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# How To Franchise Your Business 2nd Edition: Grow Your Business By Creating And Managing A Franchised Network



## Synopsis

If you have a proven business system and are wishing to expand, franchising is a strong option. It provides a quick route to growth and uses other people's money and enthusiasm to open individual offices, shops, restaurants, salons, surgeries, units, van rounds, or service centres. / This book provides practical advice on how franchising works from two authors with years of experience. As well as being for potential franchisors, this book is also invaluable to owners of existing branch networks, practising franchisors and their management teams, and candidates for the Diploma in Franchise Management. It will show you how to: \* Decide whether your business should and could be franchised. \* Understand the franchisor/franchisee relationship. \* Structure the business so it works for both franchisor and franchisee. \* Prove the concept with pilot operations. \* Market your franchise and recruit franchisees. \* Motivate franchisees and monitor their performance. \* Franchise your business internationally. \* Prepare your network for sale - or buy an existing franchised network.

## Book Information

File Size: 1220 KB

Print Length: 292 pages

Publisher: How To Books; 2nd Revised edition edition (August 26, 2011)

Publication Date: August 26, 2011

Sold by:Ã ª Digital Services LLC

Language: English

ASIN: B00C1CTJYS

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #627,466 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #85

inÃ ª Books > Business & Money > Small Business & Entrepreneurship > Franchises #182

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