

Lennox playing key role in Cromwell's expansion

INCREASINGLY, BUSINESSES are looking to franchising as an effective way of growing their business. Newcastle-based Cromwell Cleaning Services recently launched into franchising with plans to expand throughout Australia within the next five years.

“Franchising is about building strong partnerships, we will work closely with our franchisees to achieve Cromwell’s goals – to create a stable, satisfied tenant base; and a clean, healthy and safe environment,” said Terry Tallentire, managing



From left, Elaine Torode, director Lennox Institute; Wayne Brownlowe, Cromwell; and Craig Layer, industry training specialist, Lennox Institute

director. “A Cromwell franchise provides an opportunity to build an exciting new business around a stimulating, challenging and varied worklife.”

As part of this development Cromwell has partnered with Lennox Institute, which is playing an important role in the ongoing development of the franchisees and their employees. Lennox has customised an in depth training package for Cromwell based on the national competency standards. //