

Music Bugs franchise business soars despite recession

Submitted by: Peekaboo Communications

Thursday, 26 February 2009

26 February 2009 - Music Bugs (<http://www.musicbugs.co.uk>), a company that runs fun, lively music and singing classes for pre-schoolers, is bucking the recessionary trend. The franchise has added five new franchisees in the last six months and has more than doubled the number of children attending its classes during this time.

"While many businesses are taking a knock, the current economic climate seems to be helping our business to thrive," says Claire Bennett, the mum of four who founded the company in 2004. "January 2009 was our busiest month ever for franchisee requests, with more prospectuses being sent out than at any time since our launch."

Claire believes there are several reasons for the increase in business. "With the growing number of redundancies and with jobs hanging in the balance, more people are looking for a new way to make a living or to supplement household income. By buying a franchise, they're getting a far safer entry into self employment than if they set up on their own."

She continues: "Our franchise opportunity offers a huge amount of flexibility so it suits those mums who still have family commitments but who now need to also add to the family coffers. And we are doing all we can to help them get set up quickly like offering them £500 in free advertising."

The company now has 2000 children attending classes each week. "Despite a decline in household income many parents still want to get out of the house and do something fun, educational and reasonably priced with their children. And although there are plenty of music classes out there, ours places the emphasis firmly on fun, which seems to be what everyone needs a bit more of in the current climate of doom and gloom," says Bennett.

The company's newest franchisee Heather Marshall was recently featured on BBC Points West (http://news.bbc.co.uk/local/bristol/hi/tv_and_radio/newsid_7894000/7894923.stm) in a documentary about businesses setting up in the recession. Despite only just opening her doors for business, classes are already booking up and she believes she'll be able to recruit staff to help run some of the classes in the future.

For more information on Music Bugs, go to www.musicbugs.co.uk or email info@musicbugs.co.uk. To request a franchise information pack or for an informal chat about the opportunity, contact Claire on 0844 578 1010.

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Notes for editors:

Music Bugs® launched in Swindon in June 2004 and became a Ltd Company in June 2006 by Claire Bennett. The Company launched as a franchise in October 2006 with 120 exclusive territories available throughout

the UK and Ireland. The company currently has 13 franchisees.

Music Bugs is a franchise offering fun and lively singing and music classes in a relaxed, friendly environment for children aged 6 months to four years. Its fun and friendly approach encourages social development and inspires a love of music in children, but more importantly, it lets kids be kids. Lively, welcoming and happy, it enables learning through structured, yet adaptable play. It's the antidote to formal, fixed and strict classes that are more focused on ticking educational boxes than on letting children explore the world through music and fun.

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