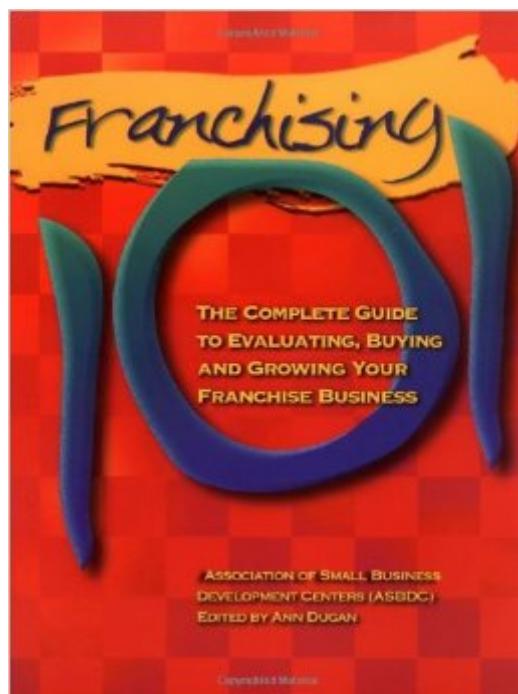


The book was found

Franchising 101: The Complete Guide To Evaluating, Buying And Growing Your Franchise Business



Synopsis

This new, definitive guide provides clear, concise explanations of the issues involved in finding, buying and ultimately operating and growing a successful franchise business.

Book Information

Paperback: 280 pages

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Customer Reviews

Practical, Pragmatic PreparationCooked up by CPA's, Attorneys and Insurance Brokers, with a dash of disgruntled franchisees and a pinch of fatherly advice from a Franchiser, this utilitarian dish is nothing if not healthy. With a steady diet of this recipe, potential franchisees will leave the table full and satisfied and yearning for a VERY rich desert to make up for all the pragmatic, reasonable and intelligent ingredients used to prepare this three course meal. Section 1: "Choosing Your Franchise" opens with a franchising history explaining how Singer Sewing Centers were the first franchiser in 1858. There are tales of early automobile dealerships, oil company and service station franchises, and motel chain successes that led to the explosion of the franchise phenomenon in the 1950's and 60's. The most interesting portions describe the rise of Ray Croc's "Franchise of the Century", McDonald's. There's a promise of a "Good News Future" discussing the establishment in 1992 of the American Association of Franchisees and Dealers or AAFD, (the equivalent of a Franchisees union). There are multiple warnings that you must be very clear of the large difference between an entrepreneur and a franchisee. It is simply stated that if you spend more time thinking about how things "could or should be" then it is likely you are an entrepreneur and franchising is definitely not for you. Predefined trade dress, business practices, required equipment, signage, etc., are each carefully chosen and non-negotiable by the franchisee. Once again, the AAFD proudly defines

newly negotiable items of contracts and leases while clearly stating that the Franchiser maintains the upper hand in all cases.

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