



Franchising

Frequently Asked Questions

Strategy
Consultants

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What can I do to prepare to franchise my business?

As franchise consultants, Business Unlimited has helped literally hundreds of businesses franchise and every business is different.

However, the key to franchising is a good system of operation. This doesn't mean that you'll need volumes of employee handbooks before you're ready, though. What this does mean, is that you have a program that helps you achieve success. Many entrepreneurs take so much time fine-tuning their concept that they miss their window of opportunity-it's what we call "Analysis into Paralysis." Some companies do, in fact, need work before launching a franchise program is appropriate. Many can fine-tune their operations while the franchise development program was in progress. Business Unlimited as franchise operations consultant will help you clean up your systems and advise you on how to make it work better for a franchisee.

In order to really prepare your business, you first need to know where you are in the process.

What is really recommended in order to is to get a professional assessment of your system. To do this, you'll want to talk to one of Business Unlimited's Franchise Analysts or meet with Dr. Hajje to get a more in depth evaluation. Once you know where you are in the process, you can then plan your roadmap better to franchise success.



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Why should I give up the total revenue of company-owned units for the royalty revenue of franchises?

Maybe you shouldn't. If you have-or can get-the money to expand quickly through company-owned units, that is probably the way to go. If you don't, you should at least consider franchising. The benefit of franchising is that you collect an initial franchise fee and then royalties on a continual basis for your training and support while deferring the drain on capital for opening additional locations to your franchisees. This allows you to grow your company much faster than you would through company-owned expansion and ensures that dedicated management (a franchisee owner/operator) is in place at each new location you open.

How many franchises will I be able to sell in, say, a year?

There are no guarantees, but a proprietary study conducted by Business Unlimited and University of Michigan revealed that on the average; new franchisors sell 9 units the first year, 11 units in the second and 13 in the third.



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I have a good business, but I realize that it is not franchisable in its present form. Shouldn't I wait to franchise until I set up a precise prototype?

Almost all business owners tell us, "the way my business is set up is not exactly how the franchise business would be." It is probably most helpful to have a professional opinion about how the prototype should operate at this point. A Business Unlimited Senior Consultant will give you this kind of feedback during a Business Unlimited Consultation. Meanwhile, we can tell you this: Any good business is constantly "tweaking" its operations- so you may never have a "precise prototype." For some time to come you'll be making improvements in every new unit you create-company-owned or franchised.

To franchise my business, does it have to be unique?

McDonald's isn't unique. Neither is Burger King's. Anyone can serve up a burger, French fries, and a cola. Being distinctive is helpful, but not essential if other elements are in place. What these franchises have is a well defined system.

In thinking about franchising your business, you need to be asking yourself:

Is your business efficient? Are costs controlled? Are profits maximized? Are customers satisfied? If the answer is "yes," and if you think that a reasonably intelligent person, properly trained, could open a branch of your business in a different location and make a living from it, then you should talk to Business Unlimited about it.





Much as I'd like to, how can I consider franchising, when the pressures of my business leave me with very little time?

That's not surprising. As a business owner, you've got a lot to do and as you open more locations, your time is spread even thinner. Which is why a lot of business owners consider franchising. Once your franchise program is in place, your main job will be to oversee the franchise company. Franchisees will perform all the time-consuming, day-to-day tasks of business management so you don't have to. In addition, Business Unlimited's unique method of assisting business owners in the franchise development process allows you to focus on the business while we focus on the franchise. Ultimately, once you've transitioned into franchising, if you're like most franchisors, you'll find you're working smarter, not harder.



What if I don't have the cash to start a new company-owned unit and I don't have the cash to create a franchise program?

Do you have a plan for using capital as you accumulate it? That's where we can help. We can show you how much various aspects of a franchise development program cost and help you create a timetable for getting the things done that will eventually result in selling franchises. For companies that are undercapitalized, Business Unlimited can provide a payment plan that eases the pressure of developing a franchise program. Whatever the case, good planning upfront will have tremendous long-term results.



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[Aren't I better off putting the money I have into another company-owned unit and then franchising?](#)

If you have decided not to franchise, then this is the way to go. But if you're really thinking of franchising as a possible growth option, consider this: for less than the cost of opening one more unit, you can probably embark on a franchise development program. Within a year of selling franchises, you'll have multiple new franchise locations opening. You can then use this cash flow to open additional company-owned locations, or continue reinvesting this capital into additional sales and marketing efforts. Either way, you'll be opening multiple locations. If you had just opened a company-owned location during that same time frame, you would probably just be breaking even.



[I've heard a lot about franchisor/franchisee disagreements. Don't franchisors often get sued?](#)

If you start your franchise program on the right foot with the proper franchise structure and if you follow good franchising practices you will minimize franchisor/franchisee conflicts. McDonald's, with 14,000 franchisees, has had very few franchisee lawsuits in its history. Franchisees are your partners in a way-listen to them, provide them with good support and marketing, and you'll do very well as a franchisor.





**I'm proud of the high standards my business has achieved.
Won't those standards be sacrificed in a franchise program?**

A misconception about franchising is that it lowers the level of quality in the business. While it is true that when a business grows, the business owner runs the risk that the new locations will not have the same standards of excellence as the original location. Business owners struggle with maintaining consistency among company-owned locations and rely heavily on managers to run their location in accordance with company policy. However the myth that franchising sacrifices quality is simply not true – in fact the opposite is more likely. Typically franchised operations outperform corporate locations. This is in part due to the fact that the franchisee is more motivated than any manager because the franchisee has invested his or her money to open and operate the business.

Picture this scene: It's 9 o'clock at night – closing time for the business. A customer rushes up to the door just after your manager has locked it. That manager would probably wave through the window and motion to the customer to return tomorrow morning when the store opens. A franchisee, however, as the owner/manager of the business, would unlock the door to take care of their customer. Does this seem familiar?

In times when customer loyalty and quality service is critical, franchising can assist in not only maintaining standards but also building market share. Keeping control over quality as you expand comes from the strength and quality of the franchise program you build. There are several keys to doing this.





Planning

You must decide on the best pattern for growth for your business. Knowing the right type of franchise you want to offer and the right region for growth is very important. Doing the planning up front enables you to make sure you are able to control your standards throughout your chain. By determining territory size, revenue streams, internal staffing needs, etc., you will be better prepared for handling the challenges of expansion. For example, a California-based business would have a difficult time supporting a single unit located in Paris, even if there is an interested franchise buyer there; with good strategy, you can prevent costly mistakes and make sure you have adequate resources to keep an eye on quality. Poorly planned franchises have trouble maintaining consistency.

Legal

In order to properly enforce your company's standards, having a strong Uniform Franchise Offering Circular (UFOC) and Franchise Agreement in place is critical. The legal documents define the relationship between you and the franchisee for several years. If someone is not following your guidelines, good legal documents will allow you to enforce compliance or remove them from your system.



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Operations

Having a complete operations manual is crucial. This means not only the daily operating procedures, but also includes everything a franchisee would need to know to operate effectively. In order for you to enforce your standards, you need to define them for your franchisees. By having a manual that intelligently shows your franchisees how to properly run the business, you increase the level of quality they will produce. Without showing your franchisees the right way to do things, they may improvise which can sacrifice quality.

Training

You can often tell a successful franchise by the quality and quantity of their training. By creating a training program that is vigorous, you will be able to weed out bad franchisees before they open their own locations. Ongoing training and assistance keep existing franchisees happy and the quality of their work high.



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Franchise Sales

Success in maintaining quality in a franchise program starts with the sales process. Treat the sales process like an HR procedure, like hiring a manager. Does this candidate understand your company's values and will they be able to perform as a franchisee? Are they a 'fit' with your company's culture and values?

Just as maintaining quality in your current business requires a commitment, so will maintaining quality in a franchise. It is important that you build your expansion program with the right foundation and use quality ingredients. It is not enough to simply value quality; you also need to be able to ensure quality. Having the commitment, the planning, and proper tools, you can build a company with dedicated owner operators who will share your passion for excellence.

What is my responsibility if a franchisee does not pay his bills?

None, legally. Every franchise is an independent business. But the basic strength of franchising is that it enables people with little or no business experience to benefit from an association with people who own and operate successful businesses. So it's up to the franchisor to keep close tabs on every franchisee so that you know when problems arise. It's then, before those problems become serious, that you want to help the franchisee find the cause of the problems and correct them.



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What guarantee do I have, after I've put time, effort and money into a franchise program, that anyone will buy my franchise?

This is no guarantee. But what guarantee did you have when you got into business in the first place that you'd be successful? Franchising is simply a method of building upon existing success. Of key importance, of course, is a well-constructed franchise program that compares favorably with other franchises when prospects come to call. Prospective franchisees need to feel that you are credible and can assist them in being successful. Your program and related materials go a long way to achieving this.



How does Business Unlimited assist companies that are already franchising?

What kind of problems are you experiencing with your program? Are franchise sales inadequate? Are relationships with some of your franchisees strained? Are you looking to update your legal documents, operations manual, franchise sales, marketing strategies or materials? Are you interested in International expansion? All of these are reasons to contact Business Unlimited. After 25 years of assisting franchise companies, we know what works and what doesn't—across a wide variety of industries.





What are the differences between Franchising and Licensing?

First, let's look at the definition of franchising:

Franchising is defined as "a method of doing business by which a franchisee is granted the right to engage in the business of offering, selling, or distributing goods or services under a marketing plan or system prescribed in substantial part by a franchisor and which is substantially associated with the franchisor's trade mark, name, logo or advertising."

What this means is there are 3 core elements that determine what is a franchise:

- 1) Use of a name
- 2) Use of a system
- 3) Payment of fees.

Business format licensing occurs when only two of these elements are present in the relationship: use of a system and payment of fees. Business opportunities tend to cost less for an investor to get into, usually less than \$5,000 to start. Franchises charge higher initial fees, usually anywhere from \$15,000- \$40,000 to start. However with a franchise, there is more controls, royalties, and support.

Ultimately, the decision regarding whether to franchise or license has more to do with your goals for the business than anything else and boils down to the question of "control"—How much control do you want to have over your company name? Is it important that you build consumer awareness with common logos, advertising, and the like?

Also, how important is the system that owner/operators will need to follow?

How critical is consistency from one location to another?

Depending on how you answer these questions, you may be able to figure out the issue of licensing vs. franchising for yourself.

And of course, if you need additional help or want further clarification, we're here to help you. Because the circumstances of each and every business is different, our franchise analysts and senior consultants can provide you with a much more definitive answer, once we understand your business and what you are interested in accomplishing. We also conduct seminars on these very issues to shed light on franchising and the pro's and con's for a business.



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What is Distributorship Franchising and what are its benefits?

In a Distributorship Franchise, the franchisor grants sales territories to either its existing employees and/or new prospects. For these territories, the Distributor pays a franchise fee to the wholesaler or manufacturer for the rights and then begins operating under prescribed sales guidelines.

This type of franchise is highly applicable to manufacturers and wholesalers. Often they have been at the mercy of their distribution channel. By selling franchises, the manufacturer or wholesaler achieves a higher degree of loyalty in its distributors, as they are no longer independent.

Other benefits include:

- Ability to remove under performing distributors with motivate franchisees
- Ability to introduce and maintain good business practices among distributors
- Obtaining a fee for an opportunity that is currently being given away
- Highly motivated distributors due to business ownership
- Savings on salaries, benefits and expenses currently paid to employees



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What are ten things that make a business Franchisable?

As franchise consultants, we see pizza business, muffler shops, convenience stores, and carpet cleaners – all franchised. Does this mean that all pizza, muffler, convenience stores, and carpet cleaners are franchisable? No!! Why? Read on!

The franchisability of a business has more to do with how you run your business than the business you are in.

- 1) You need a decent concept. It doesn't have to be a genius idea. Look around you at the most successful franchises – they are not rocket science.
- 2) You need a great system of operation. The way you run the complete business is the key. Having the business put in the right franchise package for your franchisees will lead to success.
- 3) The business must be teachable to a reasonably intelligent person within a reasonably short time. You will need to be able to coach them in the business system.
- 4) The business must be profitable. A franchise buyer should be able to earn a decent salary – comparable to that which they would earn if they were the manager plus a 15% return of their invested capital (this doesn't usually occur until after they have been up and running for two years).
- 5) Your business should be adaptable nationally. There should be a market for your business not just locally, but nationally as well.



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6) You must have the management skills. You will now be running a company, not the restaurant, the retail, or service business you now operate. Just as you have grown into a good manager, you will grow to be a good franchisor.

7) Fragmented Industries without mega-companies with huge market dominance are ideal. Opening a burger place in between McDonalds, Burger King, or Wendy's is for the masochists and other people with a death wish.

8) Point of Difference – Is there something different in the way you operate that contributes to your success? Faster? Better? Juicier? Cheaper? Bigger? It helps!

9) Financible - The more that the franchisee can get financed, the easier to sell franchises. Buildings, equipment, furnishings, fixtures, inventory and receivables all can be financed and make it easier to create leverage.

10) Get the Right Help! You know your business but you don't know the franchise business. You need help – legal, operational, marketing, franchise sales, consulting. These are the elements that are needed to create a successful franchise program. Pick your professionals carefully – who are their clients? How successful are they? How long have they been in business? Visit their offices and meet and question their people who will actually be working on your project. What is the background, experience, and success of the senior consultant who will be working on your project? Are you being sub-contracted out to others or is your project being done by an in-house staff who work together, coordinate, and communicate daily on your project?

Your franchise program can only be as successful as the quality, experience and performance of the franchise consultants who guide you through the process and produce your documentation.





What is the main factor in being a successful franchisor?

Being a good coach!!

Successful prototype? Good system? Great food or service? Yes, all of these elements are critical, but the most important ingredient is your ability to teach someone how to operate all of the things that make your business successful, including the infusion of your company's culture, standards and beliefs.

Your success in franchising is going to more rely upon your ability to be a great coach than a great quarterback. Superstars who can perform, but can't teach, don't make it in franchising any more than they can in sports.

Magic Johnson was one of the greatest basketball players of all time, but only lasted a few months as coach of the LA Lakers. Phil Jackson was a run of the mill player, but a great coach. He took the Chicago Bulls, a team that never won anything in spite of Michael Jordan's 40 to 60 points per game and won 6 championships and then went to Los Angeles and took a team with Shaquille O'Neal and Kobe Bryant, 2 superstars who had also never won anything, and produced 2 championships.

The question is:

- Can you teach someone your business?
- Are you a motivator?
- Do you attest, develop and keep good people in your current operation?
- Does the quality of your operation remain high, even when you are not there?
- Have you developed a "culture" that makes you, your employees, your customers feel special about your business?
- Are you able to clearly translate your technology and procedures to others?
- Are you successful in providing constructive criticism that results in improvements in staff performance?

These are key questions you need to answer in assessing your potential to be a successful franchisor – CAN YOU COACH?????

Your coaching skills and your franchisee's ability to learn will be critical as you begin franchising.





Why should I franchise my business?

There are many reasons businesses look at franchising as a growth option.

Franchising a business can provide a business exactly what they are lacking for growth:

Money to open in new locations - as franchisees put up the capital to start up new franchise locations.

Dedicated management to run them - franchising the business gives you motivated owner-managers.

Quicker growth - franchised businesses typically grow more rapidly.

What is franchising and how does it work?

There is more than one kind of franchising, but here is a basic description of what "business-format" franchising is.

Franchising is a method of business expansion whereby a business owner or manager allows someone to market products or services under their name and trademark and in strict adherence to a system he/she prescribes. In return, the franchisee, as that person (or organization) is called, pays a fee and, usually, an ongoing royalty. Moreover, the franchisee pays all of the costs of getting into his or her own business.

As you can see, if you are seeking a growth opportunity for your present business, franchising unquestionably presents an attractive, enticing option.

If you are looking for more indepth informaion on franchsing consider attending one of Business Unlimited's "Franchise Your Business" Seminars that cover all of the critical issues anyone thinking about franchising should consider.



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Is now a good time to expand my business?

In a down economy, many businesses become like ostriches with their heads in the sand, waiting for issues to resolve themselves before looking at growing their operations. However if you follow the flock, you will miss out on a great time to expand your business. Take a page from the notes of industry leaders. When their competitors adopt a “wait and see” strategy, their leaders charged ahead, because strong businesses, with solid operations, look to take advantage of weak economies and expand into new markets and often unopposed by those who are waiting for ‘a better time’. This trend can be witnessed across a broad spectrum of industries. Wal-Mart, the world’s largest retailer, continues to expand as K-Mart closes units. Carrefour, the world’s second largest retailer, is planning to add 830 outlets in 2005. Southwest Airlines and Jet Blue are adding new routes while United Airlines drops them. Starbucks continues its march towards market saturation with over 6,000 locations. Interestingly, Wal-Mart, Southwest, and Starbucks all made Fortune’s Top Ten most admired companies list. What do they have in common? All are expanding their operations now.



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This is occurring in franchising, too, as companies with strong concepts are growing their businesses, despite uncertain economic times. Business Unlimited's Client, Culver's, the Wisconsin-based chain of restaurants featuring "Butterburgers" and frozen custard, opened 37 new locations in 2003, 41 locations in 2004, and is opening between 45 and 50 in 2005. Even with these growth rates (the Culver's Chain will have doubled in size during a recession), Craig Culver admits in a recent interview, that it is currently a tough time in the restaurant industry. Culver's is not alone in expanding their business during this period. At the end of last year, Panera Bread had 478 locations; 115 of which were opened in 2003. Meanwhile, Krispy Kreme Doughnuts opened 63 new locations in the last fiscal year and looks to open another 77 in this one.

Jimmy John's, an Illinois-based Business Unlimited Client, which features gourmet sandwiches, has grown from 83 units in 2000 to 190 in 2004. During this economy, they have begun expansion into new territories, including California and Las Vegas.

There are many reasons why tougher economic times create growth opportunities for businesses, especially those that franchise. Franchising has many unique attributes that ease the strain of expansion, even when the economy is in the doldrums.





Finding & Obtaining the Best Locations

For many businesses, location is a critical factor. During an economic downturn, prime locations will open up and the landlords who may not have returned your phone calls before are now calling you to see if you can fill one of their key spots. In franchising, you can take advantage of these ripe locations more so than you can with any other expansion model, because in franchising, the franchisee buys the land, builds the building, and pays for the leasehold improvements, inventory, and fixtures. Typically, a franchise buyer will refinance their home to free up cash in order to purchase a franchise. With interest rates at an all time low, prospective buyers have more cash on hand and are using this to buy franchises at a record rate.

Hiring the Right Managers

When the economy is bad, quality people find themselves “downsized.” There are more “good” people on the market today than there were five years ago, so this has created a great opportunity for franchising, in that there are a record number of qualified buyers on the market. They are looking for the opportunity to realize the “American Dream” of owning their own business. As franchises, these owner/operators are more motivated than any manager you could hire because franchisees own their location.

Capital for Expansion

Franchising allows you to expand more rapidly than your present system will allow because your source of funding is your franchisees. They supply the working capital for opening new locations and territories, so that you can use your capital in other critical areas, like marketing and brand building strategies.

So, is it a good time to expand your business? If you are planning to add locations or move into new territories, but are uncertain of when to do so, then now is the time. If you see opportunity out there for your business to grow, then take a page from the ‘Most Admired’ companies and expand your business now because, as these market leaders know, if you don’t take advantage of the opportunity, someone else will.





What are the most important traits in a Franchisee?

Being Franchise Consultants, Business Unlimited has become an expert in recognizing the good and bad traits of franchisees. In fact, Business Unlimited Consulting and University of Michigan conducted a survey of franchisors to gain more insight into what they were looking for in their franchisees and which characteristics were most critical to their success.

Eagerness to Learn

For a franchise system to be successful, Franchisors need to teach their systems of doing business to the franchisees. Having franchisees be open to learning the system of doing business that has made the franchise program successful is critical.

Willing to Work Long Hours

There is no easy road to success. Running a franchise business is hard work and franchisees that expect to achieve success should anticipate that their involvement is critical especially during the early days of operating their business. It is this fact that makes this number two in the list of important traits that franchisors look for.



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People Skills

As a franchise business owner, you will have interactions with several groups of people whether they are clients, customers, suppliers, employees, or franchisor personnel. This means that you will need to be able to communicate your needs and wants in a wide variety of situations. This not only means the ability to communicate it also means the ability to listen. Accordingly, franchisors look for individuals who are at least somewhat outgoing, communicative, and able to instill confidence in those around them. The good news is that this skill, as rare as it may be, can be taught.

Sales Ability

Whether it is pizzas, pets, or web sites, every franchise sells something. Franchisees need some level of sales ability. Again, this is a skill that can be learned – just notice how many sales seminars are conducted every year.

Resistance to Stress

Before running a franchise business becomes second nature, a franchisee is likely to face many stressful days with customers, paperwork, and employees. Franchisors know that being a franchisee is often stressful, which is why want to know how well their franchise candidates handle stress. (This is another skill that can be learned and probably should be by most businesspeople!)



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Ability to Take Directions

In franchising, faith and trust must be placed in the methods the franchisor has developed; directions and requirements are not made capriciously, but rather to benefit the franchisee and the rest of the franchise system. Consequently, franchisees must be able to subordinate many of their personal opinions and desires to those of the franchisor. For example, an unyielding “my way or the highway” type of person who chafes at taking suggestion or orders is not a good candidate to become a successful franchisee.

Having Money in Reserve

This may contradict the common perception of a franchisee that has his “last dime” invested in his business (and, therefore, in himself), but it just makes good business sense. Yes, franchisors want their franchisees to be committed, personally and financially, to the success of their units. But they also want the franchisee to be able financially to weather any hard times, either early on in the life of a particular unit or during an uncontrollable economic downturn. A franchisee with some money in reserve will be better able to deal with any hard times that may be encountered.





[Slick or Quick? How do you select the right time to franchise your business?](#)

When Is The Right Time To Franchise Your Business?

“To Franchise Or Not to Franchise – That is the Question.” Shakespeare? Not exactly, but it underscores a question that many business owners ponder.

Should you wait until you have four or five units open and operating profitably, “Slick” as a Whistle? Or should you move “Quick as a Wink” and aggressively attack the market, start selling and franchise now?

“Quick” versus “Slick”? That is the real question. Wait too long and the window of opportunity may close. Blunder into the market too soon before you are ready, and you could self-destruct. What to do?

Our 27 years as franchise consultants, observing the successes and failures in the franchise industry have driven home some points, which may provide the answer for you based on your individual situation.

SLICK

1. If you have a concept that is going to compete with large, well developed companies with significant market share, who have significant buying power and advertising dominance, then you need to be very “Slick” before you venture into franchising. You need to “have your act together” with all systems, procedures, unit designs, products and services clearly delineated and competitively poised to survive and hopefully prevail against “the big guys”.

QUICK

2. Everyone remembers that Charles Lindberg was the first person to fly across the Atlantic. CAN YOU NAME THE SECOND? CAN ANYONE?

If you have a new and different concept or a major point of difference between what everyone else is doing, and especially if you are in a fragmented industry with no major competitors that have large market share, then it is more important to be “Quick” than “Slick”. Being first with a new idea is really important.

Subway, McDonald’s, Midas, Holiday Inn, KFC and Ace Hardware paved the way in their industries to aggressively franchise. There were other companies like them, but no one aggressively franchised as they did. Yet, none of those companies were highly sophisticated when they rolled out, and they used the cash flow from franchise fees and royalties to continue to upgrade and improve their concepts.



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Why are there so many different types of Franchises?

Franchise, Franchise, Franchise!

You see them everywhere – Franchise Row – all around us – Fast Food Franchises, Automotive Franchises, Hotel Franchises, Retail Franchises, Fitness Franchises, even “Franchise Your Business” Franchises, and Franchises to sell you a Franchise.

What’s behind this Franchise Mania? How can a nation that thrives and even prides itself on entrepreneurship and maverick individualism spawn over 700,000 people who want to buy a franchise and CONFORM – yes, CONFORM, to a system that requires total compliance with rules and regulations? And this huge kingdom of operating franchises in virtually every kind of business endeavor is ruled by only about 4,000 companies who answered the call to “Franchise Your Business” – a small minority of the 16 million businesses in operation in the United States.

Franchising has been primarily the domain of the small business entrepreneurs who franchised their businesses mostly because they lacked the capital to open more outlets out of their own capital resources. Franchising allows them to expand with “other peoples’ money”, a motivated owner-operator, and an opportunity to expand more rapidly than they possibly could with their own resources. But franchising works for the franchise buyer too. 700,000 people can’t be wrong. And in a way, franchising is really not in opposition to the American Dream, the entrepreneurial spirit or independent business ownership concepts. Franchising actually embodies all of these elements, but with a Safety Net!

Department of Commerce statistics have stated that 90% of all new businesses fail, but the “Franchise Your Business” movement and “Buy a Franchise” response has created a system of mentoring in which Franchisors teach, assist, support and counsel individuals initially, and on an on-going basis, down the road to success.



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What is a Franchise Consultant?

When Business Unlimited was started nearly thirty years ago, there were no franchise consultants. At the time, it meant a company that consulted businesses on franchising. Since then, the term has gained a broader use in franchising for different areas. This broadening of the term can cause confusion to those outside of the industry. Here is a quick run down of three of the areas that the term is often applied to.

Franchise Development

In the area of development and expansion, a franchise consultant is a firm or person you would work with to aid in the development of your franchise program. In making the important strategic decisions, developing the needed comprehensive materials and collateral needed to successfully grow through franchising.

Franchise Purchases

If you are someone looking at buying a franchise, there are franchise consultants that will provide guidance on the process and help you find which business.

Franchise System Support

In operating a franchise company, the franchisor sends out field consultants they sometimes refer to as franchise consultants. These consultants are responsible for helping the franchisees with their locations and enforcing the system standards.

So if someone tells you they are a 'franchise consultant', you may want to ask which of these areas they work in.



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