with years of experience can seem daunting, but again, we'll be with you every step of the way to ensure you start with a comprehensive plan of success. And remember, while there might be other football schools in the area, there definitely won't be anything as fun and exciting and with as much of a wow factor as a Samba Soccer Schools.



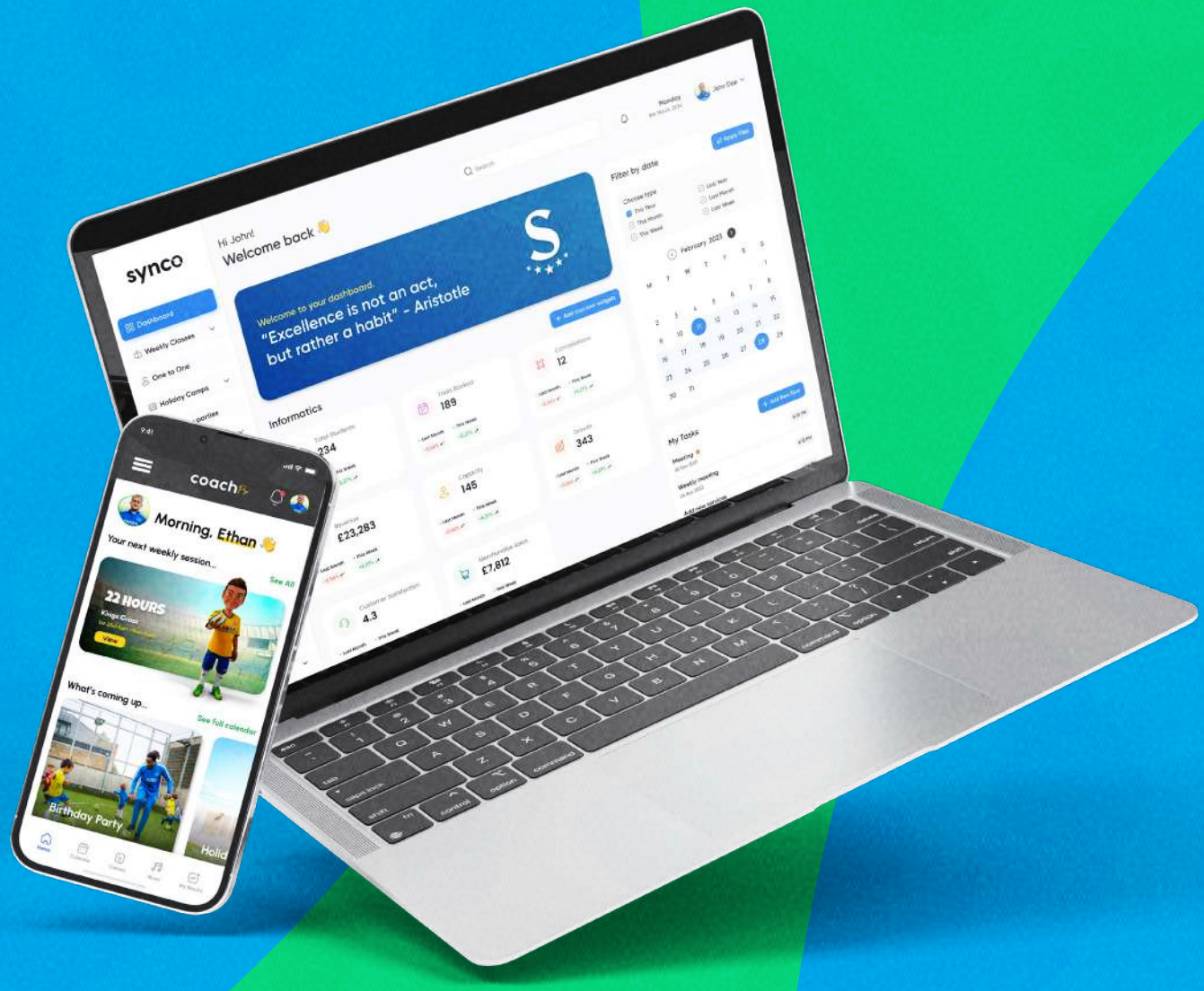
SYNCO

At the core of our franchise package is our purpose-built CRM software, Synco, which has slashed administration time by up to 80%. If you're worried about how time-consuming running a business will be, Synco is your best friend, allowing a single person to operate a business quickly and seamlessly in a fraction of the time it would take multiple people.

Samba Soccer Schools launched Synco last year, and it has already been an astonishing success. You can try and run a business without it, but trust us, you won't want to. Synco includes four distinct ecosystems all under one roof:

✔ A comprehensive booking software
✔ A Parent Content Account for each customer to track payment, skills training, and loyalty points
✔ Coach Pro, which streamlines all coaching needs from the recruitment process to training session plans, schedules, and samba playlists.
✔ Synco is the workhorse of the whole software, with everything franchisees need to run their business all in one place.

Organising a thriving business isn't easy, but with Samba Soccer Schools, we provide the tools to simplify the whole process. Synco has transformed how we operate by cutting the tedious side of business operations to the bare minimum, leaving you to focus on the exciting side instead.



The Brand

Our brand and trademark are instantly recognisable, but creating your own successfully can take years and cost a fortune.

Franchising with us means you can skip to the front of the queue by using our name, imagery, personalised website layout, and booking system to draw customers to you quickly.



Coaching
SYLLABUS

Creating a coaching syllabus is vital for providing the kind of services customers want to keep returning to - but doing it yourself can take years.

With an SSS franchise, you get an organised coaching programme ready from Day 1. Our syllabus provides minute-by-minute instructions on delivering high-quality classes, dramatically reducing your setup time. Football coaching has never been so easy.



Coaching
Pathway course

Hiring and training new coaches can be time-consuming when it comes time to expand. That's why franchising with Samba Soccer School also includes our Coaching Pathway Course, designed to help you find the ideal candidates and train new hires quickly and efficiently.

This 6-week crash course gives you everything you need to turn a complete coaching novice into somebody you feel supremely confident taking your coaching session. Good coaches are the cornerstone of everything, so having a comprehensive training method can make all the difference.







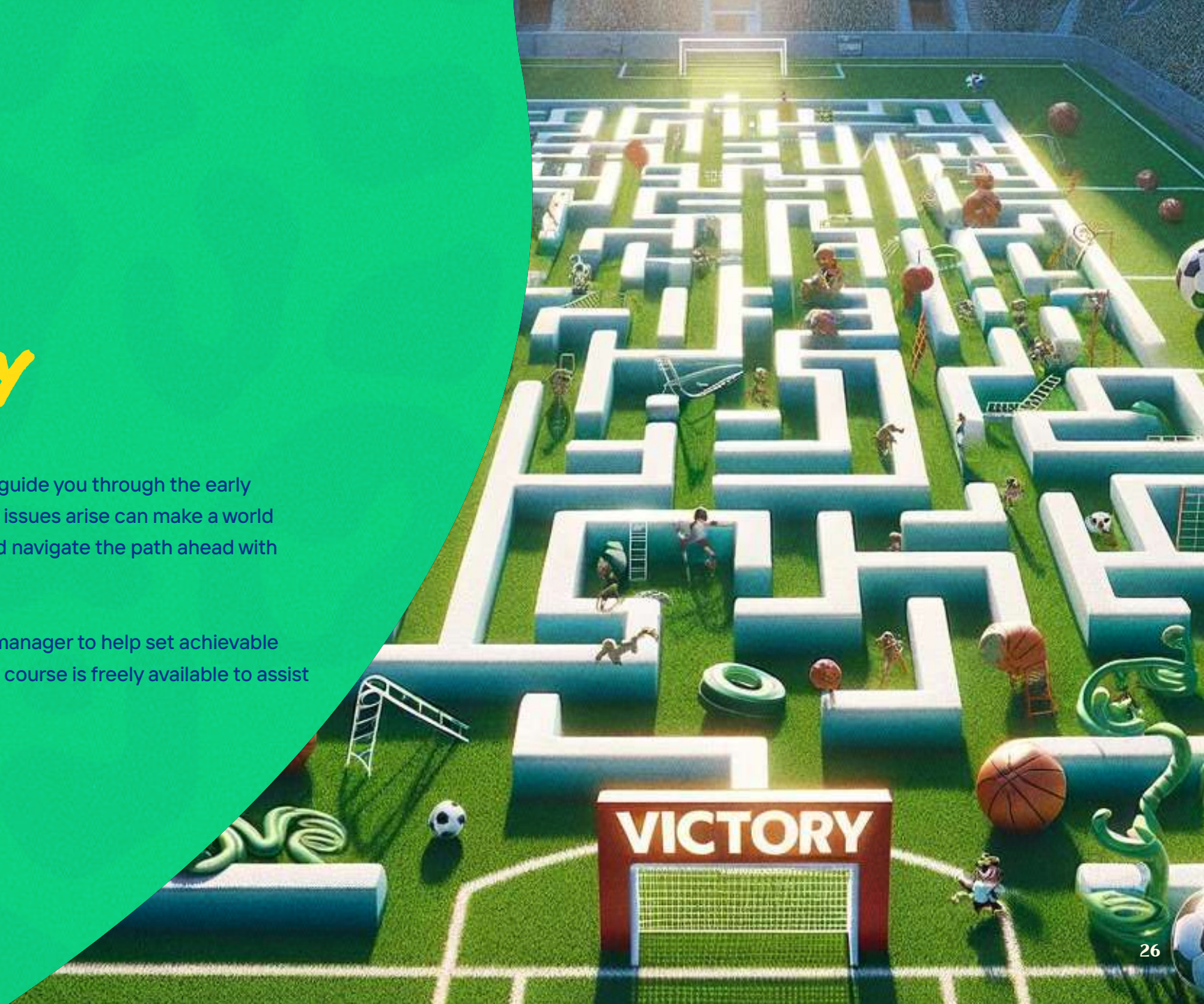




Guidance & CONSULTANCY

Starting a business is never easy! Having someone to guide you through the early stages and offer expert advice whenever questions or issues arise can make a world of difference. It's the way to avoid potential pitfalls and navigate the path ahead with confidence.

Each SSS Franchisee is assigned their own franchise manager to help set achievable goals and actionable targets, while our detailed online course is freely available to assist with everything from marketing to customer service.



Marketing

Most new franchisees worry about getting business through the door in the early stages. With a lot of money put into a business, it can be a nervous wait as classes slowly fill up. However, with an experienced market team and model behind you, you don't need to worry about finding customers. As the great voice in the sky said in Kevin Costner's 1989 Field of Dreams - "If you build it, they will come."

Marketing is a vital component of any business in the modern age. Word of mouth is great and undoubtedly helpful, but you need to reach a broader audience to grow your business quickly and establish a solid base from which to thrive. We'll help you market your business successfully offline, through often undervalued and misused methods like flyering and local advertisement, and online, with ads on social media and search engine optimisation.

Drawing upon years of experience and extensive testing, we have uncovered winning advertising strategies that can swiftly generate leads for your business.

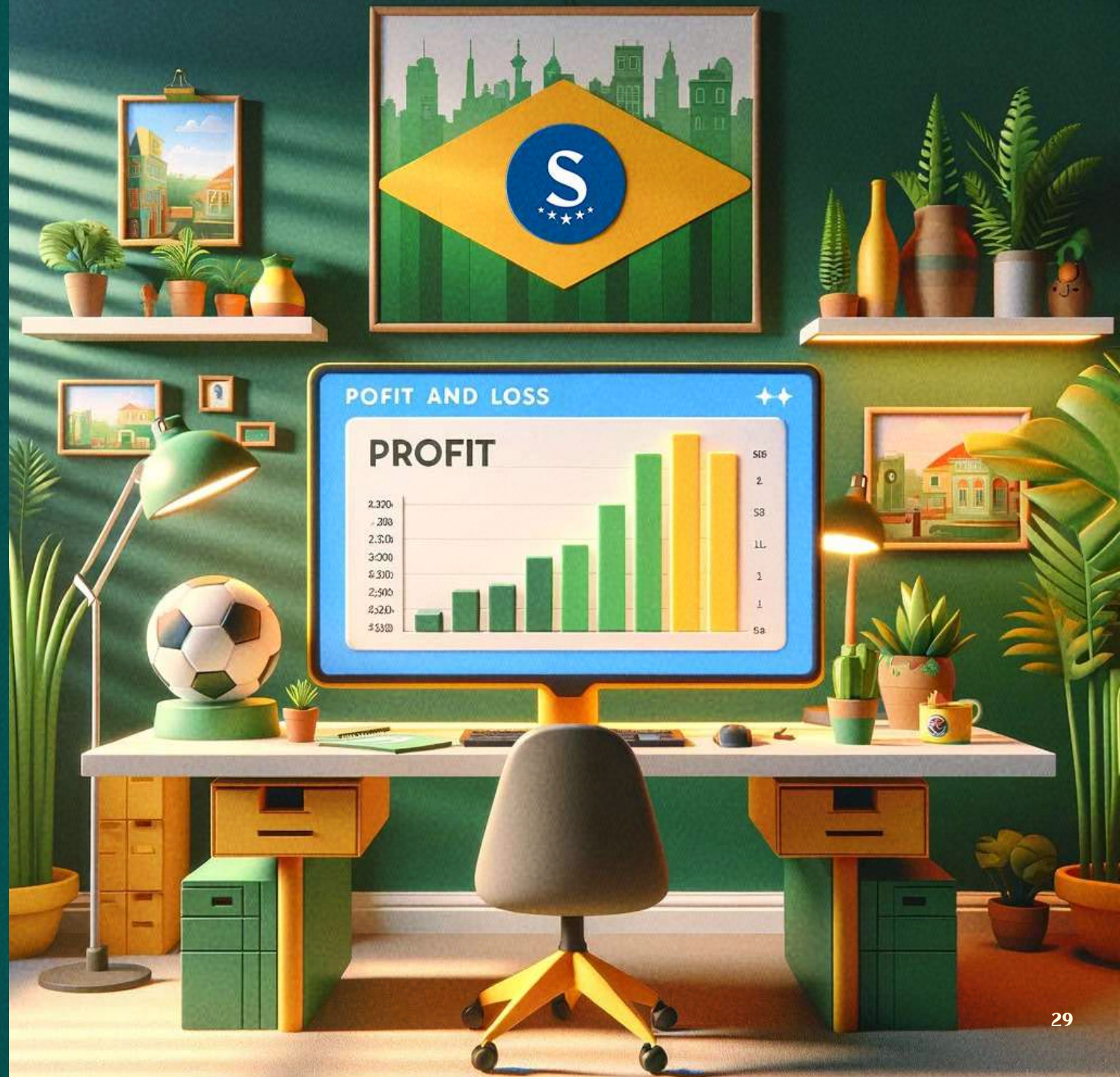



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@sambasoccer_uk
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SAMBA

Financial PLANNING

Putting all your eggs in one basket can be terrifying. What if things don't work out? What if I have a slow first year? Having a clear and concise road map with a sound financial plan can dramatically lower the nerves when starting out and boost the chances of success. We'll bring in sound financial planners to review your numbers to give you the peace of mind that comes with knowing you're on the right track.

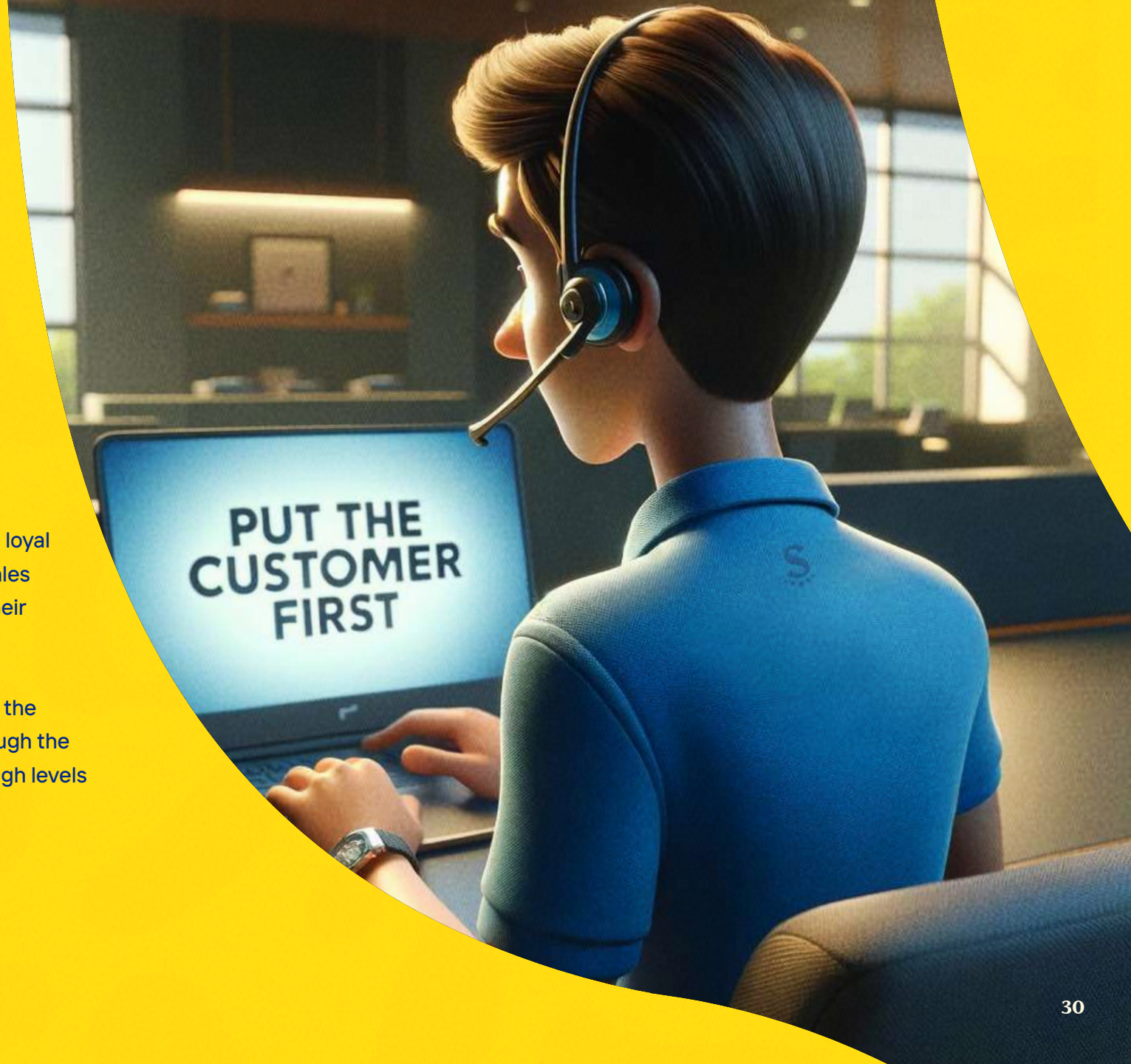
Mapping out the various stages while including achievable targets and measurable goals creates a vision of where your business is heading. We usually find it's here where the business feels like it comes alive. Don't think about where you are now; think about where you want to be in five years.



Customer
Service

Getting customers is one thing; keeping them and establishing them as loyal customers who return year after year is quite another. Our business's sales and customer service aspect is often overlooked, but we can't stress their importance enough.

We'll give you all the training you need to ensure you deliver services to the highest level. Our experienced and professional team will walk you through the phone scripts we deploy and the proven steps we carry out to ensure high levels of customer satisfaction.



Ongoing
CONSULTANCY

Franchising is all about balance. We don't want to leave you high and dry just as you get started, but we also don't want to molly-cuddle you for too long or act as some intrusive overlord who won't leave you alone.

The first few months are usually tricky, so we'll remain hands-on during this period. However, once you feel confident enough for us to begin stepping back, we'll do exactly that. We'll continue our consultancy in a structured manner through video calls/ or in-person meetings every six weeks, allowing you to raise any issues you might be having, but after Year 2, this will reduce to once every term (3 times per year).



Costs & Rewards

Running a franchise with an already established brand is significantly easier than starting your own business from scratch. We've essentially done all the groundwork, you just need to pick a territory, roll up your sleeves, and make it happen.

A franchise with Samba Soccer Schools is a repeat business model replicating our tried and tested system. We can't guarantee specific results, but if you follow the blueprint already laid out, you'd have to be doing something seriously wrong not to succeed.

As with any business venture, there is the need to make an upfront investment that should be easily returned within the first year. The cost of a Samba Soccer Schools franchise is **£10,000**, which includes the following:

- ✔ Exclusive territory
- ✔ Rights to the SSS brand and trademark
- ✔ Use of our intellectual property
- ✔ Our operations manual
- ✔ We'll set up and optimise your adverts for the first three months
- ✔ One full equipment set
- ✔ x2 Full Coaching Uniforms
- ✔ Access to our purpose-built CRM software Synco (license required of £50 p/m
- ✔ Ongoing consultancy
- ✔ Two-month royalty-free period - You won't need to pay us a penny for two months while you settle in.

Potential Earnings

When it comes to potential earnings, it's important to stress that there are no guarantees. We've worked closely with experts to deliver a forecast of expected earnings by Year 3, but numerous factors - many of which come down to yourself - could see you make less or even more than predicted.

Here's a breakdown of what we expect a Samba Soccer Schools franchise to make by its third year.

Year 3	
Number of classes:	16*
Number of students in each class:	22
Monthly subscription fee:	£40
Average retention rate:	70%
Expected Turnover:	**£168,960**

* The number of classes can be shared across several locations or just a few.

This figure is purely for group classes held throughout the year by year 3, but when we consider 1-to-1 classes, birthday parties, and holiday camps, that number rises even further.

Additional Income	
Average number of 1-to-1 coaching:	20
Average number of birthday Parties:	20
Average number of holiday Camps:	6
Expected Additional Turnover:	**£27,000**
Total Turnover Of All Operations:	**£195,960**



Franchisees *ALREADY* winning



Franchisees already SUCCEEDING

We know that sometimes it's just easier to hear from somebody who has already done it before. Raz approached us in 2022 to franchise with us, and it's safe to say it's been a roaring success ever since. Here's his experience in his own words.

How did you get started with Samba Soccer Schools?

"One day, I signed my son up for a free trial at Samba Soccer Schools in Clayhall. I wanted my son to gain better football experience as he'd previously joined another football school, which he didn't enjoy - and I've always been a massive fan of the Brazil national team. We went, and wow, did he enjoy it.

Afterwards, he returned and said, 'Dad, you should try doing something like this. You're good with kids, and you love teaching football.' My first reaction was a firm no, but after some more convincing, I made contact and eventually met with the founder, Nilio, and we just hit it off. Before I knew it, I signed up and bought an Essex franchise.



"I *LOVE* being a part of this; honestly, it's the *BEST* thing I've ever done."

Razzaq Patel, SSS Essex Franchise Owner

Why did you choose to purchase a franchise?

I decided to do this for the right reasons: I wanted to do better for my family and help the kids in my local community whose parents do not have time to take them to play football. I wanted to assist those families and make a change for them like I did for my son. I am very proud to be involved in this, and I honestly wouldn't change this for the world.

Tell us a little about the early stages

At first, it wasn't easy, but after a while, I got the hang of it, and then the magic started. Every time I was in a class, I felt like a different person, and seeing the kids take to me and enjoy the classes was the best feeling in the world. I love being a part of this; honestly, it's the best thing I've ever done. To go from a sales background to becoming a franchise owner and a coach is just a fantastic feeling.



Ready to join Samba Soccer School?

Here's what to do next

If all of that sounds good to you, then let's make it happen.

Franchising with Samba Soccer Schools is your ticket to jumping to the head of the business world queue by using our renowned, proven system and methodology to jump-start your football coaching school and avoid all these needless early headaches.

We've streamlined our entire application process into four simple steps so we can find out quickly if franchising with Samba Soccer Schools is right for you.

Step 1 – Fill out our enquiry form

Fill out our online enquiry form and one of our team will give you a call within 48 hours to discuss your needs and business ideas. This also lets us answer any questions before setting up the next steps.

Step 2 – Meet with us

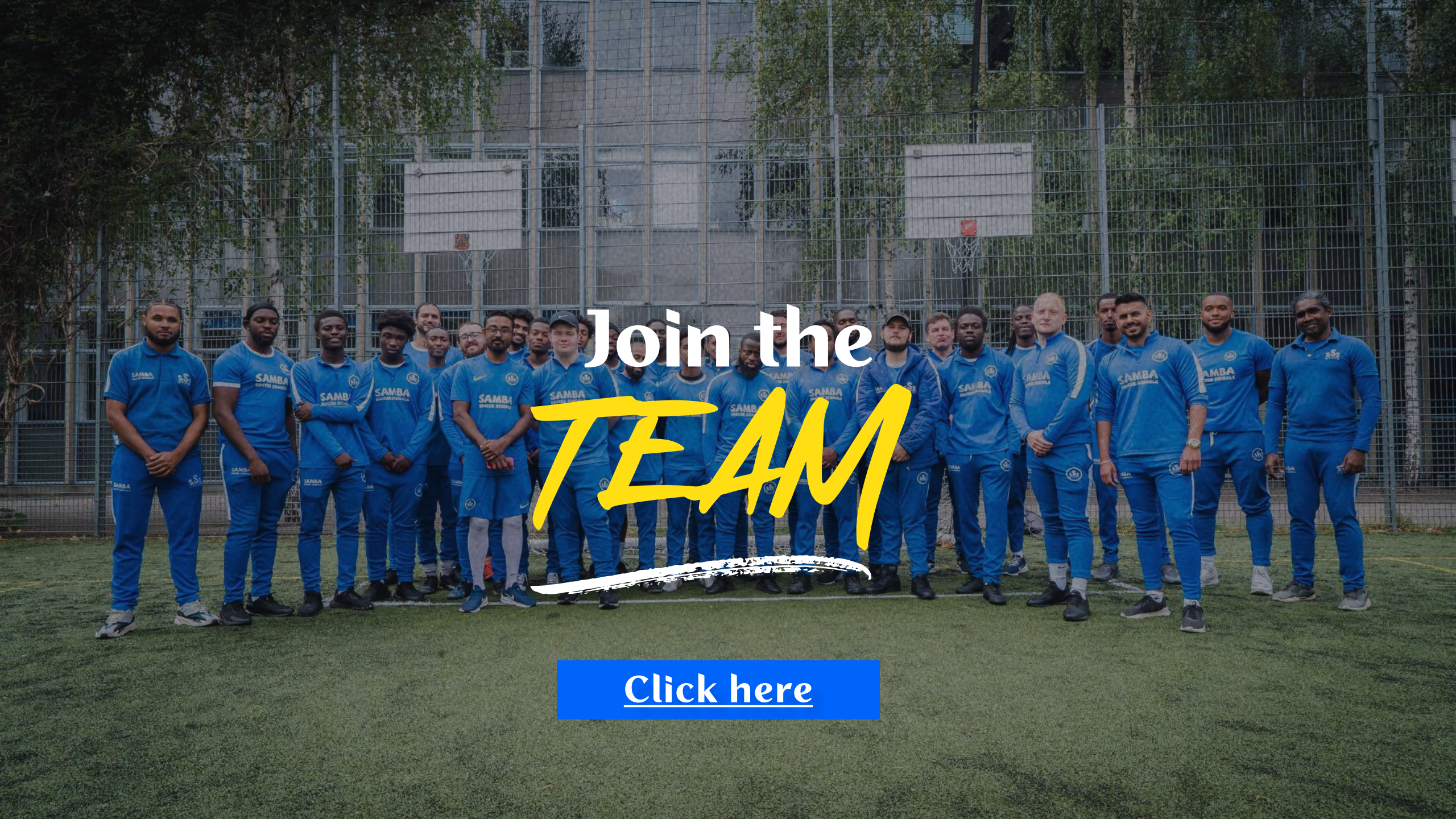
Get to know the management team behind Samba Soccer Schools with a face-to-face meeting where we'll be happy to discuss the franchise process and answer any questions you still have.

Step 3 – Watch a lesson

Observe one of our lessons in person to see how it all works while also having the opportunity to speak to our coaches and operations manager.

Step 4 – Start your own Samba Soccer Franchise

With everything else out of the way, if you and we are both happy about the arrangement, we'll get the ball rolling, and before you know it, you'll be the owner of your very own Samba Soccer Franchise and be well on your way to creating the life you've dreamed of. It's samba time!


Join the
TEAM
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