



NatWest and EWIF

NatWest were one of the founding members of EWIF and recognize the important contribution that women entrepreneurs make to the UK economy. The statistics show that more and more women are choosing to start up in business and franchised businesses feature strongly. This is good news for the economy and great news for the world of franchising. The additional support and the number of different business models within the franchise sector make it an attractive proposition, especially for those who are returning to the workplace following a career break.

The 2011 NatWest BFA survey reveals that the proportion of women running franchises alone (without a partner) continues to rise and stands at around 20% - with a significant number of franchises able to be run from home or from home offices there is plenty of opportunity to start up a franchise which fits around other commitments.

However in Britain the number of women entrepreneurs lags behind the number of male entrepreneurs. By supporting the Encouraging Women into Franchising initiative, NatWest is looking to help more women to start up and grow their franchise businesses. Recent research would suggest that women have a more positive outlook for business prospects than men - Avon UK Research reveals significant growth in female business start – ups over the past 12 months and some analysts are forecasting a 100% rise in female business owners over the next 10 years.

Our approach at NatWest is based around having a dedicated franchise team, all of whom are Qualified Franchise Professionals (the BFA qualification) and having a team across the UK of Women in Business Ambassadors who can help women achieve their business goals. In addition we work closely with other leading organisations that provide support and advice for women such as everywoman and The Athena Network.

NatWest was especially pleased to be the main sponsor of the first EWIF awards – the event was a great success with a real buzz and lots of networking.

NatWest is the leading bank in Franchising supporting more franchised businesses than any other bank.

<http://www.natwest.com/business/services/market-expertise/franchising.ashx>

<http://www.natwest.com/business/services/market-expertise/women-in-business.ashx#tabs=section1>

Article supplied by NatWest Bank

To speak to a member of the Banks franchise team contact on 0800 0929117

