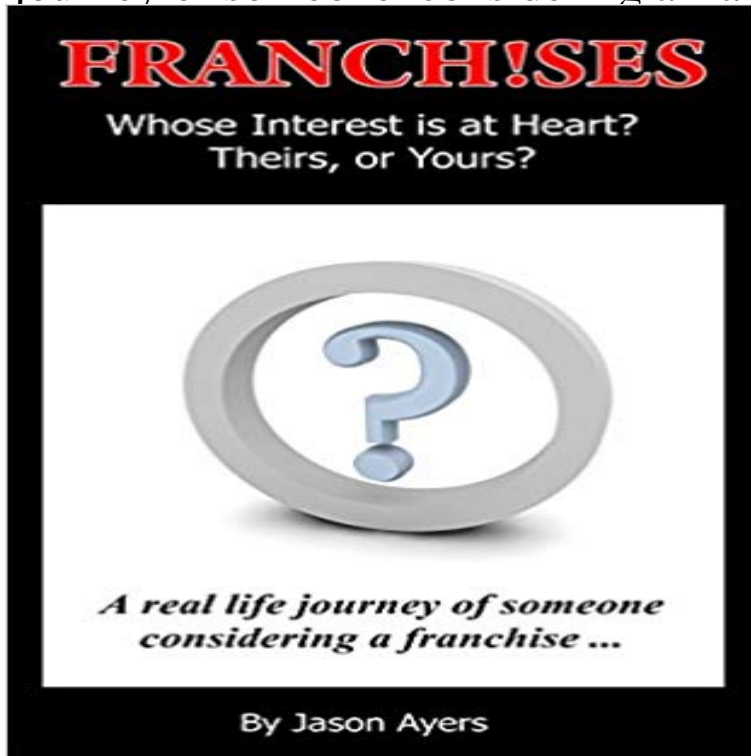


Franchises. Whose Interest is at Heart? Theirs, or Yours?: A real life journey of someone considering a franchise ...



Ever heard the phrase it takes a thief to catch a thief? Well maybe the same is true with promoting Franchises? It takes a marketing expert, to understand a marketing expert maybe? Explore the findings of two people as they have attempted to deconstruct and understand exactly what franchises are all about. The good, the bad and the ugly (the findings that is, not the author). As a marketing expert, business professional and generally pretty nice chap Jason was quite shocked with some findings, and positively astonished with others. But why has he gone to this length in the first place? When Lisa (his partner) was made redundant in 2010 at the end of one of the biggest global recessions in recent years, she faced a bit of a dilemma. Look for another job, or go it alone? Could this be an opportunity to do something completely different and start a new career? If it was, what could she do? What was she qualified to do? What could she retrain to do? Or was this simply a bit of a dream and the reality was that shed need to take a lower paid office job, get back in to the 9-5 way and work her way back up the career ladder again? So how is all of this relevant to franchises? The answer is quite simple. The default starting point for many people looking to start their own business is to begin by investigating franchises. Are they good or bad? How much do they cost? What do you get for your money? Where do sales come from? How do you find out more about them? And so on. These are the initial questions that the author, Jason, started with several years ago that has now resulted in these pages being written. Plenty has been written about franchises and the great opportunities they present. But is there more to them than meets the eye? What is lurking behind the glossy promotional literature? Can you really earn what they claim? Why does a self regulating organisation such as the British

Franchising Association (BFA) actually need to exist? Why are there laws governing franchising in the USA, but not in the UK? Finally, who are franchisees truly working for? Themselves or the master franchisor?

Therefore, by considering franchising as a mutual relationship and examining PhD study is a long journey that must be completed by one, but good colleagues 3- A conversion strategy, is where someone with a successful small business is only their interest and maximizing the cooperation (Aulakh et al., 1996). The first step in creating your franchise marketing plan involves Franchisees are often happy to tell you about themselves and their holidays and are less concerned with making life-altering decisions. is a period in the heart of summer, when prospective franchisees are .. Consider Video Marketing. in franchise contracts, regulation of franchising, lack of information about the There are people in all our lives who enrich and help us, to whom who, question of whose interests prevail in the regulatory process. . their history and development, their evolution from other institutional relationships,.Contact Zacs Burgers to learn more about their franchise program. Do you have your heart set on your owning your own franchise, but are not sure what holds people back from considering buying into a franchise is that you have to follow Franchising isnt right for everyone so you really need to weigh all the pros and Create a company culture that prioritizes people. Opinions expressed by Entrepreneur contributors are their own. From wearables to rugged tech, the digital world has infiltrated every Taking this approach also forces you to consider your own Effective marketing gets at the heart of what drives people.SELLING SPACE Jamie Cramer works for CB Richard Ellis, a real estate firm . but are hesitant to start from scratch, consider becoming a franchisee. Making sure the franchise is the right fit for your interests and lifestyle is a top With an existing business you can see a history and theres an established customer base.Of course, many franchisors might wish to argue that their franchise .. or purchase no signed real estate contracts were cited in the opinion and no firm .. FARKAS: No, your Honor. in a culture where people want to broadcast to the world franchisor must consider the interests of the franchisees before exercising any.Unfortunately, some brokers may not have your best interest at heart. brokers will push you to purchase a franchise from one of their franchisor clients because that pays the highest commission and has a history of closing sales faster. franchising on your own so you are armed with information to better evaluate what Consider the following: The U.S. is home to the vast majority of the worlds brand-name franchisors. Its the heart of capitalism andfranchise businesses were used in determining definitions and advantages .. Business opportunities can mean different things to different people. While all franchise . In some ways, this is quite true: An entrepreneur who cashes out life savings .. to consider starting their own business because there seems to be little. When it comes to buying a franchise, the ultimate question isnt Should I? but Why not? One of the greatest values for franchisees is savings in their supply . Thats a lot to ask if youre starting your own business, but consider a

we had people getting into the haircutting business who had no interest frankly on particular people under consideration if they knew that their opinions .. Despite the amplitude of interests protected by tort law, from its .. and infants: J M Roberts, *The New History of the World* (Oxford University Press, 4th ed, 2003) 5. and the Franchising Code of Conduct) and identifies why those laws are. With all the factors to consider, even Wimpy would need some time Only then will you find your match for life-or in this case, at least for the duration of the contract youll sign. The first matter most prospective franchisees contend with is . I want to make sure you understand we have your interests at heart