

Case Study Stretch-n-Grow Ltd

Fun Fitness Exercise Programme For Children

About Stretch-n-Grow

Stretch-n-Grow was established in Galveston, Texas in 1992.

We are currently getting ready to celebrate 10 years of heading up the programme in the U.K

Stretch-n-Grow is a specially designed fitness programme for children from 16 months - 7 years conducted weekly by a fully trained Stretch-n-Grow instructor. The programme comprises an extensive curriculum endorsed by fitness and child development experts. It is fabulous, and fun. The programme links into nursery and primary education and adopts a holistic approach.

Our Goal

Our goal is to expand stretch-n-Grows influence throughout the U.K with individuals who want to be part of a successful, modern and progressive brand. We have established a network of franchisee's nationwide, a network that will provide solid foundations on which to build and develop further.

About You

We are looking for enthusiastic, driven, energetic individuals that are interested in teaching health and fitness and want to work with young children.

Financial Information

Franchises start from £10,000.00

Training & Support

. Territories are mapped from your home, Your own exclusive territory, with a data resource. Initial training and after training on site support are provided. We provide a Free coach development workshop after 6 months for all new franchisees. Yearly 'Continual Professional Development Events' hosted. All equipment is supplied.

Franchisee Feedback

Summary of training received from Stretch- n-Grow UK to date:-

1 week of intensive training covering all aspects of running and owning a Stretch- n-Grow franchise business. This covered both the technical and operational side; including marketing, sales, accounting, teaching, planning, reporting and administration.

On site sales and marketing support was given on average twice weekly for 3-4 weeks. This involved going over my area database, visiting nurseries and securing business. Invitation to attend coach camps every 3 months. This assists with routine development, teaching tips and skills. Coach Workshop Training – specific training given on how to recruit, employ and manage my own coaches.

STARS conference held annually. This involves meeting other franchisees, sharing knowledge, training, EYFS, guest speakers, routine development, quality assurance (brand, kit, props, and equipment) and development of teaching skills.

For the first 6 months I had weekly telephone conversations. This assisted me with planning, how to approach the sales/marketing and securing business. Most of all it helped me build my confidence in such a new role for me. I have always felt well supported. Regular contact still remains from both sides and offers of extra training if I felt needed is always there. Over the past year I can't fault the training and support I have been given.

Sarah Stower.

