

In celebration of  
**INTERNATIONAL  
WOMEN'S DAY**

# MY CHILDREN ARE MY INSPIRATION TO SUCCEED

**DEBORAH DUDLEY**  
Woman Franchisee of the Year FINALIST  
*PACK & SEND Salford Quays*

Deborah Dudley was a woman with a dream. A single mother who often had to work two jobs to support her disabled children, she was determined to, one day, have her own business. After years of working in the corporate sector, her time finally came in 2014 when she bought a PACK & SEND franchise. With no previous experience in the postal and delivery sector, but with the support of her franchisor, she rapidly grew the business, winning the internal title, 'Franchisee of the Year' in 2019.

In a typically positive move, Deborah saw the pandemic as an opportunity to shine. One example being that she contacted local universities to arrange for the shipment of student's belongings, abandoned in the rush to get home for lockdown. As female franchisees so often do, Deborah puts the personal touch at the heart of everything she does, both in her customer service and in managing her staff. She launched a staff bonus scheme, which saw the business achieve four of their highest ever months of turnover during the pandemic!

With her business rapidly growing, Deborah is currently looking for larger premises and is planning on opening two new service centres. Her success has been undeniable and for her inspiration, she cites her children Ryan and Brogan saying, "Mothers of disabled children often think they're not permitted to do anything but care for them. But, my children are my inspiration to succeed. I hope I can be an example of what is possible to all women."

*Franchising offers all women, the chance to 'be their own boss'. Organisations like, the British Franchise Association (bfa) and Encouraging Women into Franchising (EWiF) proved support to women wanting to enter franchising, with services like EWiF's volunteer mentors to the bfa's free online Prospect Franchisee Certificate.*