

Morrisons Daily



# Morrisons Daily Franchise

Local convenience. Supermarket value.

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- Access to Morrisons own brand products
- Dedicated Operational field support to coach & guide stores teams to execute
- Market leading Shopkeeping standards
- No franchise, membership, surcharge or fuel levy fees
- Comprehensive promotional offers

There are over 1179  
Morrisons Daily sites  
around the UK



Morrisons Brand and Heritage - Serving our customers for 125 years.

We are proud to be a Yorkshire based food retailer serving customers across the UK, in more than 500 supermarket and 1600 convenience stores.

Our business is mainly fresh food and grocery and uniquely we source and process most of the fresh food that we sell through our own manufacturing facilities.

In addition we have more skilled colleagues preparing food in store than any other retailer, showcasing 'Morrisons Makes It' lines in store.

Every week, 12 million customers pass through our doors and 117,000 colleagues deliver great service to them.

We also cover more than 11 million households with our Morrisons.com service.

In January 2024 we entered into a forecourt partnership with MFG which opens up the opportunity to expand its supply into the MFG estate over the medium term. Alongside our existing partnership with Rontec, the UK's 3rd largest forecourt operator, Morrisons Daily is on course to be one of the largest forecourt convenience stores in the UK.



1899	William Morrison opens a stall in Bradford market
1961	First supermarket opens in Bradford
1988	First Distribution centre opens in Wakefield
1999	Morrisons is 100 years old and opens 100th store
2001	Morrisons becomes a UK Top 100 company
2004	Safeway integrated into Morrisons
2011	First M local convenience store opens
2013	Morrisons.com online shopping launches
2015	First Morrisons Daily franchise opens in Crewe
2017	Agreement to supply Amazon (to start in June)
2017	Supply agreement agreed with McColls & Rontec
2018	Agreement to supply Sandpiper
2019	Sales reached £1bn
2019	Morrisons Daily rollout in McColls begins
2020	Bulk supply begins
2021	All McColls stores solely supplied by Morrisons
2022	We acquire McColls from administration (May)
2022	The first "Together With" store launches
2023	Named National Convenience Retailer of the Year
Today	We have over 1000 Morrisons Daily stores



A franchise is a business that gives the right to another person or business to sell goods or services using its name. It does this by providing the person or other business with a licence. Buying into a franchise is an alternative to setting up a new business. Instead, individuals can buy into an already successful business.

Unlike other franchises, there are no upfront or ongoing fees. Instead we have a minimum criteria for store standards and sales which a retailer must achieve before signing up to our franchise model. In return, it gets to join the franchise and benefit from using its name, products, training and marketing. Buying into an already established brand can help to reduce the risk of the business failing for the franchisee.

There are some important key terms to remember with franchises:

**Franchise** - the right given by one business to another to sell goods using its name

**Franchisee** - a business that agrees to manufacture, distribute or sell branded products under the licence of a franchisor

**Franchisor** - a business that gives franchisees the right to manufacture, distribute or sell its branded products.



**Morrisons Daily franchise is a unique way of partnering with an established supermarket brand whilst also maintaining your identity as an independent retailer.**

**The qualities we look for in a partner are:**

- An established reputable retailer within the local community
- A customer first approach
- Excellent and proven shopkeeping standards and compliance
- Ambition to grow your business

**Our criteria includes:**

- Existing or new build retail store, minimum size of 1,200 sqft
- For existing stores, minimum weekly retail sales of £20,000
- Existing and new build stores to meet our property specifications
- All stores to be assessed by Morrisons location planning and analysis team
- All retailers subject to a credit check







## Property requirements:

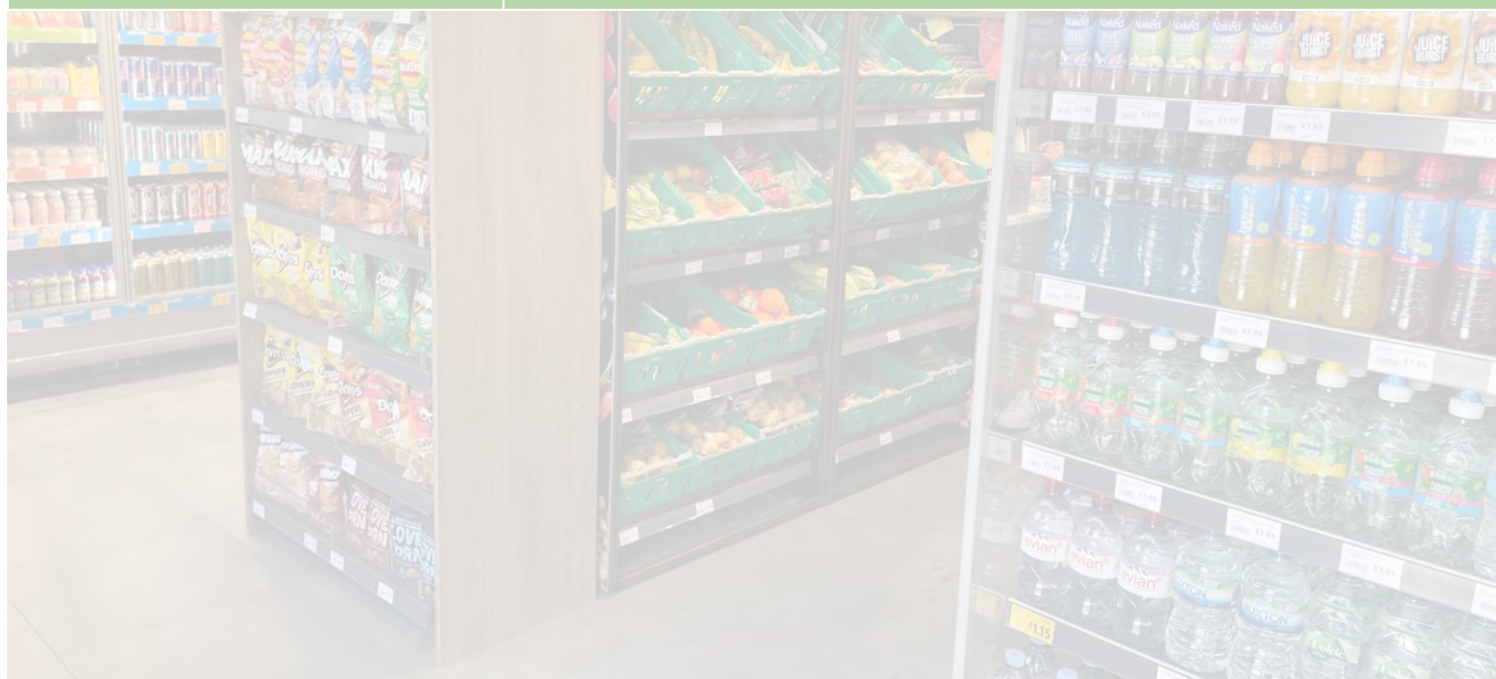
- Minimum of 21 Ambient bays all 1m in width, height between 1460mm - 1910mm
- No visible signs of rust or flaking paint, or missing or damaged data stripping
- Shop decor neutral or grey in colour, in good condition
- No missing floor covering, No irremovable stains larger than 30cmx30cm, floor covering to be uniform across the shopfloor
- No damaged, stained or missing ceiling tiles, all ceiling lighting in good working order with adequate lighting across the shopfloor

## Refrigeration:

- All fridges in fully working order and maintaining 0-5°C, Any fridge lighting in fully working order, Fridge unit appearance should be as new
- Minimum of 8m linear space of chillers excluding drinks
- All unbranded, clean and in good condition - no visible signs of rusting or flaking paint, solid metal shelves in use no wire grid shelving in use on shop floor chilled units
- Minimum of 3\* Food Safety Rating awarded by Local Council



Type	Franchise
Contract Length	5 Years
Membership Fees	£0
Delivery Fees	£0
Minimum Order Levels	No Minimum
Minimum Order Spend	£0
Rebate	Competitive quarterly volume based rebates, which include tobacco, alcohol and promotions
Other Benefits	<ul style="list-style-type: none"> <li>- More Card loyalty coming to franchise in 2025</li> <li>- Access to a dedicated Wholesale App to top up your shop from any of our supermarket stores</li> <li>- Access to multi-award winning own brand product ranges including 'Savers' and 'The Best'</li> <li>- In-store produced food service range</li> <li>- Competitive wholesale costs and margins</li> <li>- Competitive promotional cycles and point of sale</li> <li>- Market-leading fresh food range</li> <li>- Minimum of four ambient and chilled deliveries per week</li> </ul>
Support	<ul style="list-style-type: none"> <li>- Field Based store transformation team</li> <li>- Dedicated Account Manager</li> <li>- Full Training suite &amp; field based Trainers</li> </ul>
Investment	Investment into your store for development and additional investment into external & internal branding
EPOS System	Approved 3rd Party providers
Store Layout	<ul style="list-style-type: none"> <li>- Advice on store design, layout &amp; ranging</li> <li>- Full planogram suite</li> </ul>





# Our Benefits

Morrisons  
Daily

Morrisons is the 2nd largest manufacturer of fresh food in the UK. We make around a quarter of our own fresh food in 18 manufacturing sites and 500 stores, including bakery, seafood, meat, fruit & veg, flowers and chilled processed products. We own our own abattoirs with Colne being the largest 3 species abattoir in the UK.

This unique approach means that we are able to pass on the benefits to our customers - the freshly baked cookies and pies that can be found on our Market Street in our supermarkets can also be found in our convenience stores.

Not only do we pass these benefits on to our retail customers, but we pass them on to our wholesale partners too. Our market leading chilled & in store produced food service ranges come with exceptional double digit margins and very competitive wholesale costs.







Morrisons More Card will soon be available to all franchise stores! Coming in 2025, Morrisons More is the first supermarket loyalty programme to be available in franchise convenience stores.

## Key Customer Benefits

- Specific prices for More card holders
- Points rewards across many products
- Points promotions on some products



**WORLD OF SWEETS**  
PARTNERS IN  
*Sweet* SUCCESS

*Grow* your confectionery sales with World of Sweets



**FIFO**  
UNITED KINGDOM



CELEBRATING **30** YEARS  
**Card Connection**

riverside  
greetings



PRAVEEN  
**KUMAR**







# MOOD:MEDIA™





## Week -4

- Operation Manager visits the site check store drawing and signage packs with the customer Identifies and agrees on any bespoke requests and local ranges

## Week -2

- Final range list and planograms shared by Merchandising Team

## Week -1

- Operations Manager will visit the site to agree the first fill order for the site. First fill orders are placed centrally by Morrisons

## Launch Week

- Implementation specialist leads a team of Morrisons colleagues to carry out all merchandising works over a three day period

- Every store will have a dedicated Operations Manager to oversee the operational and implementation process throughout the conversion
- Your Operations Manager will complete the first order to fill your store on your behalf
- During your launch week you will have support from the local Morrisons supermarket to fully merchandise your store
- You will also be provided with a Morrisons Trainer to train your colleagues on the Food to Go operation (if applicable) on launch week and for hypercare the week after your launch (Week +1)
- First fill orders will be delivered over 3 days
- Property works should be completed prior to the start of implementation works
- Morrisons provides a full suite of training materials to support the training modules
- Morrisons will supply Safe and Legal logbooks to cover food safety legislative requirements and full training will be provided on their use. It is the responsibility of the franchise partner to provide and maintain any additional safe and legal records
- The week prior to launch, a training session will be provided for the site management on the use of the MPRO5 auditing system. A face to face audit training session will be arranged within 4 weeks of the store launch









# EDGE PoS<sup>®</sup>

RETAIL





“The support provided when opening a new store far outweighed my expectations, Morrisons had everything covered including the merchandising of the first delivery. Our first few weeks of trade have been around 40% higher than we had expected, the brand really does bring in the customers.”

- **TAP Retail Ltd**

“The presence of the Morrisons brand above the door has enhanced the stores basket spend levels and instilled confidence from customers regarding their expectations of the store”

- **Dougalls Group**

“My sales have grown 25% since converting my store into a Morrisons Daily. The customers have reacted very positively to the range now available in my store.”

- **B&S Enterprises**

“We chose Morrisons as our preferred franchise partner because they were the only nationally recognized supermarket brand offering a franchise opportunity. From our very first contact through to the store opening, Morrisons provided exceptional support and guidance. Their team worked closely with us on every detail, from the store layout to the product range, and collaborated seamlessly with our chosen shop fitter, EPOS provider, and other key suppliers.

Throughout the process, we were supported by a dedicated implementation manager and a skilled launch team who helped set up the store, trained our staff, and ensured we were ready for a successful opening. The result has been outstanding—14 months post-opening, we’ve exceeded our initial sales projections, tripling them and achieving a 50% year-on-year increase.

Morrisons offers a fantastic product range and gives us access to additional suppliers that help us tailor our offerings to the specific needs of our customer base. The pricing is highly competitive with local stores, and with a dedicated account manager who regularly visits, we continue to refine our product mix to maximize both sales and profit margins.

I wholeheartedly recommend Morrisons to anyone considering a retail franchise, especially in a university campus setting. Their support, expertise, and commitment to helping us succeed have been invaluable.”

- **University of the West of England**





For more information about partnering  
with us, get in touch

**Morrisons Daily**.co.uk



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