

As a business management and marketing student at Southampton University, Grant Lang financed his studies by working in bars and cafes. But he was also passionately interested in sustainable development and local community. In March 2005, he found a way to tie it all together by starting a coffee business called Mozzo, that sells organic fair trade beans and helps local artists gain recognition.

Lang first tried to open his own coffee shop but couldn't raise enough money. So instead he bought an Indian rickshaw, fitted it with solar panels and a wind turbine and launched an eco-friendly coffee cart. To top it off, he hung the works of local painters on the sides of the cart and played local bands over the boom box. The bright red cart attracted attention and soon stores and cafes asked to resell his beans. Shortly after, Lang started began trading as a coffee distributor, an activity he expects will achieve sales of £16,000 in its first year. To stay true to his values Lang will donate 5% of profits to community causes.

Next year he finally aims to open that coffee shop, while continuing to branch out into other fair trade imports. Lang is convinced he can build Mozzo into a sustainable lifestyle brand.

www.mozzocoffee.com

Coffee, Art, Community
MOZZO
100% FAIRTRADE

BEHIND THE BEAN | THE MAGIC MOZZO BEANS | BUMING MOZZO | MOZZO AND ART

News:

- 16/05/08 I did run run... Read more.
- 01/05/08 Mozzoman New Consumer Magazine Feature... Read more.
- 08/04/08 Mozzo featured in Theme Magazine... Read more.
- 08/04/08 You do run run run... Read more.
- 08/04/08 Cup a load of this... Read more.

Welcome to Mozzo World:

From the moment Mozzoman began selling his Fairtrade, Organic Arabica espresso coffee from his wind and solar powered mobile coffee cart, Mozzo was always going to be more than just your regular coffee company.

Mozzo... think outside the cup™

Source: Business Week

Chem-Dry

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THANK YOU CHEM-DRY
Roland & Jane Peck
Franchise Owners, Beverley, East Yorkshire

When Ian Jackson was made redundant after 22 years with the Royal Mail he decided he wanted to go into business and work from home. Wary of the risk of setting up on his own, he decided he wanted the security of setting up a business under a recognised brand that provided help and training. Using his redundancy money, he decided to start up a franchised business.

he made a shortlist of possible ventures. Having received a number of information packs they found themselves attracted to Chem-Dry, which offers a wide range of domestic and commercial services from carpet to upholstery cleaning to disaster recovery.

After visiting the headquarters in Yorkshire, he spent £23,000 on the franchise, which bought them all the equipment they needed and four weeks' training, with the only expense being the purchase of their own van.

Marketing was done on a small budget with adverts in the local telephone directories and numerous leaflet drops. After the first year the turnover topped £56,000, with this success behind them, they applied for a second licence to operate over the whole of the Essex county, which meant a second vehicle and more staff.

www.chem-dry.co.uk

Source: Telegraph & British Franchise Association