

How To Succeed In Franchising

A comprehensive and accessible companion to a proven business model, this book shows how to franchise an existing business, supported by case studies, data, and research reports on the franchise industry.This analytical guide will lead to a better understanding of a range of franchising strategies.

A comprehensive and accessible companion to a proven business model, this book shows how to franchise an existing business, supported by case studies, data, and research reports on the franchise industry. For small to medium sized businesses, franchising can lead to successful and profitable growth, and plays an important role within the US economy. Utilizing a proprietary dataset with the most up-to-date statistics regarding a range of franchising trends, this analytical guide is based on management research frameworks that will lead to better understanding of a range of franchising strategies. Issues covered include: The franchising business model, including its history, economic impact, and regulations Critical factors that significantly influence franchising success, enabling a comprehensive feasibility analysis of franchising potential or existing business ideas Implementation components of franchising strategies, such as different franchise structures, regional development plans, and future trends With its clear focus and practical orientation, this book will be a valuable resource for entrepreneurs, as well as undergraduate and postgraduate students, interested in acquiring the knowledge, skills, and abilities to succeed in franchising.

At some point in their lives, most people think about going into business for themselves. For these people, franchises can provide a unique opportunity. With approximately 3,000 franchises in more than seventy categories spread out across the USA, navigating that playing field can be intimidating. That's why you need "How to Succeed In Franchising." In clear, concise language it will show you how to run your own business by leveraging the power of franchisees. Author Mark Laughlin has decades of experience in the franchising industry, and he shares his practical, savvy insights on topics ranging from self-assessment, financial requirements, choosing the right franchise, the application process, and finally how to get your business up and running. Filled with expert inside advice, this is book is like having a private session with one of the nation's most respected franchise consultants. It's a must-read for budding entrepreneurs and those who want to take control of their own business destiny.

The Seven Pillars of Franchising Success are what every successful franchise entrepreneur has, and to what all would-be franchisors aspire. Brand, Team, Concept, Investment, Capital, Validation and Perseverance are The Seven Pillars of Franchising Success that the author has developed after working with over four hundred companies. Those companies missing just one of The Seven Pillars of Franchising Success will fail. Those that have The Seven Pillars of Franchising Success will succeed. The Franchise Institute has a unique consulting program that helps clients grow successful chains. In this book the author lets his clients tell their entrepreneurial stories; fourteen people from fourteen different walks of life. All have grown Seven Pillars companies. A2Z Realty®, Decor & You® and The Right One® are only a few of the Seven Pillars Companies that lend their expertise and unique perspectives as successful Franchise Institute graduates. Each story will outline exactly how every Franchise Institute graduate grew a successful franchise company. This book is a must read in your quest for the perfect franchise business opportunity!

Concepts, Regulations and Practices, Third Edition

Successful Franchising

Kiplinger's Personal Finance

Franchise Bible

Franchising Strategies

The Economics of Franchising

Buying a franchise can be a handy shortcut to the American dream of owning your own business. But there are dangerous pitfalls--and possible drawbacks to even the best franchise deals. Here, for every prospective franchisee, is authoritative advice from a trustworthy source. The experts of Franchise Times offer their picks of the top 200 franchises and 100 up-and-comers, complete with contact information, financial requirements, fees, and more. There are practical tips on everything from hiring and marketing to financing your franchise, leasing a retail space (or setting up a home office), and deciding if you should buy or run a franchise with your spouse. With anecdotes and advice from current franchisees and franchisors, this is a book every would-be entrepreneur should read before signing a contract.

This proven, popular reference has been completely updated to better guide readers through the current franchise environment. Real-life examples of both service- and product-oriented franchisees and useful checklists prevent mistakes and save time and money. Contact information for state and federal franchising regulatory agencies and a listing of useful publications guide new franchisees to the resources they need.

"More than 540,000 franchised businesses dot the American landscape, ringing up total sales of \$758 billion - which equals almost one-third of the nation's retail market." "No doubt about it, franchising is already big business and it's getting bigger every year. (A franchised business opens up every 17 minutes!)" "In this fascinating and thoroughly researched book, Robert and Carrie Shook - two experienced business writers - take you inside the franchising industry to show you how ten of the best-managed franchisors operate and the exact steps to take and to avoid if you're thinking of buying a franchise." "The ten enormously successful franchisees they examine include fast-food businesses such as McDonald's, Pizza Hut, and Dunkin' Donuts... service providers like H&R Block, Century 21 Real Estate, Duskin Corp., and ServiceMaster... as well as Midas Mufflers and the 7-Eleven convenience stores. Each franchise is looked at in great depth, making you privy to information rarely divulged to those outside the franchising industry or even to most franchisee-owners." "Among other things, you'll discover what goes on inside the executive suites of these franchise operations... how key decisions are made and the business lessons that can be learned from their blunders; the sort of relationship that exists between each franchisor and its franchisees... training, services, and financing provided; fees and expenses to expect; how well a franchisor communicates with, and how extensively and strongly it supports, unit owners; candid comments from a wide cross-section of franchisees about what it's really like to own and run a particular franchise... how much money you can make, the amount of time you have to put in, the day-to-day problems you face, and anything else you'd ever want to know." "In short, you'll see "from the inside" what it takes to successfully operate various kinds of franchisees; if you have the temperament and skills to succeed; and how to avoid every pitfall from inadequate policy manuals to needless restrictions or controls."--BOOK JACKET.Title Summary field provided by Blackwell North America, Inc. All Rights Reserved

McDonalds, Sonic, Subway, Dairy Queen, Circle K, Piggly Wiggly—all well-known franchises in America and beyond. You've probably sometimes wondered how so many of them could exist, how they manage to stay in business, and how they continue to thrive. Maybe you've even thought about running one of your own, but didn't know where to begin. Well, now you do, thanks to Running a Franchise For Dummies. Pick the perfect franchise for you Create marketing plans and branding for your new franchise Understand all of the complex legal issues surrounding the ownership of a franchise Uncover the secrets to continued success and future expansion Running a Franchise for Dummies is a clear and concise guide for anyone who wants to be their own boss and stand on the shoulders of franchise giants both big and small.

The Start-Up Guide to Lowering Risk, Making Money, and Owning What you Do

How to Franchise Your Successful Business

The Definitive Franchise Handbook.

Building a StoryBrand

Franchise Times Guide to Selecting, Buying & Owning a Franchise

Franchise Your Business

THE INSIDER'S GUIDE TO BUYING, OWNING AND OPERATING A FRANCHISE. Prepping you for what it takes to succeed in franchising, franchise experts Joe Mathews, Don DeBolt and Deb Percival deliver an insider's view of how franchising works, imparting real-world tactics and strategies, and empowering you to decide if franchising is for you. Street Smart Franchising is the kind of book I wish every one of our current and prospective franchisees would take the time to read. It beautifully captures the challenges of owning and operating a franchise business along with practical guidance on how to make it work. Anyone considering a franchise investment will make a better investment decision by reading this down-to-earth self help book. Don't miss it!" -- David McKinnon, chairman/CEO, Service Brands International: Molly Maid, 1-800 Dryclean, Mr. Handyman, Ductz. "Twenty-five years ago when I became a franchisee of the Great American Cookie Company, this book would have saved me a world of grief. Street Smart Franchising lays it out. No sugar coating. It's a realistic guide on how to make one the most important decisions of your life." -- Lawrence (Doc) Cohen, past chairman, International Franchise Association, Franchise of 21 units - Great American Cookie Company, Pretzel Time, and Cookie Bunnery. "At the International Franchise Association, we were privy to all the fine books on franchising. What's truly unique about Street Smart Franchising is the carefully crafted treatment of how emotions and behavior influence success. It's another must read for any prospective franchisee--good stuff for folks who have been in the business a while too." -- Matt Shay, past president, International Franchise Association. Joe Mathews has held management roles with such national chains as Subway, Blimpie, Mitophoto and the Entrepreneur's Source. Don DeBolt is a former president of the International Franchise Association. Deb Percival works in franchise development.

Take Your Business From Average to Extraordinary The Wealthy Franchisee pulls concepts from cognitive behavioral therapy, brain science, interviews, and Scott Greenberg's firsthand experience as a franchisee to help readers replicate the mental habits, tactics, and financial results of high-performing franchisees. As a franchising consultant, Scott Greenberg has helped franchise owners and franchisees improve their performance. Readers will learn how to: Explore their own mental responses and become more self-aware Bring out the best in employees and build superstar teams Dazzle customers and increase sales with emotionally satisfying experiences Optimize the human elements of their operation so they can grow into a next-level business and become wealthy

Module of Franchising and Licensing is specially written for business students at the local tertiary institutions. Spanning twelve chapters, this book presents fundamental aspects of franchising and licensing in an easy-to-understand and accessible manner. Furthermore, this book reinforce student's grasp of the topics taught through discussion questions at the end of each chapter. Each chapter is also accompanied by examples from Malaysia and other countries for enhanced learning.

Mastering the 4 Essential Steps to Owning a Franchise

How to Buy a Franchise or Franchise Your Own Business

Franchising Dreams

Hearings Before the Committee on Commerce, United States Senate, Ninety-fourth Congress, Second Session, on S. 2335 ... April 7 and 8, 1976

Control Your Own Destiny Through Franchise Ownership

The How-to Book for Choosing a Winning Franchise

This 2005 book describes in much detail both how and why franchising works. It also analyses the economic tensions that contribute to conflict in the franchisor-franchisee relationship. The treatment includes a great deal of empirical evidence on franchising, its importance in various segments of the economy, the terms of franchise contracts and what we know about how all these have evolved over time, especially in the US market. A good many myths are dispelled in the process. The economic analysis of the franchisor-franchisee relationship begins with the observation that for franchisors, franchising is a contractual alternative to vertical integration. Subsequently, the tensions that arise between a franchisor and its franchisees, who in fact are owners of

independent businesses, are examined in turn. In particular the authors discuss issues related to product quality control, tying arrangements, pricing, location and territories, advertising, and termination and renewals. Experienced franchisees and franchisors tell entrepreneurs what they need to know before they buy a franchise. Second edition includes a sample copy of the entire UFOC plus 40% new and updated examples. This straight-shooting franchise guide goes beyond the "how to" to teach potential franchisees what to expect when starting a franchise. Real life stories from the trenches illustrate how to cope with the difficulties a franchise presents. The author reveals the personality types most likely to succeed at franchising, and identifies entrepreneurial traits that may increase risk of failure. Plus, it takes an in-depth look at the research and investigation of a franchise, something glossed over in most franchise books.

Written by the late Dave Thomas, the widely known founder of Wendy's, and franchising consultant Michael Seid, this is a comprehensive and reliable resource for anyone interested in purchasing a franchise. Take a closer look at this 144 billion dollar industry. International author, speaker, franchisor, franchisee, business coach and growth specialist Sharon Jurd, joined by eight of her friends and colleagues, will give you astonishing insights into the lucrative world of franchising. For the first time these highly successful women share the secrets that have transformed their lives and businesses. These amazing business owners will give you their individual success formulas and tell you how you can succeed in the most powerful industry sector on the planet. You'll learn: Highly successful tips for effectively branding a franchise business When is the right time to franchise How to promote and sell your first franchises How to avoid the most common mistakes made by franchisors and franchisees The essential qualities and attributes of a successful franchise system Critical things you need to know before investing in a franchise The most important piece of advice when in business Chris Taylor - Aussie Pooch Mobile Francesca Webster - Brazilian Beauty Janine Allis - Boost Juice Lesley Gillespie - Bakers Delight Pippa Hallas - Ella Bache Rose Vis - VIP

Home Services Sarah Allen - Appliance Tagging Services Tina Tower - Begin Bright If you want to grow your business, read this book.

The Essential Sourcebook for Evaluating the Best Franchise Opportunities

Clarify Your Message So Customers Will Listen

The Guide to Employing the Greatest Growth Strategy Ever

Module of FRANCHISING & LICENSING

Texas' Innovative Approaches to Jobs and Employment for Veterans

220 Best Franchises to Buy

The definitive A-to-Z guide to researching, selecting, and starting a viable franchise business With more and more professionals looking for alternatives to traditional corporate employment, Become a Franchise Owner! informs would-be franchise owners of the joys and perils of purchasing a franchise. Authored by a trusted, feisty, tell-it-how-it-is independent franchise industry insider, this book offers straightforward, step-by-step tips and advice on how to properly (and carefully) research and select a franchise business. Get tips on how to locate information about franchisees, current industry trends, interviews with franchisors, and hot franchise opportunities. Offers a self-evaluation to discover if you are "franchise material" Describes how to choose the right franchise for your specific situation Lists the 40 crucial questions to ask current franchise owners Owning a franchise isn't for everyone; in fact, as Joel Libava says, "It's really not for most people." But if it is for you, this book can guide you in starting your own successful franchise business.

This book is the only up-to-date book of its kind that will provide an introduction to franchising, its pros and cons, and other aspects pertinent to restaurant franchisees. It is the only guide to franchising written exclusively for food service professionals and is an indispensable resource for anyone wishing to break into one of today's most dynamic service industries. Since the late 1800s, when the idea was first conceived, the restaurant franchise has become a worldwide phenomenon. Opportunities abound for restaurateurs and food service professionals with the know-how to dive into and stay aloft in the growing, ever-expanding industry. With the help of vignettes and case histories, this completely updated new edition to Restaurant Franchising explains operating a successful franchise, from developing a winning franchise concept to demystifying the legal intricacies of franchise agreements. Topics include: What is franchising? Franchising pros and cons Selecting the franchise that fits your style and goals Finding financial backing Understanding franchise agreements State franchise rules and regulations Developing healthy franchisor/franchisee relationships International franchising Unconventional franchisees The book is suitable for classroom use, and an accompanying online instructor's manual is available as a teaching resource for instructors. It includes a template of a syllabus to fit one semester within an academic calendar, and each chapter's contents are highlighted starting with the chapter's objectives. Objectives are designed so that after reading and studying each chapter, the student should be able to complete specific knowledge components. Key teaching elements and points are listed for each chapter, with special emphasis on definitions and terminology. References and other sources for further information are also provided. At the end of each chapter within this book, there is a case study, for which discussion questions are listed. Possible topics for class assignments and field studies are suggested in the instructor's manual. In addition, almost 200 PowerPoint slides are provided for each chapter. Overall this manual is designed to provide teaching aids that will help in making lectures a more productive, interactive, and interesting learning experience for students. Readers will get practical, first-hand information that will be extremely useful to hospitality academicians and students, as well as corporations that are franchisors and other related restaurant corporations. It will be a valuable book for entrepreneurs and those interested in owning a franchise.

*How to Succeed in Franchising*Liöncress Publishing

More than half-a-million business leaders have discovered the power of the StoryBrand Framework, created by New York Times best-selling author and marketing expert Donald Miller. And they are making millions. If you use the wrong words to talk about your product, nobody will buy it. Marketers and business owners struggle to effectively connect with their customers, costing them and their companies millions in lost revenue. In a world filled with constant, on-demand distractions, it has become near-impossible for business owners to effectively cut through the noise to reach their customers, something Donald Miller knew firsthand. In this book, he shares the proven system he has created to help you engage and truly influence customers. The StoryBrand process is a proven solution to the struggle business leaders face when talking about their companies. Without a clear, distinct message, customers will not understand what you can do for them and are unwilling to engage, causing you to lose potential sales, opportunities for customer engagement, and much more. In Building a StoryBrand, Donald Miller teaches marketers and business owners to use the seven universal elements of powerful stories to dramatically improve how they connect with customers and grow their businesses. His proven process has helped thousands of companies engage with their existing customers, giving them the ultimate competitive advantage. Building a StoryBrand does this by teaching you: The seven universal story points all humans respond to; The real reason customers make purchases; How to simplify a brand message so people understand it; and How to create the most effective messaging for websites, brochures, and social media. Whether you are the marketing director of a multibillion-dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

Buying a Franchise

Franchising

New Developments in Franchising

Hearings Before the Committee on Small Business, House of Representatives, One Hundred Second Congress, Second Session, Washington, DC, June 17 and July 21, 1992

How to Succeed In Franchising

The Seven Pillars of Franchising Success

No New Ideas: Everything You Need to Know About Starting a Successful Franchise Is the go-to book for anyone working on, interested in, or thinking about starting a franchise. From what is takes to be a successful franchisee to the best franchises in the market today, Tim Conn walks the reader through every step of the process.Conn spent years building his own business before becoming a franchisor himself. That's when he realized there were no new ideas, and the best ones were those that continued to be re-produced time and again.Using his knowledge and experience, Tim Conn guides the reader through every step of the process.Conn spent years building his own business before becoming a franchisor himself. 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