

EWIF

ENCOURAGING WOMEN
INTO FRANCHISING



TAPPING INTO PAST EXPERIENCE FOR A BETTER FUTURE

SUZIE MCCAFFERTY
Platinum Wave

Have you wondered whether it's possible to turn your challenges into the foundation for something greater? Suzie McCafferty of Platinum Wave shows it's not only possible – but you can thrive.

When you look back on your both your professional and personal experiences, there may be some lessons you've learned which you think could empower others. This is something which is true for many within the franchise industry, including Suzie McCafferty, who founded Platinum Wave Franchising in 2010. Following almost a decade as a successful international franchisor in her own right, Suzie established Platinum Wave, with a mission to bring the benefit of her personal experiences to entrepreneurs wanting a franchise consultancy, who could help them grow.

However, Suzie's journey to success wasn't a smooth one. Especially as a young woman, and often the only female in the room. "I franchised my first business when I was just 23," Suzie explains. "It was fairly early days for the franchising industry, and I can still remember how awkward I felt as the sole woman in a room of men who didn't always want to take me seriously. The struggle to be heard, as a young, female franchisor was exhausting. This was all before the days of initiatives or organisations like EWIF, to whom I could turn to for sisterly support, so it was a lonely road, at times."

After a while, Suzie recognised the lessons she'd learned in her early twenties were valuable and she could be used to help others. "I knew there was a place for Platinum Wave in the market, because

of being inundated with offers of help from franchise consultants, when I built my first business," Suzie continues. "Which was great – but none of them had actually built a franchise for themselves. I won't pretend for one minute it was an easy thing to do, in fact at times it was a nightmare! And a colossal learning curve, with mindboggling choices and decisions I was expected to make at every turn."

Having experienced this first-hand, Suzie realised this could put some people off turning an excellent business into a franchise opportunity, so she was determined to help smooth out the process. "I wanted to guide other people as they navigated their own franchise journey, with the benefit of genuine experience and hindsight, gained on my own time and with my own money. There are some things you just can't learn from a book!"

As a result, over the last 10 years, Platinum Wave has grown into a multi-award-winning, franchise consultancy and marketing agency with a team of eight people. "You never know where your journey is going to take you, but you can use your experiences – both the positive and the negative, to create something which benefits people in a similar situation. No challenge is ever too difficult you can't overcome it." No wonder Suzie has also won the EWIF Inspirational Woman of the Year award, on more than one occasion! 