

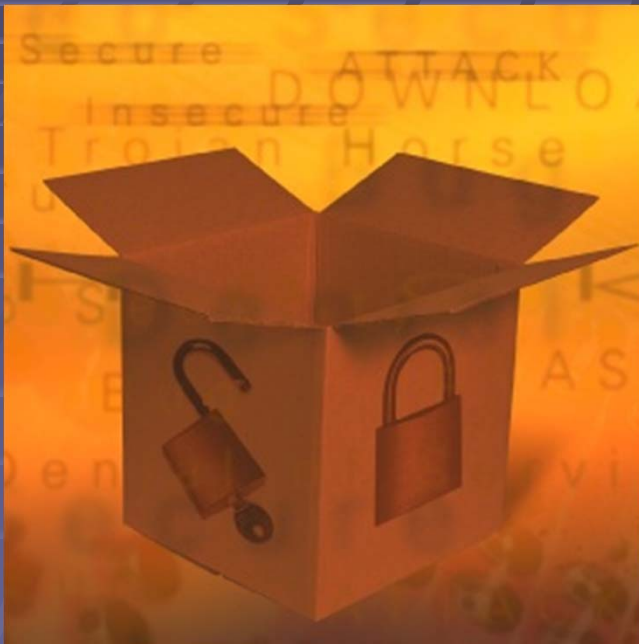
Franchising – Is It a Strategy That Fits You?

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**70% of All People Have Thought Seriously about
Owning Their Own Business.**

Is it The Right Dream For You?

You Decided on Business Ownership, Now, is Franchising for You?



A **FRANCHISE** may be right for people who:

- Want a **PROVEN** business model with less risk
- Want full training and ongoing support
- To take advantage of an existing **BRAND**
- Can follow a proven process
- Have capital to invest (min \$20k)

Franchising – What's It All About?

- **Franchising is a business strategy**
- **Franchising is a strategy of the Franchisor designed to penetrate and dominate a marketplace**
- **Strategic-Partnership between all participants**
- **Efficient distribution system**
 - GOODS (Hamburger meat, muffler parts, coffee)**
 - INFORMATION (Knowledge, training, software, databases)**
- **Similar goals & unified thinking among participants**

Franchising – What It's Not!

- **Easy Money**
- **Guarantee of Success**

Elements of a Franchise

- **Brand - the Franchise name associated with the products or services that delivers a memorable and satisfying experience to the customer**
- **Operating System – institutionalizes an excellent service so it can be done over and over again from unit to unit in a consistent manner**
- **Support System – helps a Franchisee be EFFICIENT (save \$) and make wise decisions (e.g. when to add more staff, equipment, etc.)**
- **Franchisee – the individual owner participating in the franchise system**

Value of Systems in a Franchise

- **Reduced Risk – Proof of success is in place**
- **Operating System – Success Formula has been established for you**
Systems continually adjusted, changed, & improved
- **Other Franchisees with their ‘feet on the street’ – emulate the best**
Collaboration – Share best and worst practices with similar people
- **Training systems**
- **Sales & marketing strategies and systems**
- **Manuals & other documentation**
- **Letters, contracts, agreements, documents – all in place**
- **Development costs – shared resources**
- **Purchasing power**
- **Many others...**

Franchisor Disclosure – Get All of the Pertinent Information

- Exchange information on a fair and equitable basis
- Franchise Disclosure Documents (FDD) Provided
- Full disclosure of all Franchisees in the System
- Earnings Claims – most don't, some do
- Financial performance data can be obtained from existing Franchisees in the System

Franchise Broker/Consultant Value

Delivery of Currencies of Value

- **Money – help avoid wasting your resources pursuing less than optimal matches for you**
- **Time – spend my time to help you sort through thousands of Franchise options**
- **Security in decision making – help you eliminate systems that don't fit for you and your characteristics**
- **Knowledge – apply my specialized Franchise knowledge and experience for your benefit**

Franchise Broker/Consultant Value – continued

- **Provide education about Franchising**
- **Identify characteristics most important to you**
- **Help identify best options for you**
- **Match your qualifications to appropriate systems**
- **Help with selection of systems to learn about**
- **Introduction to appropriate personnel at those Franchisors**
- **Help with information exchange process**
- **Guidance on Due Diligence**

**Franchise Ownership is one path to
the American Dream!**

Is It Your Time?

