



# Morrisons Daily Franchise

Local convenience. Supermarket value.

[convenience@morrisonsplc.co.uk](mailto:convenience@morrisonsplc.co.uk)

# Welcome

Thinking of joining Morrisons Daily? In this brochure, you'll discover how partnering with Morrisons Daily offers a unique franchise opportunity that combines the strength of a national brand with the flexibility of independent ownership. With over 125 years of heritage, Morrisons can provide the tools, resources, and support you need to succeed in the competitive convenience sector.

## Joining Morrisons Daily brings:

- Big brand, local feel: You'll have access to Morrisons' own brand products, from everyday essentials to tasty treats.
- We're here to help: Dedicated operational field support to coach and guide store teams to keep things running smoothly.
- Top-notch experience: We'll help you achieve market-leading standards so your customers have a brilliant experience every time they pop in.
- No hidden fees: That's right, no membership, franchise, surcharge, fuel levy fees, or any of those sneaky extra charges.
- Loads of great deals: You'll have access to a wide range of promotional offers to help you attract customers and boost your sales.

# About us

Morrisons has a rich history dating back to 1899 when William Morrison first opened an egg and butter stall in Bradford. 125 years on, and we're still passionate about providing good quality British food to our customers.

You can still see our Market Street heritage shining through in our 500 stores across the UK. Our butchers, fishmongers, and bakers are all experts in their craft, proudly preparing and serving quality fresh food every day.

But we're more than just a supermarket! We've also got 1,600 Morrisons Daily convenience stores, around 600 of which are franchise stores. As well as our online delivery service where customers can order their groceries from the comfort of their own home and have them delivered by us or one of our partners including Amazon, Deliveroo and Just Eat.

We're passionate about fresh food, and we like to do things properly. That's why we source and make most of our fresh food ourselves, from farm to fork. Our manufacturing business, Myton Food Group, has 18 sites across the UK where we prepare everything from fresh meats and fish, baked goods, fruit and veg, flower bouquets and more. That means we can keep prices low and quality high, passing those benefits on to our customers. And as a result, we're proud to be British farming's biggest supporter!

Every week, over 12 million customers pass through our doors and 117,000 colleagues throughout our extensive network across the UK are always on hand to offer a friendly face and top-notch service.

- 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 1600 Morrisons Daily stores



# What is a franchise?

In a nutshell, a franchise is a business that gives the right to another person or business to sell goods or services using its name by providing them with a licence. Buying into a franchise like Morrisons Daily is a great alternative to starting from scratch. You'll be joining a successful business with a well-known name, which can give you a head start in the market.

Unlike other franchises, there are no upfront fees or ongoing charges. Instead, we simply have a minimum criteria for store standards and sales which a retailer must achieve before signing up. In return, you'll benefit from using our established brand, selling our popular products, and receiving comprehensive training and marketing support. 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 - That's you! The independent business owner operating under the Morrisons Daily brand.
- Franchisor - That's us! Morrisons, the established brand granting you the right to manufacture, distribute or sell our branded products.

# Becoming a franchise

**Want to be your own boss but have the support of a big brand behind you? That's where the Morrisons Daily franchise comes in. It's a unique way to partner with a well-loved supermarket brand while still keeping your own identity as an independent retailer.**

**What we look for in a partner:**

- Community roots: An established reputable retailer within the local community.
- Customer focus: You put your customers first and always strive to give them a great experience.
- Top-notch shopkeeping: Excellent and proven shopkeeping standards and compliance.
- Ambitious plans: You're eager to grow your business and take it to the next level.



Our criteria includes:

- A decent-sized shop: Your store needs to be at least 1,200 square feet, whether it's an existing shop or a new build.
- Good sales: If you've got an existing store, you'll need a minimum weekly retail sales of £20,000.
- A tip-top store: Your store needs to meet our standards and property specifications. All stores will be assessed by the Morrisons location planning and analysis team to make sure it's up to scratch.
- Credit history: All retailers are subject to a credit check just to make sure everything's in order.





# Property specification

## What your store needs:

- You'll need a minimum of 21 Ambient bays all 1m in width, height between 1460mm and 1910mm.
- Everything needs to be in good nick - no visible signs of rust, flaking paint, or missing or damaged data stripping.
- Shop decor should be neutral or grey in colour, and in good condition.
- Floor covering to be uniform with no missing floor covering and no irremovable stains larger than 30cmx30cm.
- No damaged, stained or missing ceiling tiles, all ceiling lighting is in good working



order with adequate lighting across the shop floor.

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

# More Card

Good news! The Morrisons More Card will soon be available in all our franchise stores. Coming in 2025, Morrisons More is the first supermarket loyalty program to be available in franchise convenience stores. That's right, you'll be able to offer your customers even more ways to save and earn rewards, just like in our supermarkets.

## Why your customers will love it:

- Exclusive deals: More Card holders get special prices on loads of products.
- Point rewards: They'll earn points across tonnes of everyday products.
- Bonus points: We'll also have regular promotions where they can earn even more points on selected products!





# The benefits

Morrisons is the second-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 also 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 - so the freshly prepared products that can be found on our supermarkets Market Street 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. You'll benefit from our exceptional double-digit margins and competitive wholesale costs, making it easier for you to grow your business and keep your customers happy.



## Core benefits

Contract length	Membership fees	Delivery Fees	Minimum order level	Minimum order spend	Rebate
5 years	£0	£0	£0	£0	Competitive quarterly volume based rebates, which include tobacco, alcohol and promotions

## Other Benefits

- More Card loyalty coming to franchise in 2025
- Access to a dedicated Wholesale App to top up your shop from any of our supermarket stores
- Access to multi-award winning own brand product ranges including 'Savers' and 'The Best'
- In-store produced food service range
- Competitive wholesale costs and margins
- Competitive promotional cycles and point of sale
- Market-leading fresh food range
- Minimum of four ambient and chilled deliveries per week

## Support

- Field Based store transformation team
- Dedicated Account Manager
- Full Training suite & field based Trainers

## Investment

Investment into your store for development and additional investment into external & internal branding

## EPOS System

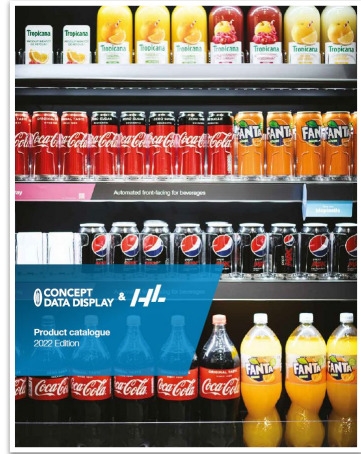
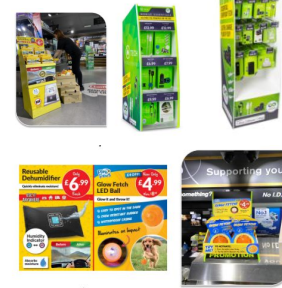
Approved 3rd Party providers

## Store Layout

- Advice on store design, layout & ranging
- Full planogram suite

# Direct to store

At Morrisons Daily, we offer a fantastic range of our own brand products, but we also know that customers love to have a choice. That's why we work with well-known and trusted suppliers who deliver directly to your store.





# Support

## WEEK - 4

Operation Manager visits the site, checks store drawing and signage packs with the customer then identifies and agrees on any bespoke requests and local ranges.

## WEEK - 3

The final range list and planograms will be shared by the Merchandising Team.

## WEEK - 2

The Operations Manager will visit the site to agree on the first fill order for the site which will be placed centrally by Morrisons.

## LAUNCH WEEK

Implementation specialist will lead 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 before the start of implementation works.
- Morrisons provides a full suite of training materials to support the training modules required.
- 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 before 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.

# Our range

## Award-Winning Own Label Range

At Morrisons Daily, we're all about bringing you the same quality and freshness you expect from Morrisons, right in your local community. That is why we are proud to offer over 1,600 lines of our multi award-winning Own Label range of products to all of our franchise stores.

Our award-winning products are the same ones you'll find in our supermarkets. This includes our 'Savers' range for amazing value and 'The Best' for those extra-special treats. From grocery essentials, midweek meals, and Food to Go, to delicious doughnuts made in-store, we offer a great value range at a Low Everyday Price which customers know and love.

## Direct To Store Suppliers

To compliment our Own Label products we offer a range of well-loved and trusted Direct To Store suppliers with exclusive Morrisons Daily benefits via our central invoicing team. We are continually expanding our approved suppliers to match customer demand and increase basket spending with new, innovative products.

Our expert Business Development Managers can help you choose the right suppliers to benefit your store as well as provide the full supplier catalogue and exclusive commercial opportunities.

## Local Product Ranges

At Morrisons Daily, we get that your store is at the heart of your local community. That's why we encourage you to stock products from local suppliers, such as a local bakery or a brilliant butcher. It's all about giving your customers what they want and supporting local businesses at the same time. So, go ahead and stock those local favourites with freedom and flexibility to complement our core range – it's all part of what makes Morrisons Daily special!



# Own brand

Our own brand products are of the same great quality as those you find in our supermarkets, so your customers can expect the same great taste and value. Plus, our franchise stores have that same Morrisons look and feel, giving your customers the confidence they're getting the best products at the best prices.



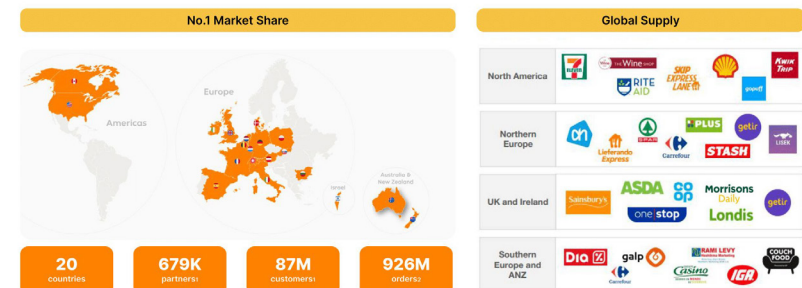
# Just Eat x Morrisons Daily

We've teamed up with Just Eat to make it easy for you to offer a convenient home delivery service to your local area. You'll get all the equipment you need, plus dedicated support and marketing to help you grow your business.

A graphic detailing the benefits of joining Just Eat today. It features the Just Eat logo and a photo of a delivery person. The text reads: 'Join Just Eat today and get your groceries to thousands of customers with clear benefits from our joint partnership with Morrisons Head Office'.

- %** Preferential commission rate for Morrisons - 19% + VAT
- NO** sign up fees or hidden costs - we only charge you if someone orders from you on Just Eat
- All equipment is provided free of charge with a team behind the scenes to support set up and device issues
- Access to 1000s of new customers in your area to help grow your business and drive more sales
- Dedicated Just Eat head office support for easy sign up and ongoing account management
- We have the marketing power to support Morrisons stores with free POS packs provided

Just Eat is the largest food delivery provider in the world being the number one delivery app in 17 out of 20 countries...\*



Source:  
1. Just Eat Data as of 30 June 2023  
2. Just Eat Data L12M

\*Outside of mainland China. Market share measured via card transactions and similar web visits.



# Our partners

We believe in the power of partnership. That's why we've teamed up with some fantastic businesses to help our franchisees thrive. These partnerships bring a whole host of benefits, from expert advice and support to innovative technology and other integration solutions.

Plus, learn more about our key partners, what they offer, and how they can help you grow your business from other Morrisons Daily franchisees.



## EDGE PoS - Morrisons Daily's Preferred EPOS Provider

What's included?

- All BO, Till & HHU hardware
- 24/7/365 software support
- On site hardware maintenance with full SLAs
- All installation services
- Full staff training for go-live
- Unlimited remote training
- Integrated EFT
- All software upgrades for duration of the contract

### Additional bolt-on integration options

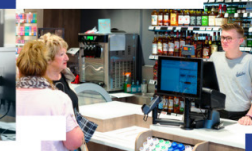
- Hybrid & Stand Alone Self-Checkout ESEs Head Office
- Mobile App Integrations
- Customer and Staff Loyalty
- Digital Media Screens



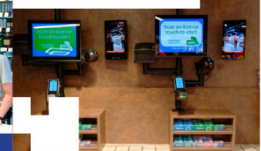
### Strengthening Store Management



### Revitalising Retail Experiences



### Store-wide Efficiency Savings



**R** I would definitely recommend EDGE PoS. Having a good EPOS system is one of the most crucial parts of any convenience or forecourt business. It works end to end from when the customer walks in to when they walk out, this is all captured within EDGE PoS. If you utilise the features of EDGE PoS you will improve your revenue.



Ramesh Kurupu Morrisons Daily, Fraserburgh

**R** For me as the manager, the back-office software is so valuable. It has made my job a lot easier. EDGE PoS is so much simpler than the previous system we used.



Kirsty O'Connor Morrisons Daily, Stalham

Coming Soon  
Say hello to Morrisons more:  
<https://www.morrisons.com/more/>



Learn more about our EPoS system, services and integrations.

Visit: [henderson.technology](https://henderson.technology) Call: +44 (0)28 9094 1900  
Email: [sales@henderson.technology](mailto:sales@henderson.technology)



# Partner feedback

“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 store’s 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.”







Contact us today to discuss your  
franchise opportunity.  
[MorrisonsDaily.co.uk](http://MorrisonsDaily.co.uk)  
[convenience@morrisonsplc.co.uk](mailto:convenience@morrisonsplc.co.uk)

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