



## National Franchise Centre Features on RTE's 'The Business' Programme

15<sup>th</sup> November 2011

The National Franchise Centre (NFC), an initiative established by Limerick Institute of Technology (LIT) and the Limerick Chamber of Commerce, featured this week on RTE's *'The Business'* programme. Presented by George Lee *'The Business'* identifies initiatives around the country which are focused on job creation and new enterprise in particular unique creative "outside the box" ideas that help the economy towards recovery.

Featured on the programme were Limerick Chamber President Kieran MacSweeney and two FAST graduates. The Franchise Accelerated Start-up Training (FAST), programme is run at the National Franchise Centre (NFC) and helps individuals who wish to start their own business. Now in its second cycle, FAST has created up to 20 businesses already who collectively forecast 50 jobs over 3 years. There are 23 people on the second cycle who will be starting their businesses by June 2012. Two FAST success stories were featured on *The Business*, Edel Waters spoke about her franchise *Health Reach* and Brian Ambrose outlined his business, *The Munster Tool Company*. As part of Health Reach, Edel runs classes in both Limerick and Clare which focus on health awareness and implementing changes that lead to increased energy levels, weight loss and a more productive lifestyle. The Munster Tool Company operates a tool distribution franchise supplying high quality products to garages in the Mid-West, delivered in a timely fashion.

Speaking about the RTE programme Limerick Chamber President Kieran MacSweeney advised that the response had been overwhelming. "Within the first two hours of opening the day after the programme aired, we were inundated with enquiries from people who want to avail of NFC services". Kieran added that "the NFC is a realistic and practical approach to job creation and enterprise development; we are constantly thinking outside the box and looking at practical ways to support business start-ups. The team at the centre engage with the franchise community regularly, providing reciprocal dialogue and feedback".

Commenting on the success of the FAST programme Dr Maria Hinfelaar, President of LIT said, "The FAST programme is just one of a number of initiatives that are offered at LIT through the LIT Enterprise Ladder. LIT's Enterprise ladder is a unique solution for start up and early stage companies who require a level of supporting expertise to ensure their next and subsequent steps are the right ones. The FAST programmes success to date is testament to the impact that third level institutions and the business community can make in regenerating the Irish economy if we work together."

If you missed *The Business* on Monday, you can still view it now by logging onto [www.rte.ie](http://www.rte.ie) , selecting RTE Player and *The Business*.

For details on The National Franchise Centre, Health Reach or Munster Tools please log onto [www.fastlimerick.ie](http://www.fastlimerick.ie) or call Martina McGrath at 061 448550.

Ends



Mr Kieran MacSweeney, Limerick Chamber President and Dr Maria Hinfelaar, LIT President pictured at the launch of the National Franchise Centre last year.

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