

Working together

FAIR TRADE SALES SET TO DOUBLE OVER NEXT FIVE YEARS

With 20 new Fair Trade shops planned within the next five years, the UK can expect to see a huge increase in the sales of non-food fairly traded products.

Jeremy Piercy has worked within the Fair Trade industry for the past 20 years. He is well known for assisting overseas producers to help talented artisans create sustainable businesses to support entire communities in the developing world.

SUCCESSFUL

Despite a difficult retail climate in the UK in recent years, Shared Earth's seven shops operate successfully. Three of these shops have opened within the last three years, with sales and profit substantially increasing. With average sales from a Fair Trade shop being around £75,000 per annum, Jeremy's Shared Earth shops generate an average of £300,000. His business alone is capable of doubling Fair Trade sales in the independent sector in the UK over the next five years with his growth plans through franchising the business model.

"We have always aimed to address the imbalance of wealth, working together with people from different cultures while earning a decent living and, because we make good profits, we are able to offer our suppliers a good and fair price for their products," explains Jeremy.

Shared Earth travels, when necessary, with a select team of designers to visit its overseas producers in countries like India and Nepal. Being specialists in recycled products, Shared Earth has



established distribution channels that are heavily geared towards creating a sustainable and environmentally aware business culture. All new franchisees will have the opportunity to join Jeremy on a planned trip and this will form part of the initial training and induction into life with Shared Earth.

Shared Earth links the customer with product origins through an enchanting retail environment with a vibrant atmosphere and colourful graphics. This gives them a sense of what their purchase means to the artisans, who hand-make the delights displayed.

PRODUCT RANGES

As well as seven shops within the UK, a selection of Shared Earth's products can be found online at www.sharedearth.co.uk. The product ranges include unique jewellery, a whole host of fashion accessories, wood, ceramics, paper, soapstone and products for children.

Jeremy has been delighted at the huge initial response to the publicity about the franchise opportunity. The franchise has attracted national press interest from newspapers such as the Daily Mail, Daily Express and The Mirror.

Shared Earth has undertaken two discovery days at its York head office. Everyone attending these events has the opportunity to learn more about the business. There has been considerable interest from attendees in progressing to the next stage and searching for a suitable shop location. Yet Jeremy is adamant that only the right calibre of individual will join his growing network.

He explains: "We are looking for individuals with the right qualities who want to own an ethical, profitable business. We are only looking for a small number of franchisees initially so that they receive an excellent level of care." **MM**

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FOR MORE INFORMATION

■ The Shared Earth franchise launched in September 2007. The company is looking for two-four individuals with an interest in Fair Trade and retailing to launch a Shared Earth shop in their own area. The initial franchise fee is £7,500, with total investment being £73,700 plus VAT and working capital. If you would like to view a franchise prospectus call Shared Earth on **01904 636400** or email franchising@sharedearth.co.uk

FREE INFO NO: 4550