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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.

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