

Our Team

Vicki Mitman QFP – Solicitor & Specialist in Franchising

Vicki is a qualified solicitor with a particular specialism in franchising. During her legal training and after her qualification in 2011, Vicki worked at a law firm in Norfolk with a designated franchise offering. She later joined the Corporate & Commercial team of a large regional firm to assist with the development of the firm's franchise offering.

This provided Vicki the opportunity to work with a greater variety of clients, and she advised on a range of corporate transactions with supplementary commercial advice. In April 2018, Vicki joined a specialist franchise firm, NMW, as a consultant solicitor to continue her franchise focus. During her professional life as a solicitor,

Vicki has maintained strong links with the British Franchise Association (bfa) and has delivered presentations on the legal aspects of franchising.

Vicki's background in franchising began when she was very young, as her parents held Master Franchise rights for the UK, Ireland and Portugal for a large US brand. Whilst she worked in the business to gain experience before she qualified as a solicitor, in 2013 Vicki also became a director of Drain Doctor Limited (an international plumbing and drainage franchise).

Vicki's unique experience as both a director of a franchise business and a franchise lawyer means that her advice is commercial and realistic.

Enjoying both the practical and professional side of franchising, sparked Vicki's interest in franchise operations manuals. As the empirical 'how to' guide for franchisees, manuals must provide clear guidance on the commercial reality of operating a franchise business whilst underpinning the legal agreement. In her role as a manual writer, Vicki works flexibly with businesses, offering them a tailored service to suit their needs. She offers support with system and training development, as well as the structure and Content for operations manuals.

Vicki achieved the status of a bfa 'Qualified Franchise Professional' (QFP) in 2015 and has been actively involved with the bfa for more than a decade. She has served as Chair of the bfa Professional Affiliate Forum and on the bfa Membership Committee. She also chaired the East Region meetings for Encouraging Women Into Franchising (EWIF) for over five years.

Industry Awards: Vicki has received awards for Service Provider in Franchising (2017); and Young Woman in Franchising (2015).

Sectors include: B2C, B2B, Plumbing and Drainage, Children's Activity, Healthcare, Professional Services.

For further information, please contact **Penny Hopkinson** on **+44 (0) 7956 315750**; or email me on **manualw@aol.com**.