

Title:

Business Franchising ~ Just What Should You Look For In A Franchise?

Word Count:

658

Summary:

What is a Franchise?

- An authorization to sell a company's goods or services in a particular place
- A business established or operated under an authorization to sell or distribute a company's

How did franchising start?

One of the earliest franchisors was the Singer Sewing Machine® Company, which set up dealers s

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Why franchise?

There are many reasons why franchising is the best type of operation for the majority of first

Earn what you're worth

Thousands of franchise owners report they were handicapped in their corporate careers by compa

Satisfaction of Achievement

Many business owners report that seeing their actions turned into reality without stagnating f

Quicker Start-Up than Independents

A proven plan out-paces an independent's hit & misses operation almost every time. Looking at

What do I need to know?

Another question that arises is ^What do I need to know in building my own franchise?~ There a

- The product or service that is delivered to its customers.
- The location that the business occupies.
- The amount of capital that was invested or borrowed by the venture.
- The management team that runs the company -You!

Making a choice

Choosing the right franchise can be a confusing process.

First, you must believe in the product or service that the franchise network delivers. Is the
Next, you must verify the industry's future. What do the trade papers predict?
Check your aptitude for the job. If you don't enjoy math, an accounting franchise isn't for yo
Determine the earnings capability. Most franchisors can't provide earnings projections, but yo
Confirm the potential earnings and the franchisor's integrity with existing franchisees. Each
You should call them to get their confirmation of your projections. If a franchisor (or busines
While this article is just the tip of the iceberg, you can get a good idea why you should star

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