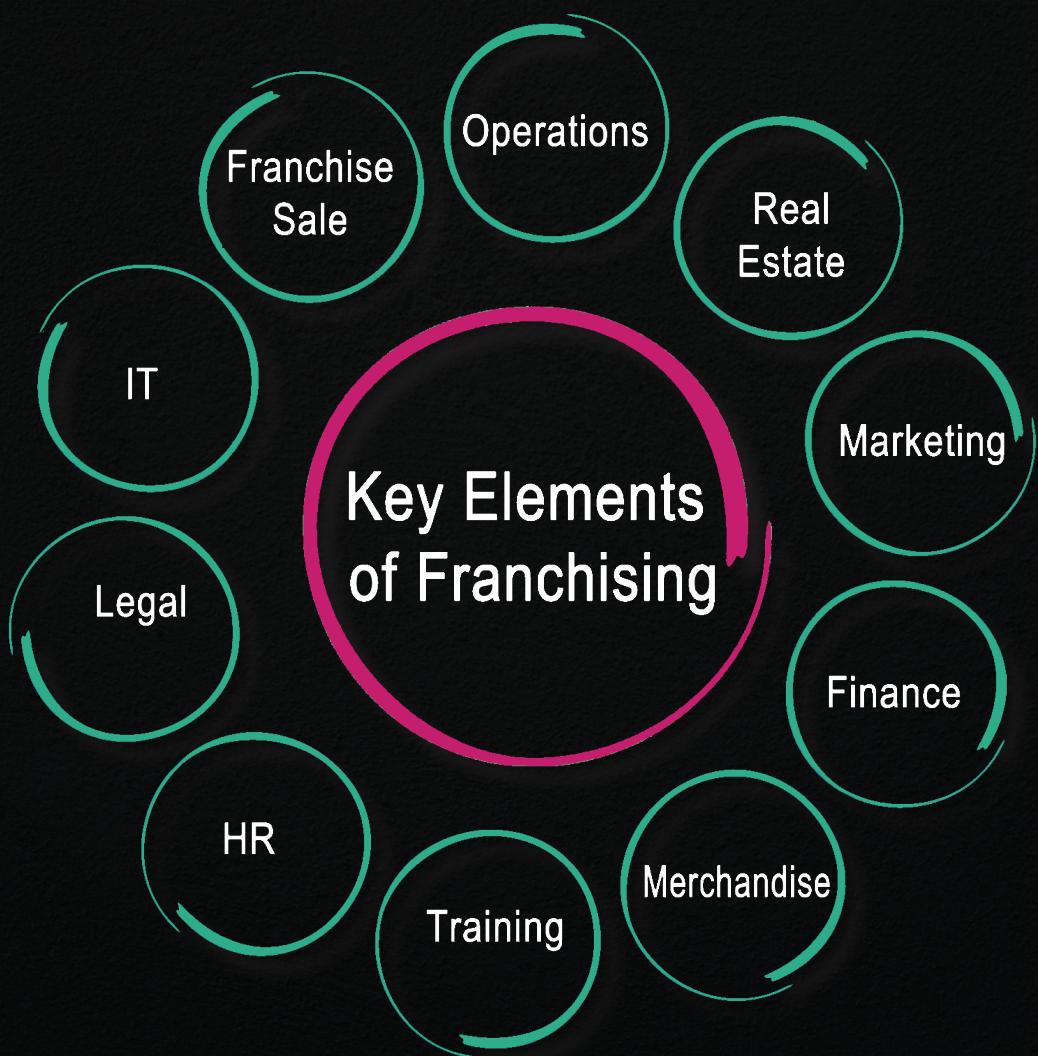




# KEY ELEMENTS OF FRANCHISING

OPERATING A SUCCESSFUL BUSINESS



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# TYPES OF FINANCING TO START A NEW BUSINESS

In the past, financing for companies to start up and grow is usually done through banks and financial institutions. However, as more people are starting their own businesses it is important to consider other forms of funding. There are several different types of sources that are considered viable sources of funding for small business owners.



One of the most traditional methods of financing is to use your local banks. Most banks are more than willing to provide funding for you to start a business. They may also be willing to offer a loan if you are able to prove that you have the capacity to repay the loan.

A second method of funding is from investors. If you are willing to put up collateral, the investor will be more likely to provide funding for you. Although this method of financing can be risky, it does have the potential to help you out with the funds you need to get started.

The third option is venture capital. Venture capital will involve a private company that is willing to invest money to fund you start up. However, they are not always the best choice of funding because they are often not experienced with working with entrepreneurs.

Another option for financing is to look at private angel investors. These companies will typically pay out some money if they are successful in acquiring a certain type of business. However, they usually do not do so for very high valuations. Therefore, it is imperative that you make sure that you have the capital you need before you approach any investors.

Taking a cash advance on your credit cards is an option, albeit an expensive one. Interests' rates may be as high as 23% so remember that you are personally responsible to repay the advance.

The Small Business Administration (SBA) is another option. The SBS doesn't make direct loans to entrepreneurs or 401k plans to start or grow a business. Instead, it provides a guarantee to banks and lenders for the money they lend to small businesses owners. This guarantee protects the lenders interests by promising to pay a portion of the loan back if the business owner defaults on the loan.

Once you have the capital, you will then need to set up a business plan. This is a very important part of the entire process. Your business plan will outline your goals, your future business plan, as well as your personal financial situation.

After your business plan is complete it will be reviewed by the board of directors. This board will look over the information provided and will make any changes necessary to the business plan. In the end the business owner will be responsible for making sure all the necessary financial documents are filed with the proper authorities.

Remember that there are many available sources for funding. However, the best ones can be very expensive. You should therefore make sure that you are aware of the costs involved with the various options and find out what the average cost of each loan option is.

As you make your decision about the different sources of financing for a business it is important to remember to always check with a lawyer or accountant.

They are familiar with all the lending laws in the state in which your business is located. Additionally, they will be able to give you valuable advice when you are considering your own financing options.

The internet is also a good resource to use when trying to decide which funding method you should use. There are many online business sites that offer all kinds of financing information. Many will be able to provide you with both free advice and a free application that you can fill out with them.

# SOCIAL MEDIA ADVERTISING FOR YOUR SMALL BUSINESS

Currently, social media is an integral part of your online business model. Many of the large businesses now rely heavily on social networking as part of their advertising strategy. It can be very difficult, however, if you are new to using social media to advertise your products and services. This article will give you some helpful tips to get you going.



If you are not sure which social networking is the best for your business, there are a couple of things you should look for in the social media advertising tool you choose. The first thing is the ease with which you can use it, not just in the moment, but in the future. The second thing is the ease with which you can customize it, from the backgrounds, fonts, and other features.

If you are just starting out with a small or new business, you may want to consider using Facebook. With this particular social network, you can create profiles that show off your business and include photos. In addition, you can also include links to your website and your business' website. However, if you are an established business with several followers, you may want to use Twitter. With Twitter, you can add people, post updates, and do more than just follow people. Twitter is like Facebook in that you can create a profile, but you are not limited to only keeping up with your existing followers. For example, you can use Twitter to advertise your business. However, if you already have hundreds of followers, you may find it difficult to market your business with Twitter.

One advantage that Facebook has over Twitter is its ability to search by location. You can target your ads by city, state, and even country. However, if you are an established business that operates in multiple countries, this can be limiting. For smaller businesses, it may be best to go with Google Local.

Google Places is another great social networking site for businesses to use. You can post local ads and get local customers interested in your goods and services. You can also post reviews about your business, post news about it, and other details, and even offer a place to get the latest updates.

You should also keep in mind that you do not have to be an expert in Google or even use their tools. In fact, many of their tools are quite user friendly for even a beginner. With these tools, you can create, design, and share an account with the community and create profiles.

If you do want to target more general consumers, try posting a Google ad to Craigslist. You can also post an ad on other websites, such as Yahoo Local. You can also try posting on the social networking sites listed above. If you are just starting out, and don't know what to do, you may want to use Facebook or Twitter.

If you own a small business, you might want to use Facebook as a networking tool, but you will probably have more luck with other sites like Google Local. It is recommended that you first create a profile and look for customers before you decide to start posting ads and other information. The more people you have in your network, the more likely you are to make a sale or gain new customers. You may want to include both Twitter and Facebook in your marketing mix because these sites can help you reach potential customers who are not online, and even offline. It is also important that you keep your Facebook page clean, with fresh content and relevant photos, so that your fans can easily find you in the future.

Once you have been active on social networks for some time, you may find that you need more new media channels. In fact, most people use social networking sites a couple times a day. To get the most out of these new media sites, you should post new content every day.

If you are active on Facebook and Twitter, you may start to notice a noticeable increase in followers. Even if you only get a few new friends on these sites each day, you are creating a good following. It is important that you remain active and keep adding new friends.

# SETTING GOALS WHILE OPERATING A NEW FRANCHISE

Setting goals for new franchise operations is one of the most important aspects of operating a business. Setting goals can be tough, but it's important to know your purpose and what you're trying to accomplish. In addition, knowing your company's market and your franchisee's market can help you determine how you will achieve your goals.



## READY, SET ... GOALS!

Goals are very important. Setting goals in your new franchise can help you determine the success of your new business. However, goals must be clearly defined and realistic to succeed. To keep a company running smoothly, goals must be realistic and not overly ambitious.

Goals should include the timelines that you need to meet, the ways that you plan on meeting them, how you intend to measure the success of your goals, and the time frame for each goal. You can set the goal dates yourself or delegate the task to someone who can work on these tasks. Your goals should also outline what you plan to do to reach those goals.

Goals should be designed to make sure that you achieve the things that you want to achieve. You want to be sure that you don't leave yourself with goals that will put you in a position of weakness or in a position of failure. If you've never had to write goals before, you'll have a hard time writing your own. For this reason, you should take some time to research your franchise options.

## Goals can include:

- Hiring your first employee
- SWOT (strengths and weaknesses)
- Increase market share
- Expanding your social media presence
- Networking to increase local presence
- 5-year revenue plan
- Financial goals
- Customer service objectives
- Operational efficiency

It is important to choose a franchise that fits your strengths and talents. If you aren't sure about what you want to do in your business, then you might not have a clear idea of what kind of business you want to have. To ensure success with your new franchise, you need to choose a company that offers franchises that match what you are interested in. Make sure that you select a company that has many locations and has been successful for many years. More likely than not, the franchisor will have met the previously mentioned goals and will be helpful in your company meeting your own goals.

Running a successful business isn't just about having great ideas and being able to execute them well. It is also about creating a good working environment. A great working environment is what helps to keep customers happy, motivated, and willing to try new things. The culture you create at your new franchise must be welcoming and fun. People should feel comfortable with the people and the atmosphere of the business.

Goal setting while operating a new franchise should also consider your customers. What do they need? Do you want to provide them with something that they don't currently have?

Do you want to provide a service that they don't currently have? What services do you want to offer? Will your customers benefit from you providing those services? How do you plan to attract new ones?

Customers are the life blood of your franchise. Without customers, you have no money. Without customers, you have no income. Without customers, you have no profit. Therefore, you must take care of them properly and treat them well.

Customers can help you achieve your goals by being open to new things and learning about what you do and what your company does. In fact, many customers will tell you what they like about your business. This is a very valuable customer insight.

One thing that you want to avoid when you are setting goals while operating a new franchise is a lack of direction. Instead, you want to set goals that will help you achieve more than you thought possible.

To start off, consider how much money you want to make with a new franchise. Then set goals that are specific enough to allow you to achieve this goal. Also, consider the needs of your customers and the culture of the business.



# HIRING EMPLOYEES

Hiring employees, like many other businesses, is a complex process, but as all successful small business owners realize, the hiring process doesn't begin with an interview and always ends with the offer and the contract. Instead, it takes planning, interviewing, and selecting the right individual, communicating well with the potential employee, and giving new employees a fair shake before they are given the green light to start working.



It's always a great idea to meet with a potential employee to find out a little more about their personality and skills, as this will help you to decide if the person will fit in well with your company and how quickly they can make a difference. You'll also want to ensure that your potential employee has a good understanding of the duties you expect them to carry out. You should only let a few people into your decision-making process, as you don't want to give information to anyone who will then abuse your trust by passing information on to a competitor.

Once you've decided to hire an employee, make sure that they do a thorough background check. This will ensure that no previous criminal convictions have taken place. Don't forget to inquire about the employee's criminal past. This could mean that they have been arrested for fraud, theft, or other serious offenses, so be sure to be thorough and make sure that you get all the facts. If you do uncover criminal history, be sure to take steps to remedy the situation as soon as possible. If the person is a repeat offender, you will want to take corrective action immediately, since this may impact their ability to perform their jobs and cause problems for your customers and business. It's also important to

remember that some employees may not be guilty of crimes that they've been accused of committing.

Performing a financial background check will help determine if the employee is responsible (are they late paying bills on time), may be prone to theft (do they have a large outstanding credit card debt), or a poor fit when it comes to handling money and finances (are they able to handle their own finances).

You should also thoroughly review the employee's work history, whether it be for previous employers or their own business. If you do find any instances of misconduct or mistakes that need to be worked upon, make sure that you discuss these with your employees and that the matter is resolved prior to bringing them on board. Otherwise, you may discover that a new employee is no different than the previous one, simply more disciplined or less likely to be tempted to commit a similar error. If you suspect that there are problems that you cannot fix yourself, consider seeking the help of outside counsel.

Your company should also investigate the applicant's references and what they say about their experience with the individual. Make sure that they all come from a credible source. They should be willing to share with you their honest opinions and experiences, as this helps you determine if you can trust the opinions they provide and that the person they are referring to you has the same personal attributes as you do. There is nothing worse than hiring an employee that has nothing good to say about a certain project, so make sure that your potential employees can speak their minds freely and provide you with feedback without any fear of retribution.

In addition, make sure you carefully consider the kind of compensation your new employees will receive. While it's easy to make an offer to someone without considering how the money will be spent, pay attention to what their expectations are before you hand them a check. If you can, make sure that the amount is fair, and that you have a good idea of where it will be going and how much it will be used. As your business grows, your employee might see this kind of money as an opportunity to increase their compensation.

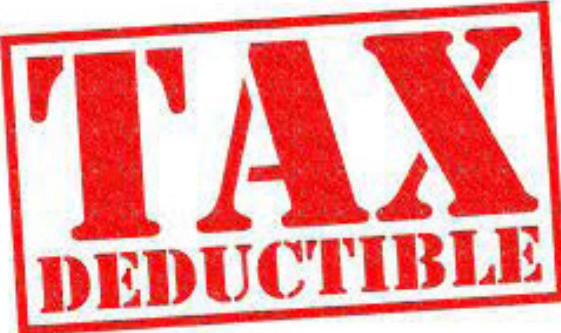
As your small business grows, you will learn to make changes that require you to make many decisions over the course of time. It's important that you do your best to take advantage of these decisions and hire the right people for the jobs at hand.

# WHAT TYPES OF TAX DEDUCTIBLES ARE AVAILABLE?

If you're a franchisee with your own business, one thing that's going to be on your mind is the tax write offs for franchisees. This is because there are two main types of write offs: regular business expenses and special business expenses. Each one has its advantages, disadvantages, and qualifications. In this article, I'm going to briefly go over the two major types of write offs for franchisees.

The first type of write offs for franchisees is called regular business expenses. This includes things like furniture, supplies, computer equipment, office space, and all other things that you purchase to operate your franchise. The biggest advantage of regular business expenses is that you can deduct them against your personal income taxes. The disadvantage to this type of tax write off is that you'll have to make sure that you use your business as a means of earning an income. For example, if you're selling franchises, then you can't deduct the cost of running the business.

The second type of write offs for franchisees is known as special business expenses. These include expenses such as inventory, supplies, and furniture. Special business expenses can also apply to any kind of business that serves as a service to the public. The only disadvantage to this type of write off is that it's more complicated than regular business expenses.



So which of these tax write offs will be best for you? Well, if you're in the first category, then you'll have the biggest advantage. The most important thing to remember is that all these items will have to be used as a means of making a profit for the franchise owner.

If you're in the second category, then the disadvantage of using regular business expense is that you'll have to be careful about what you can deduct. Many things can be deducted, but many things cannot. Therefore, the best thing to do is to check with an accountant or CPA to get all the details of how much is possible to deduct against your personal income taxes.

If you're not in either category, then there are still some ways to save money on your own business. One thing to think about is using an Internet website that gives you tips and tricks on how to reduce your tax payments. Also, try to get advice from a lawyer or accountant to help you determine what you can deduct and what you cannot.

There are also some other methods that you can use to save on your own business, but those can be found online as well. You can get free publications on how to increase your profits in the tax codes, as well as eBooks that show you how to reduce your expenses. These free resources can be extremely useful.

In summary, there are two main types of write offs for franchisees – regular business expenses and special business expenses. There are many ways to use the first and the second to reduce your overall income tax obligation. Make sure that you know which one you qualify for, and that you act now. The sooner you start doing so, the sooner you can start building your future. Tax deductions are always a good thing. However, they must be used wisely, so that you can see the benefits of them before you start working on getting them. Some people are more at risk than others, and you can get a lot of help from a tax professional if this is the case.

Some tax professionals also specialize in tax planning and will be able to provide you with all the information that you need to help you through this process. Other people are more interested in saving the company money and making it grow and achieve better future goals and are happy to share their knowledge with you.

It's also worth mentioning that the new tax code makes it even easier to deduct certain things that are typically taken for granted. These include many items such as: travel expenses, repairs, improvements to your home, and retirement accounts. Some people may be surprised at how much you can deduct by being smart about where you spend your money and where you don't.

You can find out more about these issues by researching the information on the internet and finding the right franchise tax credit and franchise taxes for you and your company. The right tax professional can help you decide what is best for your business, whether you are a business owner or a franchisor.

Franchises, regardless of whether they are franchisees or franchisors, are important to the success of a company. Knowing the tax options available to you can help you minimize your financial burdens and make the most out of your investment.

# TYPES OF ONLINE ADVERTISING METHODS

There are several types of online advertising methods, and you must know which one is the most effective for your business. Here are some basic ideas that will help you decide what type of advertising is best for your needs.



**Affiliate Marketing:** A lot of people don't realize this, but affiliate marketing is the type of Internet advertising that can be done from a website or web site itself. This type of advertising can work well with all kinds of businesses and there are many different types of products that you can advertise with affiliate marketing. There are many different types of websites, products and even companies out there that will offer to do this kind of marketing for you.

**Pay-Per-Click advertising:** This is a form of online advertising that is usually done by advertising on search engines, such as Google. Search engines are very good at showing ads, but they usually pay for those ads. You might want to consider doing this type of advertising if you have a very large market.

**Organic Google advertising:** Unlike pay per click, this method does not cost anything. However, it takes longer to see results as Google assigns your website ranking on how relevant your domain name is compared to other sites. The more relevant links a website has, the higher the ranking. The older the domain, the higher the listing appears on Google.

**Classified Ad Sites:** These are a great way to get your website noticed and give you the opportunity to make money from ads placed on your website. Some

people will only list their website in classifieds because they don't have time to advertise on their own website. Other people will use classified ads on a regular basis and make more money than if they weren't doing it.

**Banner Ads:** You might be familiar with this type of advertising method. This is an extremely simple type of online advertising that involves putting ads on web pages or websites. There are so many types of ads that you can place on a website that there is no limit to how much money you can make with this type of advertising.

**Text Links:** Text links on a website can be very effective. They are not only relatively inexpensive, but they are also highly effective because they give people a direct connection to your site without having to go through a search engine and click on the link.

**Video Marketing:** This is a newer form of online advertising that involves making videos of your website. If you already have a good quality website that has some content and interesting information, then this is an excellent way to promote your business and attract more visitors to your site.

**Facebook Marketing:** You can choose specific demographics using the Facebook model. Choose by age, location, income, zip codes, etc. The marketing is like Google PPC in that you are charged for each click on your ad. Facebook advertising is usually less expensive than Google PPC.

**Service Business Marketing:** There are many 3rd party advertising solutions that will provide leads for a fee. Home Advisor and Angie's List will provide leads for a monthly fee. Groupon will provide actual customers, but you will have to split the cost of the service with Groupon. Still, it is an effective way to gain new customers.

**Your own website:** When you start advertising your website, make sure that you have lots of interesting content on it. People are going to spend time on your website if it has something valuable to offer. When people visit your site,

they want to find something of interest, so make sure that they get what they're looking for.

You should have the option to edit your website to make it as personal and unique as possible. You want to make sure that your visitors feel like they are in control of your website.

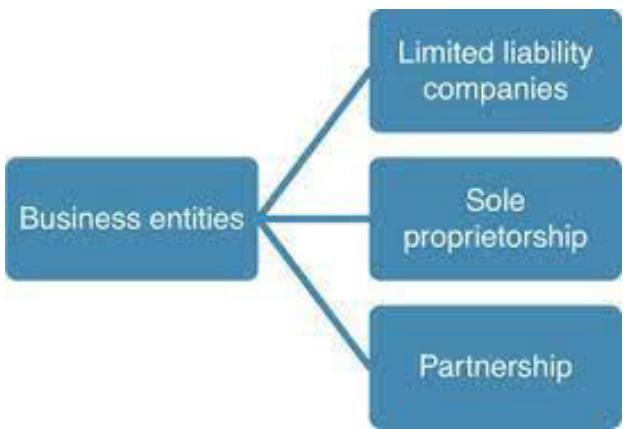
Make sure that your site is designed in a manner that is attractive to the eye. You want to make sure that you can capture as much information about your site and make your visitors feel like they are in the room with you. If you take the time to get all your ducks in a row, you can find success using these methods of marketing and be able to advertise for free.

It's important that you research your chosen type of advertising method before starting out. Take the time to look up all the different types of advertising methods available and see which ones are going to work the best for you and your business.



# TYPES OF BUSINESS ORGANIZATIONS

Many business owners think of types of business as separate legal entities. But in fact, there are three types of business that could be a corporation, sole proprietorship, and partnership. Each has its own set of pros and cons that have significant implications on a business's tax status, liabilities, assets, profits, and losses, and even the ownership structure of the business.



Each of the three different types of organizations gives an individual business entity a distinct set of benefits and drawbacks. The type of organization being operated (sole proprietorship, for-profit, or nonprofit) has very little to do with how the business is currently conducted, or the business entity where the organization is operating.

Many sole proprietor businesses operate as a separate entity under their owners' names and do not conduct any type of business themselves. This is because a sole proprietor owner must be careful not to be seen as the owner, even though the owner is technically the one controlling the business.

The main benefit of a sole proprietorship is that it allows owners to make changes to the business without having to go through the process of filing a personal guarantee to obtain necessary permits or licenses to operate the business. Some of these businesses are limited in the types of products they can operate or in the types of products that they can sell to the public, but sole proprietorships are allowed to conduct all their business in a publicly available setting. This is important for the owner to understand.

Many companies that operate under this type of arrangement have different advantages. While some businesses are primarily or even solely profit driven, others are designed to build a network of customers that is intended to generate additional revenue. For example, a construction company may start by operating from a home and then expand into retail or service ventures once the building is complete.

Many businesses that are sole proprietors are taxed under the same tax rules as other types of businesses. That means that all the income of the organization is subject to corporate income tax, even if the company is not making any profits. As an owner, the only way you can avoid paying this tax is to determine the extent of your participation in the operation of the business and set up a system for bookkeeping and other accounting purposes that ensures that the income is reported accurately for tax purposes.

Owners of such businesses also need to set up their business in a manner that will allow them to pass the costs of the operation of the company to the owners. In many cases, the owners can pay a single set fee for the use of the services of a professional accountant and for the maintenance of the books. There are usually some deductions for expenses incurred related to the day-to-day management of the business.

Because there are some special rules that apply to sole proprietorship, it is important that an owner determine the type of arrangement that best suits his or her needs and goals before entering one. This is one of the most common types of business arrangements today.

However, in some cases, the owner of the business is the person who must obtain and keep a legal title to the building, equipment and any other items owned by the company. This is commonly referred to as an “asset-based lien.” An asset-based lien is only effective if the owner is also personally liable for paying the mortgage on the property.

Because the owner of a sole proprietor has no liability for the debts of the business, the owner must be able to obtain financing that is equal in value to the value of the assets held in the business. To do this, the owner must file an LLC (limited liability company).

LLC and Corporation Formation forms are similar in many ways. Both incorporate, which makes them separate legal entities. However, there are a few differences that should be considered before making a choice.

LLCs are less complex to set up and more affordable. Also, they are less likely to attract the attention of attorneys than a corporation since the owners do not need to file a separate legal entity form. Also, LLCs do not require any shareholders to make a special election to be allowed to transact business as a group.

On the other hand, C Corporations can have the same effect on a company's operations and finances and are more complicated to set up. It is a better choice to set up a C Corporation because it is much easier to pay attention to the financial state of a company. Additionally, the corporate name is required by law and cannot be changed without a vote by the board.

The benefits of an LLC are many. As mentioned earlier, LLCs allow the owners to have more freedom. In a corporation, the shareholders can have little or no say in how the business is run. Also, an LLC allows the owners to conduct their own business as they choose, and since they will not be personally liable for the debts of the business, they may even have more money left over at the end of the year.

In an LLC, the owners can form the corporation or LLC as they wish and keep everything under one roof. This allows them to share assets and run the business more effectively as a unit. For example, the owners of a business that sells used cars may decide to purchase the business themselves, rather than just as a separate entity, and use the company's bank account as a savings account.

When considering forming a corporation, it is important to understand that this option does not work for all businesses. For example, you cannot combine a restaurant and a dentist's office in the same LLC, nor can a home-based business be created in an LLC, since both businesses would need to be separately chartered in each state. Also, you cannot combine a real estate business and a construction business. Although the former can be operated as a partnership in the other state, the former cannot be operated like this under the law of the state in which it is incorporated.

Both companies can provide financial stability to your business, but LLCs tend to offer a lower rate of return on investment than a corporation formation of a corporation. Since you must pay the same filing and licensing fees, there is also no need to pay additional tax. If you do decide to combine the two, you will have to pay state and local taxes.

Both options allow you to run your business and enjoy a higher level of freedom than if you had formed a corporation, and the tax advantages are a lot greater with an LLC. Both offer the convenience of operating with less worry, and you can save money over the long term with an LLC than you would with a corporation. But it is important to do your research so you can determine which option is best for your needs.

There are a few other differences between LLC and Corporation that should be investigated before choosing either type of business formation. Both allow the owners of the business to have control over the assets of the business, so if any of the owners is incapacitated or pass away, then the company will continue to operate. But an LLC does not allow shareholders to vote on corporate matters and it does not provide the same liability protection as a corporation. There is also no requirement for filing Articles of Incorporation with the state where the business is located, although some states require you to register with the Secretary of State (usually by mail), while others require you to file electronically.

While a corporation may provide the best tax benefits and financial stability, it also takes the most effort and time to establish. However, it is important to understand that it may require many years to fully build up a successful LLC. Because of the time involved, many people who want to establish an LLC find it easier to form a corporation, even though they pay less in fees and taxes over the long run. It takes a great deal of time, knowledge, and capital to set up a successful LLC, and therefore, it can be very appealing to those who wish to run a business without a lot of effort.

So it really depends on your specific needs and circumstances which choice of business structure is right for you and your business. Make sure you are aware of all the differences between LLC and Corporation and how they can benefit your business.

# ACQUIRING A BUSINESS LICENSE

Obtaining a business license is one of the easiest things to do when starting a business and one of the most important. The typical business license usually costs about \$100 plus the renewal fee. It is best to get legal advice before you take on any business licensing requirements for your company.



When you start a new business, the checklist of things to do is long and seemingly continues to grow with every checked off item. Among the very first things to do when starting a small business is to get officially registered to legally do business in the state. While every business must be registered, the types of small business licenses and permits vary, depending on the type of business you have.

Before you can file for any type of business license or business permit, you must first have a legal business entity. Start by going to the secretary of state for the state the company will operate in. Search the records for your proposed name, making sure it is available in your state. Follow the secretary of state's registration process online to file for a corporation or limited liability company.

There are common business entities in all states, but some business owners prefer to be a sole proprietor. If you wish to remain a sole proprietor, you need to file a "doing business as" registration, also known as a DBA, with the county clerk. Most counties allow you to do this in person, online or via the mail. Download any required forms from the county clerk's website if you aren't going in person.

Once you have the entity legally registered, go to the IRS website and file Form SS-4 to get a tax identification number for the business. This is called an Employer Identification Number (EIN). It is free and will be required along with the state registration numbers to obtain a federal, state or county permit and license.

Determine which business licenses are required for the type of business you are operating. Your local Small Business Administration (SBA) office or Board of Equalization (BOE) location can advise you of the requirements. Ask whether there are special state and county general excise (GE) tax license requirements. The state of Hawaii requires a GE license for all business use, for example. You might also need a fire department permit or building permit if you are doing any type of construction or office build-out.

Professional licenses are required for many industries, such as law, medicine, insurance, financial services, building and security. These licenses are industry-specific; seek local professional organizations to find the resources required to file for the examination process and license. There may be education and pre-registration background checks to complete before you can be licensed.

Consider the list of industry permit and license requirements. Permits and licenses may include aviation, maritime or transportation licenses. Anyone running a restaurant or grocery store may need a food permit as well as a permit for alcoholic beverages, if applicable. Wildlife, gaming, firearms, and ammunition sales are other business categories that mandate licensing and permits.

Once you know what permits and licenses are required for your business to legally operate, follow the guidelines set by the BOE or professional industry. For example, a financial advisor may need to pass a Financial Industry Regulatory Authority (FINRA) exam before being licensed. The local commerce department will be responsible for the filing for seller's licenses; ask the SBA or BOE for help with that and any other state and county regulations.

You may need to apply for some permits and licenses in person at the county courthouse or at an industry professional organization. If there is an online application for anything you require for business, the SBA and BOE are the best places to start to begin the online application. Make sure you have your pertinent business information available, including entity registration and EIN.

# TYPES OF BUSINESS INSURANCE FOR A NEW BUSINESS

When it comes to business insurance for a new business, there are many types of insurance coverage that are available to a business owner.

**These are:**

Professional Liability Insurance for small businesses that only carries cheap assets.

Professional Liability Insurance is generally available to new businesses, but they do have some requirements that they must meet before the policy can apply to them.

General Liability Insurance is the most common type of business coverage. This is a type of policy that covers any company or individual who may sue the business owner. This type of coverage usually requires business owners to carry some sort of workers compensation policy.

If the business owner does not carry workers' compensation, they will have to purchase this type of coverage from an outside source. This is often done through a Professional Liability Insurance agent. General liability is very important coverage to carry as it protects a business owner from being sued for negligence.

General Liability Insurance does have its drawbacks, though. It can be expensive to maintain, and it will cost a business owner a lot of money if they cannot afford this type of insurance on their own.



Another option to consider when it comes to liability insurance for a business is theft and fire insurance. This type of coverage can help cover all kinds of losses that may occur because of theft or fire. Theft is more commonly covered in this kind of insurance because it involves property that may be stolen or destroyed in a way that has the potential to damage the business. Fire and theft cover most businesses in some capacity.

Professional Liability Insurance is also available through an outside source. In the event a business is sued by another person or business entity, this type of insurance may protect them from financial loss and from the emotional trauma that it may cause. It can help cover a business owner if they are sued and it can help protect a business from financial disaster that may happen because of negligence.

Legal Liability insurance is just one of many types of business coverage that may be available to business owners who are new. Legal Liability Insurance is generally the most common kind of coverage for a new business. It requires business owners to carry liability coverage from an outside source and usually requires them to have a workers' compensation policy as well.

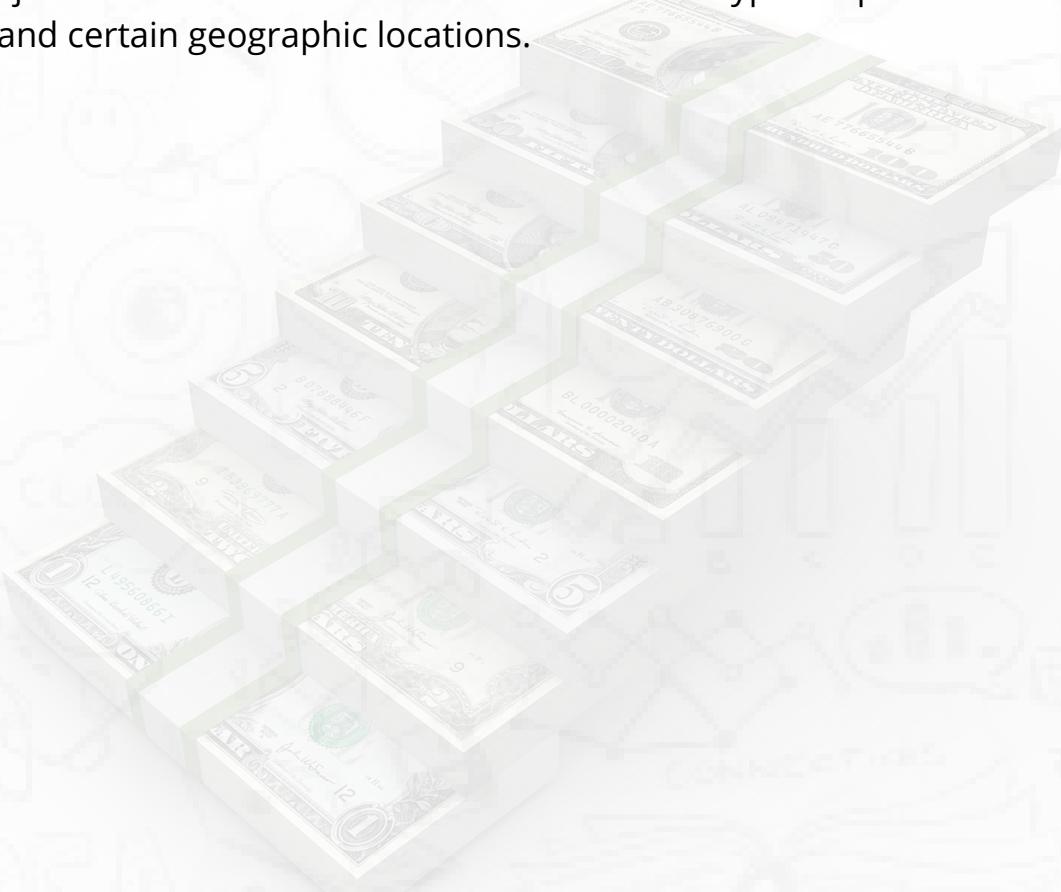
Personal Injury Protection is another type of coverage that a business owner may want to consider. This type of coverage pays a business owner for any injuries that occur in the workplace, and it can also pay for medical payments if a person is injured on the job. This type of policy can be very helpful for small businesses who do not have a lot of people on staff, and they may be the ones who are paying out most of an injury claim.

The business owner should also investigate liability coverage for a new business. The liability coverage is used to help offset the cost of any damages that may occur at the workplace because of an employee's negligence. This coverage can help with a business owner's legal costs and to handle any legal claims that arise.

Liability insurance will require the business owner to purchase a policy that covers their business from an outside source. If the business is not a very large one, they may have to purchase both general liability and personal liability insurance and may need to carry some sort of an umbrella policy to keep all their insurance policies from colliding with each other.

Fire and theft (bonded insurance) are the last two types of policies that new business owners should consider buying. These types of policies are not necessary for every business and there are a lot of insurance companies that do not offer these types of policies. However, If the business is a service business, it is highly recommended to purchase a bond for all employees in case of theft occurring at the customer's home.

A business owner should always check with their agent or broker to see what is included in the policy that they are looking to purchase. Many insurance companies provide an extensive list of exclusions for their customers. Some of the major exclusions include items such as certain types of products and services and certain geographic locations.



# WHAT TYPES OF TAX DEDUCTIBLES ARE AVAILABLE FOR FRANCHISEES?

If you're a franchisee with your own business, one thing that's going to be on your mind are the tax write offs. There are two main types of write offs: regular business expenses and special business expenses. Each one has its advantages, disadvantages, and qualifications. In this article, I'm going to briefly go over the two major types of write offs for franchisees.

The first type of write offs for franchisees is called regular business expenses. This includes things like furniture, supplies, computer equipment, office space, payroll, advertising, and all other things that you purchase to operate your franchise. The biggest advantage of regular business expenses is that you can deduct them against your personal income taxes. The disadvantage to this type of tax write off is that you'll have to make sure that you use your business as a means of earning an income. For example, if you're selling franchises, then you can't deduct the cost of running the business.

The second type of write offs for franchisees is known as special business expenses. These include expenses such as inventory, supplies, and furniture. Special business expenses can also apply to any kind of business that serves as a service to the public. The only disadvantage to this type of write off is that it's more complicated than regular business expenses.



So, which of these tax write offs will be best for you? Well, if you're in the first category, then you'll have the biggest advantage. The most important thing to remember is that all these items will have to be used as a means of making a profit for the franchise owner.

If you're in the second category, then the disadvantage of using regular business expense is that you'll have to be careful about what you can deduct. Many things can be deducted, but many things cannot. Therefore, the best thing to do is to check with an accountant or CPA to get all the details of how much is possible to deduct against your personal income taxes.

If you're not in either category, then there are still some ways to save money on your own business. One thing to think about is using an Internet website that gives you tips and tricks on how to reduce your tax payments. Also, try to get advice from a lawyer or accountant to help you determine what you can deduct and what you cannot.

There are also some other methods that you can use to save on your own business, but those can be found online as well. You can get free publications on how to increase your profits in the tax codes, as well as eBooks that show you how to reduce your expenses. These free resources can be extremely useful.

In summary, there are two main types of write offs for franchisees – regular business expenses and special business expenses. There are many ways to use the first and the second to reduce your overall income tax obligation. Make sure that you know which one you qualify for, and that you act now. The sooner you start doing so, the sooner you can start building your future.

Tax deductions are always a good thing. However, they must be used wisely, so that you can see the benefits of them before you start working on getting them. Some people are more at risk than others, and you can get a lot of help from a tax professional if this is the case.

Some tax professionals also specialize in tax planning and will be able to provide you with all the information that you need to help you through this process. Other people are more interested in saving the company money and making it grow and achieve better future goals and are happy to share their knowledge with you.

It's also worth mentioning that the new tax code makes it even easier to deduct certain things that are typically taken for granted. These include many items such as: travel expenses, repairs, improvements to your home, and retirement accounts. Some people may be surprised at how much you can deduct by being smart about where you spend your money and where you don't.

# COMPONENTS OF A BUSINESS PLAN FOR A NEW BUSINESS

The six elements of a great business plan are all important in determining the success of your new company. Whether you are planning to increase your current business, raise capital for expansion and profit, or simply want to find out if your concept will work in the long term, every business plan should cover 6 key topics.



The first element of a good business plan is the mission statement. This should clearly outline the vision and purpose for your company. Make sure you write down a few reasons why your company will be successful and how it can serve the needs of your target market.

The next key element of a good plan is an executive summary. This is where you list your five-year goals and short-term objectives. It also gives your team an overview of your company. Include the names of your team members, their salaries, responsibilities, and estimated hours worked.

The third section is called an executive summary. Here you discuss your financial forecasts, risks, opportunities, competition, and other aspects of the business. Include any potential financing or partner commitments that you may have. In addition to this section, include a business strategy section in your document.

The fourth section is a description of the business model or approach you are using. You should describe in detail how the process works and how it benefits your target audience. If you are targeting a specific demographic, include this section.

The fifth section is the operations section. Here you explain how you plan to generate revenue, generate more cash flow, expand, or add new branches. This section should detail all areas that you currently cover on your current business such as customer service, marketing, sales, accounting, management, and finance.

The sixth section is the strategic section. This section provides an overview of your future business, explains the strengths and weaknesses, and explains how you intend to resolve these issues. and more. You should also include a list of the strategic goals and the steps that you have taken to achieve them, including the benefits you expect to receive for accomplishing these goals.

Having all these elements listed in a good business plan will help you to produce a solid document that contains the information your target audience is looking for. With a well-formulated business plan, you will be able to present yourself as a strong business leader who cares about the company and who has the knowledge to guide it into the future.

There are many reasons why following a business plan for a new business is so important. First, a solid business plan will show investors the type of business that you're going to have and will give them some idea of what you're trying to achieve in your business. Additionally, having a plan will allow you to avoid certain pitfalls that many new entrepreneurs are prone to.

Having a business plan is an important part of any successful venture. Having a plan is something that can help you stay organized and focused. It is also something that will help you focus on the big picture rather than on all the little details. When a company doesn't know exactly where they want to go or how to get there, they can often get distracted and lose sight of their goal. Having a plan will help you stay on course with your business and help you stay focused.

A successful business has a detailed strategy and a solid management team working together toward a common goal. Having a business plan will help keep you on track and help ensure that everything that you do is on target. By having

a plan, you can be sure that you don't miss out on anything, which can prevent problems from arising later in the future.

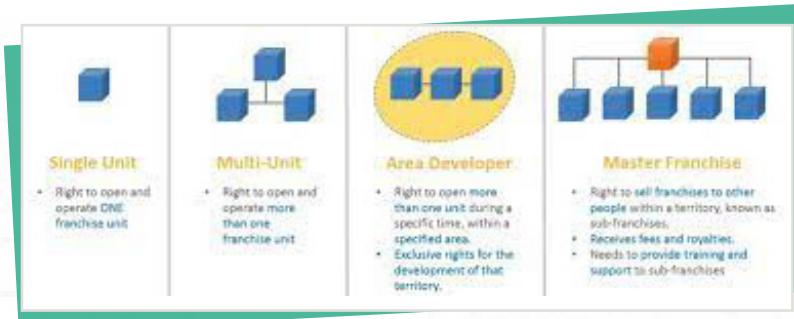
A well written business plan helps you hire the right team. If you are not clear about who will be working for your business, it's unlikely that you will be able to find the right people. This can be problematic if things don't work out as planned. Having a plan ensures that you can make decisions about who will work with you and who won't without making a lot of mistakes along the way.

A business plan ensures that you are getting the most out of your investments. There are many ways to invest in a new business, but a business plan is one of the best ways to keep track of all your investments so that you know how much money you need to spend. You can also ensure that you are investing your money in the right places.

Most businesses fail due to lack of research and their inexperience in running a business. Having a business plan can help ensure that you get this research done and know where you are heading. Additionally, it will help you avoid any costly mistakes that many new businesses make. Even the smallest of mistakes can cost you a lot of money if you don't do something about them right away. Finally, by having a plan, you'll also have a better understanding of what's working and what isn't. Having a clear understanding of what you can do to improve your business will help you avoid spending money on initiatives that might not work out as well. With a plan, you can avoid spending too much and being forced to close a business that isn't worth the money or that just isn't working.

# THE DIFFERENCES BETWEEN MASTER FRANCHISE AND SINGLE FRANCHISE

In the world of franchising, the differences between master and single franchises are quite significant. The purpose of this article is to provide some information to assist you when deciding whether you will be a good franchisee and will be successful with your business.



One of the first differences is that with a master franchise there are usually several franchisee owners working together in a group under one umbrella. In single franchises, there is typically only one franchisee, and they operate independently. The next biggest difference is that single franchises can have any number of locations, whereas with a master franchise there will be only a few.

A further difference between the two is that there are often more restrictions on a franchise territory. For instance, a master franchise will generally have much larger areas to operate in than a single franchise. Also, with a master franchise there are more restrictions on the size of each store as compared with a single franchise. There will also be more restrictions on what can be sold in a particular store.

One final difference between a master franchise and a single franchise is that a master franchise generally has a greater level of control over a specific territory than do single franchises. This can include the ability to purchase, rent, sell, and lease real estate, to name just a few areas. It is much harder to sell a franchise

if you are not part owner and it is very important that you understand these limitations. As a result, many master franchisees will attempt to manage their territories as closely as possible to try and avoid any pitfalls.

It is important to realize that you cannot always control the operations of your franchise territory and you are not going to be able to keep up with all the decisions that need to be made. Therefore, it is extremely important that you understand what your franchise territory will consist of and the laws that govern it before you begin your operation. You should also make sure that you have the necessary expertise to run your own operation and that you understand all the requirements of the franchise laws that apply to your territory.

There are several major advantages to owning a master franchise over a single franchise. One of the main advantages is the increased level of control that you have over your own territory. There is generally less competition, and you can make changes that can increase your customer base and overall success rate. Another advantage is the lower amount of investment required to start and operate your business compared to single franchise.

There are also some disadvantages associated with both types of business and owning a master franchise. A disadvantage is that you will have a limited number of locations and you may not be able to expand as easily if you do not have the right marketing plan or strategies in place to draw new customers into your store. This is especially true with a master franchise because you are not allowed to market yourself or your business in another market to take advantage of other customers.

A master franchise may also limit your potential to generate additional income through your franchisees and this can create a potential problem for you in the long run because when you fail to attract additional customers the business will most likely fail. Also, owning a master franchise has a higher risk factor and can be costly because you will not receive full ownership of your stores and must pay taxes on them.



# DIFFERENCES IN FRANCHISE TERRITORY- EXCLUSIVE VS NON-EXCLUSIVE

A franchisor often uses a difference between exclusive and non-exclusive franchise territory to define how the franchisor sees the company's operations. It is the difference between an exclusive franchise agreement and a non-exclusive franchise agreement. The exclusive franchising agreement is one that is signed by the franchisor that is exclusive to that company or entity.

Exclusive franchises are those where a franchisor has negotiated an exclusive franchise contract with a specific franchisor. This contract is usually signed in writing and often contains terms like "no others may own or operate any business or enterprise associated with the Company." The exclusivity of the franchise agreement prevents another company from entering into an agreement with the franchisor. Exclusive franchise agreements often last for up to ten years and some have provisions that allow for extension of the exclusivity period.

Non-exclusive franchises are ones that are negotiated in a similar fashion to an exclusive franchise agreement but without the exclusivity provisions. The non-exclusive franchises typically allow a franchisee to enter into agreements with other companies and other entities, but no exclusivity provisions.

Non-exclusive franchises often have a five-year period of exclusivity. The franchisee must abide by the agreement for a certain period of time after which



the contract must be renegotiated. There are several ways that a franchisor can determine the difference between exclusive and non-exclusive territory. Some franchisors make this distinction in their exclusive franchise agreement.

In the exclusive franchisor's exclusive franchise agreement, they may have a clause that states, "The Company will only enter into negotiations with a Company that has an acceptable offer for the Franchisee's business." Another difference between the exclusivity clause in an exclusive and non-exclusive franchise agreement may be the ability of the franchisor to extend the exclusivity period by signing a new exclusive franchise agreement. Some franchisors may require that franchisees agree to this term before the franchise contract expires or even prohibit renewal.

If there is a franchisor or franchisee agreement that does not contain an exclusivity clause then a franchisor may determine a difference in territory by requiring franchise franchisees to pay an exit fee to the franchisor if they leave the franchisor for another firm. This exit fee is known as termination charge and is used to compensate the franchisee for the cost to pay to replace the franchisee once he or she leaves. the franchise company. The franchisor may also determine a difference in territory by requiring the franchisee to pay a retainer fee for any franchisee they retain on the same day the franchisee leaves. to cover these costs.

Franchisors may also consider the franchisor's experience with the franchise, track record, financial standing and location of the franchise in determining the difference in territory. Some franchisors prefer a limited franchise, meaning that only one franchise can be owned by a specific person. Other franchisors prefer a franchising agreement that allows multiple franchises to be owned by a single person and some franchisees prefer a nationwide franchise agreement.

In other instances, a franchisor's agreement may indicate the territory they prefer to operate under. In that instance, the franchisor will decide which franchisees to award exclusive or non-exclusive franchise rights to. in which the

franchisor may specify which territories they prefer to operate under, to follow state and local rules and regulations.

There are many reasons a franchisor might choose to operate in a certain area, and they include profitability, franchise fee structure, franchise fee distribution and other incentives. Some franchisors are also known to enter into a franchise agreement to secure the franchise rights for an existing business that they already have. They may also enter into franchise agreements with businesses that have the potential to become successful but have not yet obtained financing.

When there is a difference in territory, the franchisor can make all or most of their profits in the territory they choose. While a franchiser operating in an area where there is little or no competition, the franchisor will be forced to provide lower prices to get customers and to obtain the franchise fee payments.

While a franchisor can also select their territory from among competing businesses, it is difficult for the franchisor to compete with another franchiser in another franchisee's territory. For example, if a franchisor is operating in an area where they have a lot of franchisees but have no competitors, but a smaller amount of revenue, then the franchisor will find it more difficult to secure franchise fees from those franchisees than it would if they were operating in a less populated area. In fact, many franchise agreements will specify that franchisees in the franchise's territory are to be compensated based upon the gross sales of the franchisor's territory in that area.

# TYPES OF FRANCHISE FEES

Many business owners have questions about the types of franchise fees they will be required to pay. There are several common types, each one requiring a fee, and each one has its own set of factors that determine the amount. It is important to have a full understanding of all types of franchise fees before making a final decision.



**Royalty Fee-**The main franchise fee is known as a royalty payment. These payments are usually monthly and can average anywhere between 1% and 10%. Royalties are based on the gross revenue earned each month. These payments are usually set up as direct deposit payments to the franchisor.

**Advertising or coop advertising fee-**This fee is used to pay for any advertising costs incurred while developing the franchise. While some of these costs may be reimbursed by the franchisor, others are not. To determine which franchise fee is appropriate for you, it is important to understand what these costs will be.

**Maintenance fee-**This fee is often used as a way of recouping any expenses that may arise while the business is being constructed. There may be special requirements in place in the area of maintenance fees, so it is important to check with your franchisor. These fees can also be included in the final cost of construction.

**Termination fee-**This fee pays for the cost of terminating your franchise. It is also used to compensate the owner for any outstanding debts that the franchisor may owe to you.

**Exit Fee-**This covers the costs of selling the franchise to another party. While the franchisor may charge a lump sum, the fee is often determined over time, with the total amount depending on how long you have owned the franchise. If you wish to close your business on your own, the franchisor will charge this fee to recoup the cost of purchasing your business. Many franchisors will use this fee as a means of protecting themselves against losses that can occur if your business fails to bring in revenue on its own. This is a good fee to research, as it provides security to both the franchisor and you.

**Manufacturing and installation fee-** This is a fee is paid to the franchisor by the manufacturer and is used to cover any expenses that arise during the production process of the franchise. The fee is typically assessed for the construction of the business. This fee can be determined monthly or annually. To get the best deal possible, it is advisable to shop around and compare the fees charged by different companies.

A closing fee is assessed for the process of closing the business and selling the franchise to a new purchaser. The fee is determined by the price of the closing costs associated with the purchase of the franchise. You should research these fees thoroughly prior to signing the contract with the franchisor, as some closing fees are higher than others. It is important to know all fees that apply to your situation before you begin purchasing your franchise.

Knowing all the types of franchise fees available can help you understand what each fee entails and how it works in your case. While all these fees vary slightly from company to company, you can still find the most appropriate one for your needs. To find the most reasonable franchise fee, consult with a licensed franchisor in your state or province.

# HOW TO INCREASE EMPLOYEE MORALE

As the internal organization of large insurance companies in Germany often shows signs of parallel to those of public services, it becomes difficult to increase employee morale through a regular incentive program. The fact that each company has its own set of duties and tasks makes it difficult for a single program to be effective in all cases. The limited level of autonomy of employees in most of them also takes its own toll, as they have little freedom of decision-making and very limited duties.



Employee motivation programs can only be effective when they are designed and implemented based on what motivates the employees in the first place. This will help to determine the kind of incentives to be offered. One important aspect of employee motivation is to ensure that it is given according to the needs of the employees themselves. They should be aware of how much time they will be given to do their job and whether they will be able to make contributions to the company without having to give up their free time.

Communication is another important factor that will affect how to increase employee morale as the absence of good communication system within an organization can hamper the effectiveness of employee incentive programs. The best method for motivating employees in general is to ensure that there is good communication between different levels in the organization. Employees should know about their responsibilities, their role, their duties, and their objectives. This should be communicated to all the employees within the organization. If communication in the organization is poor, employees will not understand the reason behind the rules and regulations.

Another important component of how to increase employee morale is to ensure that a good communication system is in place so that employees can easily motivate themselves. Employees should know about their tasks and responsibilities so that they know what they must do. It should also be clear to employees what they must do individually or collectively. The communication should be direct and clear.

To understand how to increase employee morale, an understanding of the nature of motivation is necessary. Motivation is a combination of two elements. There are personal motivation and social motivation. Both factors are important in motivating the employees. They act based on their individual performance and the results which come from their efforts.

Employees with low levels of self-esteem may need help because they may not believe in themselves. Social motivation, however, would help these individuals, and should be encouraged in all organizations. This is a result of the way in which employees work together. When a team works well, there is mutual trust in each other. This is a crucial component in motivating the employees. Employees need to feel that they are doing a good job for the company.

A communication program between managers and the employees, which involve communicating with employees, their supervisors, and the public, is very important in knowing how to increase employee morale. This will help to understand what they think the company stands for and the objectives it holds.

Communication is very important in employee motivation because it is the foundation of any communication strategy. A strong communication system is the basis for how to increase employee morale.

A proper employee communication plan will help employees understand the organization, communicate with one another, work together in a team, and improve their performance. A good communication program will also help them identify their weaknesses, their achievements, and their needs.

Increasing employee morale can also be achieved by encouraging the employees to share their ideas and to get suggestions from others. Employees who can discuss their ideas are more likely to achieve higher levels of their tasks.

Employees are motivated if they feel that they are being heard, and respected by the leader of the organization.

# EVALUATING A FRANCHISE TRAINING PROGRAM

When evaluating the features of buying a franchise, be very careful about what training programs, supplies, and other resources are offered to support you during the lifetime of the franchise. Here's a checklist of five essential support assets to watch for when evaluating a franchisor's training program for your own business. Once you have a better sense of the type of support provided, you'll have an easier time making an informed decision about whether to purchase.



The number one support provided by franchisors in their franchise training programs is support after the coursework is complete. Many franchisors will provide their employees with help in the form of mentoring programs, career counseling, or other types of career-focused guidance. If your chosen franchisor doesn't provide these kinds of resources after you've completed your coursework, be wary. It may be that your interests and your business are different enough from your chosen franchisor's interests and its own business that you're better off trying to work with someone else. In this case, it's possible that your franchise training program will be more focused on how to market your business than on developing skills or creating the right opportunities.

Another important feature to look for in the franchisor's franchise training programs is support regarding job placement assistance. Many franchisors offer placement assistance when a position becomes vacant, but the process can

often be a long one. If you are considering purchasing a franchised franchise, it's vital that you receive a good amount of training and help in finding a new position with your chosen franchise.

Another valuable feature that should be provided by every franchise training program is support in terms of financial aid. This may sound like an obvious item, but if you know that most franchisors don't give much to their franchisees (including job placement assistance), it can become difficult to find a good financial opportunity after you have completed your franchise training. Make sure that you know what kind of financial assistance is available to you and ask what kinds of programs and loans are available after you have graduated from the program.

The quality of support that is provided by your franchisor regarding financial assistance in the form of loans, and credit cards are an extremely important element in evaluating franchise training programs. Some franchise owners go into their franchise program knowing that they are financially stable and capable of working their way out of their financial problems without outside of the program. However, many of them do not have that kind of financial stability. It's easy to get so caught up in the enthusiasm of starting your own franchise that you overlook these aspects of finances, and as a result, you end up finding yourself in a serious financial bind. Be sure that your chosen franchisor has resources for you in these areas, even after you have graduated from their training program.

Support regarding technical support should also be considered. If you aren't comfortable in handling a variety of computer programs, are not familiar with operating software, or simply don't understand the technical processes involved, it may be in your best interest to consider partnering with someone who is trained in these matters. If a training company has someone in-house who can help you navigate your way through the technical issues involved with the franchise's setup and deployment, you may be better able to deal with the complexities of the software and other aspects of the franchise program on your own later.

Finally, make sure that the training company you are evaluating provides support that includes support for your business. Some franchisor's offer support programs for equipment maintenance, sales, marketing, and promotions, among other aspects of running a successful business, but don't take this as an indication that the company doesn't value your business. If you want to be successful with your business, the company you work for needs to be supportive and willing to assist you with any questions or concerns you have.

When evaluating franchise training programs, make sure that you are getting the most out of the experience that you are receiving. The more you know about a company's capabilities and the more confidence you have in their ability to provide support when it comes to your needs, the better off you'll be when it comes to starting your own business.

# CREATING A BUSINESS PLAN FOR A NEW FRANCHISE

Creating a business plan to support a new franchise acquisition is a critical component of the acquisition process for the parent company, because it helps establish the company's future goals and the financial feasibility of those goals. However, because so many people fail to develop a proper business plan, the process of establishing the future of a franchise can be a costly exercise in futility.



The good news for budding entrepreneurs is that most of the legwork has already been taken care of by the parent company versus creating a business plan for an individual startup. Most of your financial projections can already be found on the Franchisor's FDD. However, if you are the sole proprietor, you still have quite a bit of work to do before your business is up and running. This includes preparing an executive summary and sales proposals.

Preparing a comprehensive sales proposal is the single most important element of an executive summary. Without a sales proposal, you have no way of persuading your potential buyers that your product or service is right for them. If you don't understand how to write a comprehensive proposal, you should consider seeking the help of a professional.

To prepare a comprehensive sales proposal, you need to first develop your financial projections. This includes a business description (BDA) that will detail the nature of your business and a statement of financial outlook. These two

documents are typically referred to as business plans. When working on these documents, you need to be very organized and detail every aspect of your business and its financial outlook in your BDA and your financial projections.

If you choose to include a business description and financial outlook, you need to ensure that you provide a complete and accurate portrayal of what you have to offer. This is a necessary step in preparing the sales proposals you will submit to prospective buyers. In addition, you need to present a clear description of your products and services so that prospective buyers can make an informed decision about whether they wish to pursue your services.

Once you have prepared your business description and financial outlook, you are ready to start your Executive Summary. Here you need to describe in detail everything you discussed in your business description.

When preparing your business description, you should also include detailed financial projections. This includes projected revenues and expenses and projections for future gross profit and loss, including the expected cost to buy your products.

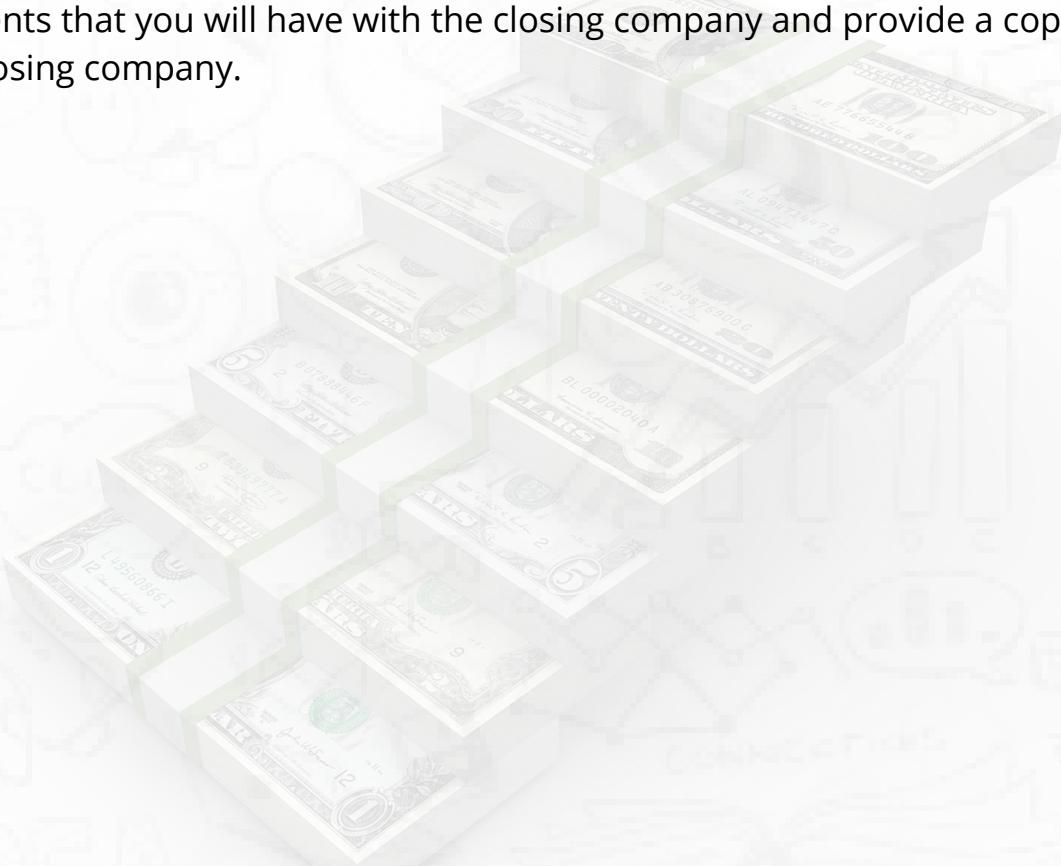
To prepare sales proposals, you will want to provide a complete description of each of your products and services. You will also need to provide details about how your proposed business will be paid and provide a description of your payment terms with respect to monthly payments. For additional information on preparing these documents, you may consult a professional business development firm.

Your Sales Proposal will also include a listing of all the financial risks you will face in opening your new franchise. This list should include all the risks your new franchise may encounter, such as: unexpected costs, unexpected revenues, poor customer service, bad credit ratings, and bankruptcy. Your new BDA and financial projections should also include a detailed list of the steps you will take to protect your franchise and the legal action that you will take to protect your business if you are unable to maintain its integrity.

Once you have completed your sales proposal and other documents, you should create a contract that outlines the sale process. and your role in it.

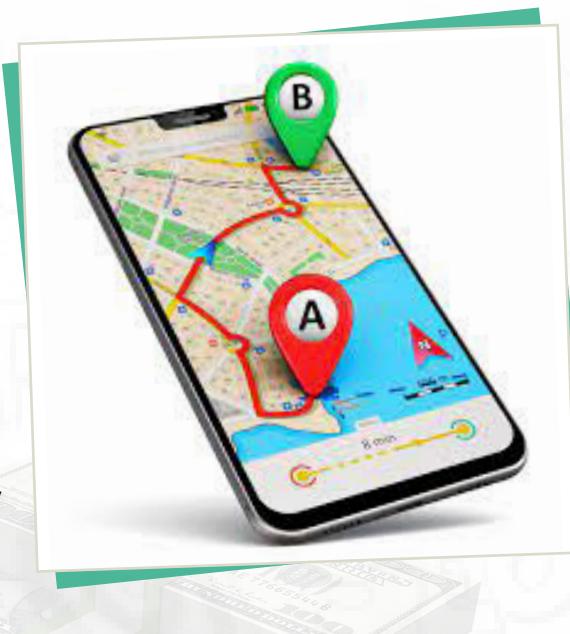
The contract should outline exactly how you will communicate with your prospective buyer in the closing phase. You should discuss the responsibilities and rights you have in the closing of your contract. It should also outline the process for selling a franchise and the responsibilities of a sales agent, and the responsibilities of the closing company you use. It should also clearly state the conditions of closing and include a section that spells out the requirements of the contract.

The final document, you will complete for your new franchise will detail your rights in the contract. Your contract should spell out the terms under which you will provide accounting and other reporting to the closing company. It should also describe the process for obtaining a tax receipt and spell out how your closing company will use the contract for its reports. As you prepare your proposal, you will also need to include a cover sheet outlining any other agreements that you will have with the closing company and provide a copy to the closing company.



# HOW USING GPS TO TRACK SERVICE WORKERS IN A FRANCHISE CAN HELP YOU PROVIDE EXCELLENT CUSTOMER SERVICE

The advantages of using GPS tracking devices with your franchise are numerous. Franchises are the most profitable businesses in the world. However, you must be aware that a small business with limited financial resources may not be able to provide a complete solution that is needed to effectively track employees and their equipment. Tracking the service workers and the vehicles used by your franchise is the key to reducing lost productivity while increasing profit.



If you are concerned about how many employees in your franchising business are going to be on the payroll, you need to know that there are no strict federal rules that apply to the use of GPS tracking devices within your business. Each state has a different definition of what constitutes a legitimate GPS tracking device. If you feel that you need a better understanding of how to track employees in a franchise without getting into trouble, you can find plenty of information online. There are numerous resources available for tracking service workers in a franchise by using GPS.

GPS tracking devices are very handy because they are portable and small. For example, a device that is used by the United States Coast Guard is only a few inches long. It can be carried in a purse or wallet with one hand and can be set

up to monitor a ship at sea. The Coast Guard uses them to record any activity on a vessel. The Coast Guard also uses them to locate missing personnel.

If you need to track employees in a franchise, you should be sure to investigate GPS tracking systems. Some of these systems can be installed by a third party and then a hard drive is created for the owner of the franchise. Then the hard drive is attached to the GPS tracking system. These hard drives are very important because they contain a wealth of information that will be helpful to owners of franchises and to service staff. You can find out exactly where each employee is located at any given time, so you can keep track of their shifts and the number of days they have been on vacation.

Another advantage of GPS is that they are also able to alert service staff when equipment in their possession breaks down. This information is valuable to owners because it gives them the ability to fix broken equipment before the problem becomes a safety hazard. Another advantage is that by using GPS with this type of tracking system is simple and easy to implement because you do not have to hire a professional service provider.

If you own a restaurant or bar, you can use GPS to keep track of your employees. As you may know, you must make sure that they have a vehicle that is insured to get to and from work. All drivers, even the drivers who are carrying only the company's equipment, must have their driver's license to drive a car on the job. Even if the driver has insurance, the service drivers in your franchise must also be insured. By tracking vehicle usage by using GPS, you can make sure that your franchise staff is meeting company requirements without being charged with fines or having their driving privileges revoked.

Once you have all the necessary equipment and software, you can track your franchise by using GPS. For example, if you need to find out if there is a new employee in the building, you can use a GPS to find out where they are working. A GPS tracking device can be set to send out a signal every time an employee leaves or enters the office or store to ensure that they are not going

to be late. This is very useful if the employees are responsible for opening many doors each day.

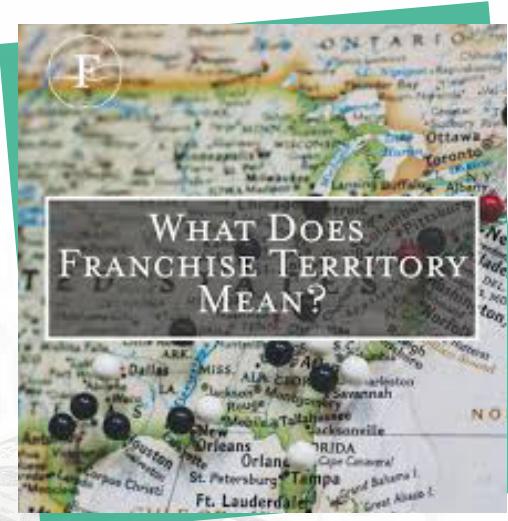
One additional benefit of using GPS in your business is that it helps you to provide employees with the best possible pay. GPS tracking is very accurate because it can tell you how much money your workers are making based on the number of customers that come into the office. The GPS system will also help you determine what percentage of your staff comes into the office daily and how much money they are making.

# ARE YOU CONSIDERING BUYING A SERVICE FRANCHISE WITH AN EXCLUSIVE TERRITORY?

If you are thinking about buying a service franchise, there are several questions you need to ask yourself before signing on the dotted line. The most important question of all is whether you are going to get more for your money by purchasing a franchise or if you are better off buying a stand-alone company. Both business models have their own pros and cons, and it is up to you to decide which one is better for you.

Exclusive territory can mean different things to different people. Typically, “exclusive” means an absolute right to run your business in the specified territory with no right to compete with the franchisor or any of the franchisees within the system. This would be like a hotel staying in Las Vegas, Nevada, owning casinos on every street corner and having rights to do whatever they want with the properties.

Another type of exclusive territory is referred to as an “all-terrain” franchise. In this case, the franchisees are given an area (also referred to as a “territory”) where they can run their business as they see fit. This means that if someone buys a franchise to open a hotel in Las Vegas, they will have absolute rights to do whatever they want with the property. They would also have no say over how the hotel was run or what products or services the hotel sold.



There are also some non-exclusive territories. In these territories, the franchisor has certain rights to market and sell the products or services offered by their franchises in the territory, but they have no right to enter that territory themselves. In some instances, they may be restricted to a certain area but not an entire territory, and they would still have the absolute right to sell their product or services throughout the territory.

You must also consider what type of territory you are going to buy if you are interested in buying a service franchise. One of the biggest differences between an exclusive territory and nonexclusive territory is the size of the territory. If you are looking at opening a business in the USA, then you should make sure that the territory is large enough for your business to grow and that there are a lot of potential franchisees in that territory, so you have plenty of choice when choosing a franchising opportunity.

The biggest advantage of an exclusive territory is that it will ensure you the right to choose your competitors. Since there is only one franchising opportunity available, you will not have to worry about competing with anyone that already has a franchise in that territory. However, the downside is that you are limited to a single opportunity, and you must face an even bigger challenge when trying to compete with franchises that already exist.

For some franchises, the territory is a good thing because it guarantees that your franchise will stay in business if the owners want it to. Franchises that have been around for a while often have residual appeal, meaning people will always be willing to buy into the franchise if they want to remain in that industry. However, for some, it can mean the franchise will not last long enough to make money, meaning you must work harder to get people to continue to use the service.

In conclusion, you need to think very carefully about whether you are interested in buying a service franchise with an exclusive territory. The best thing you can do is to contact a franchise consultant who can help you determine the pros and cons of each territory and find the best option for your needs.



# WHAT IS A FRANCHISE OPERATIONS MANUAL?

An operating manual is basically an extension of the written content included in the franchise contract. In fact, you can have more than one such manual issued for your franchise.

Different manuals for training, food preparation, dress codes, cleanliness requirements and other important elements are commonly issued.

These franchise operation manuals usually contain specific instructions regarding all aspects of the business. They include everything from the types of food to the amount of time employees spend preparing them to how to transport and store them. They also instruct on the type of equipment used by the company, what types of service they provide, their procedures for sales, purchasing and delivery, and so on. All this information should be consistent throughout the organization.

There are even general franchise operations manuals that cover all aspects of franchise operations. They instruct the entire staff on what to do, what not to do and what the procedures should be.

While it's generally assumed that franchise operations manuals will only apply to the franchises themselves, there are many manuals available for other uses as well. They can be used as templates for other manuals, or to train other franchisees. Some manufacturers of equipment also include operating manuals with the purchase of these items.



The most common use for franchise operations manuals is as a reference manual. It's not uncommon to find the operating manual in place of a manual that lists the parts of the equipment or service that you need to purchase separately.

Because franchise operations manuals are so valuable, they are often considered a part of a package for purchasing a franchise by the buyer. This includes instruction on how to get a franchise broker and attorney to sign on for the business, along with the manual. Once these documents are submitted, it becomes much easier to get the money needed to start a franchise.

Another reason why these documents are considered part of the package is to ensure that the business model is appropriate to the market. Many of today's franchise models are extremely popular in the United States. For example, coffee shops and fast-food chains are hugely popular and profitable. To protect these models from being forced out of business by local competitors, the government requires franchise agreements to be always in place.

This ensures that there are no illegal and unfair practices allowed within the franchise structure. There are also rules and regulations in place regarding the franchisees' responsibilities. By keeping a copy of the franchise manual on hand, it makes it easier to keep track of these laws and policies.

Another reason that the franchise operations manual can be helpful is to provide an overview of franchise management and how it is performed. Many new franchise owners have no experience or training with this area of the business and can make serious mistakes.

By having a copy of the franchise operations manual in their business, they can gain an understanding of how the process works and how it can benefit them. This is something that they can't get from looking over a book or from an owner. A professional can explain the ins and outs and explain how a franchise model works in detail.

The last reason why franchising manuals are considered a part of the package is because they offer a way to keep track of changes and improvements in the company. You may notice changes in the business model over time that require your intervention to successfully adapt to them.

For example, the business may become more efficient, but it doesn't necessarily follow that you must implement a new operating system. Keeping a copy of the operations manual in place allows you to make small changes to the model, while keeping track of what is happening. This means that you'll always have a record of the latest changes and adjustments.

# HOW LONG WILL IT TAKE TO BE PROFITABLE?

The answer to this question depends upon the type of business that you are trying to start. Most people want to know how long it will take for them to be able to turn a profit from their home-based business. While some businesses may last years, others will not survive more than a couple weeks.



How long will it take a startup to become profitable?

There is no specific rule on how long a successful business must last before you begin making a profit from it. This depends upon many different factors. Some of these include but are not limited to:

What kind of startup costs are involved? This is determined by what type of product or service you are providing. If your product or service is not too expensive, it won't be too costly to start up. However, if it is going to be a service that is of high cost, it will be much more expensive to start.

How much does your startup cost to buy out? If you are going to pay for a large amount of stock to start with and then purchase it when it is sold at a profit, you will need to investigate your business to determine if the startup will allow you to do that. In most cases, you may need to have the startup costs paid for the first few weeks.

How long will it take for your business to begin making money? When it comes to the profitability of your home-based business, it all depends on how long

it takes for you to get your business up and running. If you plan on having a business for several months or even several years, you will need to investigate your business to determine how long it will take for you to see some profit. How long will it take to start up and build your home-based business into profitability? This is one of the most important questions to ask yourself when it comes to looking at your home-based business. The more time it takes to build your business into profitability, the more money you will need to invest to grow it into profitability.

What type of business are you looking to start up? Some people want to start a small business like a clothing business. Other people want to start a business that requires them to travel a lot, such as a hotel or restaurant. There are different kinds of business that it is important to choose from.

Lastly, there are other factors to consider when it comes to how long will it take a start-up to be profitable. There are no exact rules on how long it will take to become profitable in any business, so it will all depend on what type of business you are starting up and how much time and money you want to invest in it. Always keep in mind that the sooner you start your business, the sooner you will be able to reap the rewards of having a successful business.

How long will it take for your home-based business to make you some money? The amount of money you can expect to make from your business depends on how much time you invest in it, but it is important to remember that you can earn a decent profit within the first two weeks of starting up your business.

How long will it take for you to be able to earn the type of income you desire? With any type of business, you will always need to be patient to make sure you are able to continue to earn enough money for you to live comfortably.

How long will it take for your home-based business to be completely self-sufficient? This one should also be considered as this is going to influence how long you will be able to earn as much money as you want from your home-based business.

The last thing to consider when looking at your home-based business is how long it will take to be completely self-sufficient. If your business becomes successful, it is important to continue to do what you started doing with your business to make it a success as well as learn new things about your home-based business so that you can continue to grow and expand the business.

# LEARN HOW TO OPERATE A SUCCESSFUL FRANCHISE

You may not fully understand how to operate a successful franchise when you first start. Franchises are a business that are run by a franchisor, and they operate as the franchisor's agents, taking on the responsibility of selling their own products and then doing the same with any other company or person that buys from them. To learn how to operate a successful franchise, you first need to look at the franchise agreement that comes with the company that you are thinking of purchasing.



These franchises are owned by the franchisor and are operated under their own name, because they own all the rights and the name of the company. They also have control over the product that is being sold, the sales and marketing plans and everything that go into creating a successful franchise.

When a franchise agreement comes with your purchase, it is written in the name of the company that you have purchased your franchise from. The owner of the business will not be able to change anything in this document without permission from the franchisor. This means that the owner cannot rename the company to something else if you don't like it.

Another item that you must learn about how to operate a successful franchise is that each company that has a franchise agreement will be different from the next one. Some franchises are based on a very basic idea, and some are very innovative. You should not expect a simple franchise agreement to cover a large company or a small one.

There are a few different ways to find out about the success and failure of a specific franchise. First, you can check with the franchise association. The association will have information about the owners of the various franchises that they have as well as the number of franchisees that they have, and this information should provide you with a good idea of whether the franchise is doing well or not.

Another way that you can learn about how to operate a successful franchise is to talk to a person who has a direct experience with the company that you have in mind. This is often a friend, a former employee, or someone who has worked for the franchise in the past. If the person you speak to have any positive comments or experiences about how the franchise operates, they may be able to give you an honest opinion on how the business is doing and if the company is doing well.

Of course, there are many other ways to learn how to operate a successful franchise that do not involve talking to individuals who may not be familiar with the company and how it operates. There are many books on this subject that you can purchase that can give you all the information that you need to know about running a successful franchise. The author of the book will also have their own personal experiences with the business that they are writing about. It may even be a former owner of the franchise that can give you a firsthand look at how to operate a successful franchise.

The best method that you will find for learning how to operate a successful franchise is to ask an experienced franchise consultant. A consultant will be able to provide you with all the answers to all the questions that you have about the companies that you want to become involved in. He or she can help you choose which type of franchise will suit your individual needs. and he or she will also make sure that you have a clear understanding of the terms and conditions of the franchise agreement, you will have to abide by.

# HANDLING CUSTOMER COMPLAINTS IN THE SMALL BUSINESS ENVIRONMENT

If you are dealing with a lot of complaints, it may seem like you are having to deal with everything. That can really become quite exhausting, especially if you are receiving numerous complaints. If your company is dealing with a lot of complaints, you need to think about some different methods for taking care of customer service issues. In this article, you are going to find out how to deal with customer complaints, so that you can help improve your customer service skills.

## CUSTOMER COMPLAINTS

It takes some foresight and empathy. Customer complaints can be an important tool for finding out where your company needs to improve, especially if they are coming from your own employees. However, it is much better to have that insight with little upset to a customer before you can take care of their complaint. Here are some tips on handling customer complaints:

- o Always listen to complaints: This is a good way to help avoid problems from escalating to a larger problem. If a complaint doesn't feel like they have valid reasons, then take the time to ask what they are thinking. Sometimes these complaints will be valid reasons. In fact, that is why most complaints come from your customers.
- o It's a bad idea to simply say, "Thanks for letting me know that. I'm going to take care of this issue as quickly as possible." If the complaint is not worth the amount of money your company is losing by dealing with them, don't waste your time doing it, even if the customer gives a lot of good customer service suggestions.

- o Make sure you understand exactly why the bad customer service is happening before you try to fix it: Sometimes a simple “thanks” isn’t enough to put a stop to bad customer service. It takes more than a simple thank you to make a good customer feel good. If there are any other problems, then let your staff know before you make any big changes to their jobs or services. This way, if you don’t make a mistake and upset a customer that person, you can talk them out of their anger and get their feedback and help before the situation gets worse. Too bad.
- o Be flexible: Being a small business owner means you aren’t always going to be in control. If your customer needs something done differently, don’t be afraid to ask your staff for help.
- o Remember that customers don’t always want what they want: While you may be frustrated or angry with a customer, sometimes they are just unhappy with the service and want a change. The customer service issues that are causing them to complain usually have to do with the quality of the product. It is important that you give them options. If they don’t feel that you understand their problem, offer to help.
- o Lastly, make sure you are always willing to deal with your customer on a case-by-case basis. Sometimes it is easier to offer a refund than to deal with the whole issue at once. Sometimes customers may also just want to send a complaint to another company. The worst thing that could happen is for you to simply ignore them and hope that they will leave a review or write a letter. If you keep on top of what customers are complaining about, you will be able to solve most customer complaints without having to deal with them.

# HIRING EMPLOYEES FOR YOUR NEW BUSINESS – THINGS TO CONSIDER

When it comes to hiring employees for your new business, there are many considerations you need to consider. Whether you're just starting out or looking to expand and grow, finding and hiring quality employees is a vital part of your business plan. If you're looking to expand or start up your own business, here are some basic tips to consider before you hire your first employee.



First, it is important to understand that employees can come from many different companies. You'll have employees from several different companies that work for you right now. These employees will be people you have worked with in the past, but you also have other individuals from which to choose. Employees from different companies can come from various backgrounds and have different skills that they bring to the business. For example, if you have many people who come from overseas, you'll find you need to hire employees who speak English well and who are able to communicate quickly.

You should always keep in mind that your employees are going to be working for you during certain times of the week and in certain locations. For instance, you'll want to hire employees who can cover your business hours during the week and who can show up when you need them. It is not a good idea to make the mistake of only thinking about the type of employee that you need and then overlooking those employees who don't fit with the requirements.

Another important thing to consider when hiring employees for your new business is whether the employee understands the expectations of the company. You should only hire employees that have a basic understanding of what you're trying to achieve. For example, if you're a small business, you'll likely have a lower overhead than larger businesses. Small businesses do not require much capital investment, so they typically have fewer employees and are unable to provide the kind of high-quality services that larger businesses provide.

The best way to hire employees for your business is to carefully screen and interview each one before you even decide to accept their application for a position. Having a well-qualified, experienced staff member is critical to your success.

The size of your new business and the number of employees you have are two things to consider as far as how many employees to hire. Each employee is going to be an asset to your new business, so it's important to make sure that they are skilled and capable of handling the responsibilities you assign to them. before hiring. Even though it may be tempting to hire more workers to save money, it may end up costing you money in the long run because you can't effectively handle all the responsibilities. without the right staff.

You need to ensure you get to know all your employees before you begin hiring employees for your new business. Make sure you know their educational background, their experience, and the areas in which they excel. If you can answer any questions you have in advance, this will help you eliminate any potential conflicts later. As your business grows, it's important that your employees can help you grow your business as well. by providing you with a resource for advice on issues that you may encounter that can affect your overall profitability.

In closing, hiring employees for your new business is a vital part of establishing a viable and successful new business. If you follow these tips, you'll find that it's easier than you think to choose the right employees to work for your business.

# OPERATING A SERVICE FRANCHISE – FACTORS TO CONSIDER WHEN OPENING A SERVICE FRANCHISE

Operating a service franchise can be one of the most lucrative businesses you can take up. It will be easy to attract more customers and it will be easy to market your services. However, there are a few things that should be taken into consideration before deciding on the type of service franchise you want to start.

The first thing you should consider is whether you are ready to leave your day job and do all the work from your own home or whether you would prefer to hire a franchisor. You also need to ask yourself how much you would like to make. It may not be necessary to go with a franchise because the franchisor has enough demand.

If you have small business experience, then this may be sufficient. However, for those who have never started a business before it would be a good idea to learn more about starting a franchise. You should also find out what equipment and supplies you would need for running a business such as computers, printers, fax machines and software.

When you decide to operate a franchise, you need to make sure that you know how to run your business properly. You need to make sure that you are prepared to handle problems that may arise at any time. The franchisor will want to see that you can handle these problems and that you have the patience and determination to face them.

## Service

Work done for others delivered; for example, floor to the customer

Another thing you need to consider before choosing a franchise is whether it is suitable for your area. In some cases, you may want to invest in the capital required to open your business in the initial stages. You may also need to purchase land so you can build your premises. This will be necessary if you are going to have a permanent presence in the locality.

It is always better to take advice from people who have already started working from a franchise. This is because they will be able to give you important information that you may not be aware of. You can also look up online magazines that give an in-depth analysis of a certain industry.

Before starting a service franchise, you need to make sure you have enough time to invest in it. The franchise agreement should have a specific time frame when you need to have your services up and running by. You should also find out from the franchisor if they offer you any kind of assistance.

If you start a franchise, you will also need to consider your competitors if there are any in your local area, so you can find out how you can create a unique selling point for your business. Also, you need to look at the competition and look for ways to outbid them.

When you open a franchise, it is a good idea to check out different areas. You should also talk to the franchisor about how their services are received and if there is anything else that needs improvement. By doing this you can be sure that your franchise will be a success.

A good place to find out about these areas is to talk to people who have been in the same situation as you are now. It is also advisable to ask for a consultation with an expert who is specialized in franchise laws. This is important because you will want to make sure that you have all the legalities covered.

You will also need to find out what kind of training is required for your employees. You may also be required to have some form of training that you can provide to your employees, so they understand the basic business practices. This can make their working environment more comfortable.

Before you open a service franchise, you also need to find out about the rules and regulations that apply to operating a franchise. These include how you are allowed to advertise and how you are supposed to operate your business. These rules must be in accordance with the current laws that apply in your particular jurisdiction.

# DETERMINING WHICH FRANCHISE IS RIGHT FOR YOU

So, you've decided on the franchise model that you are going to purchase, and you need to know which franchise idea is best for you. However, the choices are too many to be considered in one article and this article will not go into detail about them all.



The best way to start thinking about your business opportunity is to consider your needs. This means finding out what it is that you want from your business. For example, if you are looking for a home-based business you need to think about who you will serve and how you want your product to be delivered.

One of the most important questions to ask yourself before deciding which franchise opportunities are right for you is what is your financial situation? You need to have a clear picture of what it is you are after, so that you can determine which franchise idea is going to make you the biggest profit. If you don't have a clear picture of how much you can afford to invest in a new venture, then you should consider opening your bank account and putting some money down.

In addition to thinking about what it is that you want, you should also consider your personality as well as the type of business model that you wish to pursue. For example, you might not want to start a franchise based on the name or even the logo alone. This is because it may not suit your personality.

Another aspect of choosing the franchise concept that is right for you is whether the opportunity is local or nationwide. There are franchises in virtually every

area of the country, but not all are available to you. In addition to this, some franchises are only open to certain demographics in your location.

Finally, you must decide how much capital you will put in upfront with your business opportunity. It is always wise to start with smaller amounts and see how your business does, then as you continue to expand your operations, you can increase your capital requirements and eventually, add more franchises.

Finally, you need to decide whether you are willing to commit to keeping the franchise for the long term. Many people who buy franchises end up taking the whole franchise company with them, so you really do not want to have to close the business and then find yourself in the same position again in three to five years' time.

Choosing a franchise that is right for you is important to the future of your business, and will allow you to create a long-lasting profitable business.

The last thing you need to decide on is what type of products you want to offer. There are several different types of franchises to consider when choosing a business model for your franchise.

Perhaps one of the best and most widely accepted franchises is a restaurant franchise. In this type of franchise, you will have the opportunity to own a restaurant, a bar, and a catering service.

Another common type of franchise is an athletic franchise. In this case, you will have the opportunity to own a sports team, such as a baseball team, an auto racing team or even a bowling team.

Finally, there is also a popular type of franchise, which is a travel franchise. This type of franchise will allow you to own a travel agent or tour guide, airline, a hotel or resort, a cruise line or even a travel agency.

As you can see, there are several different types of franchises available. As you determine what type of franchise you are interested in, it will be easy for you

to choose the franchise that is right for you and your business. Once you have made this decision, you will be ready to begin looking for that perfect business opportunity.

As with any type of business venture, finding that perfect business opportunity takes hard work, dedication, and persistence. With hard work, dedication, and persistence you will soon find that you have the perfect franchise for your business.

Remember, the best way to find that perfect business opportunity is by looking around and seeing what kind of opportunities are available. If you do your homework and gather as much information as possible before making any decisions, you will be able to get the perfect franchise for your business.

# WHAT IS A TYPICAL DAY OPERATING A FRANCHISE?

The typical business day for a franchise is probably as difficult as the average business day. But that doesn't mean that running a franchise isn't going to be hard work and that it's not going to require a certain amount of dedication.

A typical day in a franchise is filled with meetings and calls. The meeting is a way for the owner of the business to get together and discuss the day-to-day operations. The call is usually for management purposes to make sure everything is working smoothly and there aren't any concerns or problems that may need to be addressed.

If a company is going to start a new franchise, they will probably look to hire someone to take over the operations of that day to day. This is a great opportunity for those with a passion for what they are doing. They can get started on their business right away and not have a lot of experience because they are working with someone else.

In addition to taking over the business day-to-day, the new franchise owner is also responsible for hiring staff to run the business. This includes office staff, receptionists, etc. This is another reason why it's so important to choose a person with a passion for what they do. It will help them run the business better.

While these people are running the business, the owner has other responsibilities. For example, they must meet with vendors and suppliers to



make sure that they are doing well. Also, when employees start working, they are responsible for ensuring that they are doing what they are supposed to. They also need to make sure that they are working on their shifts correctly.

Moreover, the owner must ensure that the business is running smoothly. This means that they must make sure that payroll is handled correctly and that the business is reporting all the pertinent information that will affect the bottom line. If an issue comes up, the owner must first figure out how to fix it before it can be brought to management.

As you can see, running a franchise requires dedication on the part of the owners and it's also very important to get to know someone who is going to be your typical day to day business partner. to ensure that the franchise business runs smoothly.

Typical day in a franchise is tough work and requires dedication on the part of the franchise owner. It will require a person with a passion for what they are doing. and it will take a great deal of patience to be successful at running a franchise.

When someone decides to start a franchise, they must understand that they will not be able to keep everything in one place all the time. This is because the business is going to expand and contract. The franchise owner must take care of all the different aspects of running a franchise, whether that be by handling all payroll, marketing the business, etc.

A good franchise owner knows that the franchise business is more about the business than it is about the person who is running it. If the owner keeps the business running smoothly, then that owner is doing the right thing and will be rewarded financially.

People who want to own a franchise must do their due diligence before signing on the dotted line. Because the business is growing and expanding, it's imperative that people do their homework.

A person who has passion for what they are doing and has a keen eye for business understands that it is important that they keep the franchise running smoothly because the owner is paying the bills. The business owner is the person who gets to decide whether the business will continue to grow or go under, so they must know the ins and outs of the business.



# SHOULD SERVICE BUSINESSES BUY LEADS?

Is it smart to buy leads and generate business from them? The answer is a resounding yes, but to get the most out of your leads you should consider several other factors before you make a big investment.

Some service businesses make the mistake of believing that if you have leads already you can expect to see sales come in automatically. That simply is not true. First, people who have already purchased your product or service want to get more. Therefore, they are more likely to be motivated to buy it again.

Second, what happens if the person who purchased the product or service is not satisfied? You may receive a phone call telling you that your prospect just found out that their product is defective, or that they will have to return the item. Chances are that you will not receive that call again, so the opportunity for making a sale is gone.

To make more money from your leads, service businesses should give their customers value in return. They should offer a guarantee of satisfaction or something similar. They should tell you whether the product they are selling is going to work for their needs

When you give people a reason to buy from you, they will buy more often. It may seem silly at first to think that you can increase your sales with the simple



act of giving away your information. After all, you don't think people go out and buy things based on whether they believe in the item they are buying.

However, when you are starting a service business, you will want to build your reputation before you begin to send out your lead lists. If you have a solid track record that demonstrates the quality of your products or services, you will be able to create a good impression on potential clients and they will be more inclined to buy from you.

Other service businesses sell their customers' names and email addresses to other companies in exchange for advertising space. This may seem like a good idea, but if you are just starting out with very little capital, you will have less of an advantage when trying to sell advertising space.

As with any kind of investment, service businesses should spend a lot of time evaluating the potential return on investment before investing any of their profits and before spending money to buy leads.

Another thing to consider when deciding whether or not to buy leads is the number of prospects that are likely to be useful to you. If your service business only has two or three new clients every month, you may want to consider hiring someone else to handle their leads.

Many service businesses try to purchase lists from other businesses to increase their client base, even though the results can be disappointing. However, the larger the number of people you buy from the larger the possibility of having people buy from you.

Most successful small businesses use their success as a launching pad for marketing their next venture. They look at the successes they had in one area to help them launch their next opportunity. They do this by looking at the successes they made and their weaknesses to help them determine the areas where they need improvement.

It is not uncommon for them to buy leads from other successful businesses. This may be a way of keeping their knowledge fresh in the minds of their customers, but it is often not the most cost-effective route for their overall marketing strategy. In many cases, they may end up spending more money than they need to increase their customer base.

The bottom line is that when looking to buy leads for your own business, service businesses should give their clients a reason to buy, and they should not waste money on advertising that will not bring in any business.

# MARKETING A NEW FRANCHISE

One of the first items you need to do when starting a new business is to get a marketing plan in place. Hire an experienced marketing specialist with proven franchise expertise to review your disclosure for potential problems in your promotion of a new franchise.

Your marketing strategy should be centered around creating a unique brand for your business, a company that will appeal to your target audience. This includes your menu and service, marketing materials and advertising. You may even need to consider branding as a part of your promotion of a new franchise. Branding is important because it will reflect on your quality of life and your business' image.

One problem most people have in their marketing of a new franchise is that they don't take the time to really research their new offerings. It's important to focus your advertising and marketing strategies on your specific brand of food and service. If you choose a good franchisor, they will already be familiar with the market and will be able to offer you a variety of options in your new franchising venture.

If your new franchisor does not know the market well and doesn't understand the value of branding, then you will likely have a problem promoting your new franchise. Make sure you research all aspects of the franchising industry before buying a franchise and you will be much more successful.

Once you've got your marketing strategy in place, it's a good idea to include a portion of your marketing efforts in television advertising. A well-done



commercial will bring attention to your new business and can increase the overall sales of your business.

The next aspect of your new franchisor's marketing efforts should focus on advertising both online and offline. You may want to consider a national television commercial or newspaper ad, as these are more common and can be more effective than local ads.

Advertising in print may also be a good idea if you can afford it, especially during the holiday season. It is also important that your advertising campaign targets potential clients in the community and not just the company itself. For example, a national ad may be more effective in a rural community than it would be in the city. An ad should also be strategically placed in magazines in the target market to reach the demographic you are trying to reach.

When it comes to advertising, the internet has made it much easier for people to market their businesses. Using social media like Facebook and Twitter can allow your company to reach a wide number of potential customers who may not have otherwise been aware of your business. Social media is also another tool you should use to promote your company and your brand. There are several web 2.0 sites where you can advertise and connect with potential customers.

It is also a good idea to advertise in local radio stations. The best thing about radio is that you can advertise with a radio station as often as you wish. You can also reach an extremely large audience when using commercial time slots on public radio stations. These types of ads are great for marketing.

While you may not get the amount of exposure with radio that you get with TV commercials, you can still make a sizable return by advertising your new franchise with newspapers, magazines, newspapers, etc. in the local community.

The reason for this is that many newspapers and magazines are now run by nonprofit organizations and will give away their advertising space in the form of classified ads in local papers. That way, even if they do not have as much space, they can still reach a large audience with one ad.

You can also contact a local newspaper and tell them you would like to advertise in their paper. This may not be something you'd consider for a national advertising campaign, but they may be willing to help if they see the local newspaper is a strong contributor to the community and not only does the ad help them advertise for themselves, but they will also advertise for your company as well.

# FRANCHISE VS STARTING A BUSINESS FROM SCRATCH

You might have been thinking about starting your own business and have considered starting it from scratch but are unsure which route to take. The answer to this question depends on what your goals are and the amount of work you will be putting in to build your business.

If you want to get started and then turn it into a profitable business, franchising is for you. Otherwise, starting your own franchise may be more appealing to you because of the benefits it provides you with.

In many cases starting up a business requires money, not only to purchase the equipment, but also to put the building together. If you decide to start a business from scratch, there are many risks involved and you may not have much or any experience. Franchises are easy to start up and are less expensive to purchase than buying a business, but they require very little startup costs and have no worries about getting the building ready to open your doors.

When deciding to buy a franchise, you are purchasing the rights to use a business name and are given a certain amount of time to get things set up. Usually, a franchise can be up and running in a matter of months and you can begin making sales immediately. As a result, many business owners choose to go with a franchise instead of starting their own business. They are aware that once the building is up and running, they will not be paying rent or must worry about the monthly bills that come with opening a new business. This helps them



make sure that they have enough cash on hand to do their other expenses such as buying inventory and supplies.

If you do not have experience with a company or the process of owning your own business, you will find it difficult to run it. You will need to hire a marketing team to make sure that people know about your products and services and convince them to make a purchase. If you are not familiar with the business industry, this may not be possible. Once you have established yourself in your field, you will be able to run your business more efficiently and effectively.

Starting a business from scratch is a lot harder than starting a franchise because you need to figure out everything yourself and this can take up a great deal of time and money. To get a good idea of the amount of money you can spend to start up your business, you should research various franchise opportunities online and figure out what type of business you want to start. Once you have an idea, you can talk with people who are already successful at that business and find out the pros and cons of each one.

Once you have a few viable options and have researched several companies to purchase a franchise from, you can use an online search engine to search for business online and get information about each company. Find the company that offers the best return on investment, and you can then use this information to decide which one to purchase. While each business is different, the basics of each one will be the same. To begin, you need to create an account with the company and get a business plan together to determine exactly how much money you can afford to invest in your new business.

To run your business, you will need a good marketing team and a system for sales. Make sure that you have a system to track and follow through on your sales and that your system is easy to follow. Most successful franchises will provide you with a full-service sales and support team, which will ensure that you have help at all times.

To be successful in a franchise, you need to be patient and focused. Starting a business from scratch is a lot of work but if you do it correctly, the rewards are worth it. If you choose to go the route of purchasing a franchise, you can rest assured knowing that you are taking a huge risk, but the payoff is so much more than just a business. If you follow a proven system, you can be successful with any business.

# WHAT TYPE OF SUPPORT SHOULD THE FRANCHISOR PROVIDE TO ITS FRANCHISEES?

When communicating with your franchisor, be sure to provide feedback about their business practices and what they do well. For example, you could ask if they have an employee appreciation program.

Support is also important when it comes time to negotiate contracts. As you look at their franchising plans, be sure to ask how much support they provide in the beginning of a new franchise agreement. Be sure to inquire about their training options, their financial assistance, and any other types of support they offer. If you get the feeling your franchisee will not be able to support your business on its own, look at another franchisee to help. Your franchisee should be ready to take over all aspects of the business when the time comes.

Franchisees can sometimes take the best franchises for granted. However, make sure your franchisor is providing adequate support when you get into a contract dispute with them. Ask if the franchisor offers legal counsel for their franchisees. Also ask if the franchisee receives any training on how to deal with a contract dispute.

Many franchisors require their franchisee to use specific equipment. If you're a franchisee and want to use a computer for your franchise business, be sure to let the franchisor know. They should also be aware of any specific software you



may be using in the company, including a database or a file server. Also, make sure that any software you use is compatible with your computer.

Finally, the franchisee should be informed about how much money they pay each month to the franchisor. While this may seem small in the beginning, it's important to be able to accurately calculate your expenses and payments. This will help you stay on budget and reduce the possibility of any unexpected problems down the road. In most cases, the franchisee should have an account manager on staff, but it's important to find someone qualified to handle such matters as well.

It's important to provide your franchisor with as much support as possible. If there is ever any question or concern that your franchise business needs more help than the franchisor is providing, contact them. They should be able to meet any questions or concerns you might have without your having to hire a lawyer.

It's also a good idea to check into whether the franchisees you are considering have received support from their former franchisor. If they haven't been able to follow the rules of their former franchisor, consider looking into a different franchise opportunity. You might discover that there was a problem with their support and the new franchise will help to solve it.

Also, check with the franchisor's support personnel about the amount of support they give to their franchisees. Most franchisors offer training, but they may not give all the support you need. If they don't provide support, consider a different franchise.

One way to find out about support from the franchisor you are considering buying a franchise from is to call the franchisor and ask about their support. If you can't reach the franchisor directly, try calling their headquarters. and asking. Some franchises have an actual person available to answer your questions, so be sure you call the franchise headquarters first if you can.

Another way to determine what type of support the franchisor offers is to ask for it. Find out what types of support you would get if you had to make all your own repairs and maintenance changes. If the franchise has a maintenance plan in place, you should ask if it includes any type of on-site service. Be sure to ask if they will cover the costs of such things as painting, carpet cleaning and general cleaning.

Lastly, be sure to ask the franchisor if they provide any kind of financial support to their franchisees. If the franchise provides any type of training, find out what type of training they use. A franchise may not be able to provide support if they have no training in this area.

# HOW TO CHOOSE THE RIGHT FRANCHISE FOR YOU

If you are thinking about starting a new business but don't know how to choose the best franchise, then this article will give you some helpful information on choosing the right franchise. Starting a business of your own is often one of the most rewarding things that you can do for yourself, and there are many different benefits to owning your own business. However, buying a franchise, rather than starting your own business in general, is an easier way to get started with a higher likelihood of success than just starting from scratch.



When buying a franchise, you want to ensure that your company is well-equipped to meet the demands of the market. If you want to use a specific kind of franchise, you also want to be assured that the business you choose will be able to provide what you need to make your business successful. Many times, you can even negotiate a lower price to buy a franchise, because the business is already established owners will likely be willing to sell their company for a reduced price.

One benefit of owning a franchise is that you will be able to get support from people who know what they are doing. Even if you are the best businessperson in the world, you still need someone else's advice to ensure that you are putting your money where it is really going. Having somebody else help you through every step of the process will ensure that you make the right decisions when buying a franchise.

You will also be able to work with your franchise owner to ensure that the business runs smoothly. Often, you will be able to get tips and ideas about how to make your business run more efficiently and effectively, which will help your business run smoothly and make the most money possible. Having the best franchise in the world is not necessary to making a profit, but having the best franchise is certainly important to ensuring that you have the best possible experience with your new business.

Another benefit to owning a franchise in a specific business is that you will be able to learn about the product or service that you are providing. You can often learn a lot by having a professional look at the business you are purchasing, since you will be able to see it in all its glory. Having a person to look over your business will allow you to focus on all the positives of your new business rather than focusing on the negatives of your past business experiences.

Buying a franchise as opposed to starting up your business from scratch is also a good way to save money. While you will have to pay for the initial cost of purchasing the business itself, you can often recoup some of your investment in time and money by having a person to handle all the business details for you.

If you are just starting out in your new business, then finding a good franchise might be a good idea for you. When looking for a good franchise, it is important to shop around and get some referrals from other people in your industry. It is important that you take care of any problems that you may have with your current franchise before trying to purchase another one because it could affect your ability to receive additional financing.

Finding the right franchise for you can be hard, but it can be a great decision that will benefit you in the long run. With some help and guidance, you can be sure that you will find a franchise that will be just right for your needs and desires. Choosing the right franchise for you and your business is important so that you can make the most money possible.



# WHAT IS AN FDD?

A Franchise Disclosure Document, also known as an FDD, is a legal document that a franchisor must disclose to a prospective franchisee before a franchise may be sold. The FDD contains 23 disclosure sections that, under the franchise laws, require a franchisor to disclose information about the franchisor, the franchise opportunity being sold, fees charged by the franchisor, the legal relationship between the franchisor and franchisee, and other information about the franchise offering.



Under the Federal Franchise Rule, the FDD must be disclosed to a prospective franchisee not less than 14 days prior to the prospective franchisee signing a franchise agreement or paying any money to the franchisor. Disclosure of the FDD by itself is not enough; commencement of the 14-day period is governed based on the day that the franchisee signs the FDD receipt page contained in Item 23 of the FDD. Certain states have modified this 14-day period.

Within the FDD, a franchisor will be disclosing the type of franchise that they are offering, the initial franchise fee that will be charged, and the ongoing royalties that franchisees will be required to pay.

# LEARN WHY SEO IS IMPORTANT FOR FRANCHISES

Every franchisor and franchise operator want to build a successful business with the highest level of profitability and a solid customer base. However, without an online presence, the franchisee's bottom line, and ultimately the franchisees' investment, would suffer. In fact, a poor Internet presence can be considered one of the most important aspects of being in business.



Why SEO is so important for a franchise? It's because this will help you market your franchise to the most potential customers. And because your franchise is already established, you don't need any additional investment. But there are certain things that you need to know about how SEO works to help ensure that your franchise will get the most business possible.

The first thing that you must do when marketing your franchise is getting your site on the first page of all the major search engines like Google, Yahoo and Bing. This is called ranking your site. SEO experts say that if your site ranks on the first three pages of a search engine, you'll receive a hundred thousand visits per month, which translates into a lot of dollars in revenue.

SEO doesn't just involve writing keyword rich articles and submitting them to article sites, but also the ability to optimize your site with backlinking. This involves creating links to your website from other sites so that people who want to visit your site will automatically find it.

Once you've optimized your site, you also must develop a good relationship with the search engines. That means that you must create quality articles and link your site to relevant websites and blogs. When the search engines find your site because of an article, they will give you a higher ranking and your page will appear higher in search results. The more high-ranking websites and blogs you link to, the more traffic you will receive.

To optimize your site further, you need to hire a company to optimize your site for SEO. Since the best companies only charge about \$100, you'll not pay that much for getting your site up and running in terms of SEO.

If you hire a company to optimize your site for SEO for your franchise, you will also get the help of SEO professionals to optimize your site for them, and they can even work with your existing content. to make sure that your site has the best chance of being picked up in Google and other major search engines.

If you hire a search engine optimizer to optimize your site for your franchise, they will make sure that you rank highly in the search engines, thus giving you the highest chance at getting your site picked up by the search engines and attracting the most visitors. When you are getting the best amount of traffic from search engine optimization, you can get the most amount of traffic for your budget.

Another reason that SEO is important for a franchise is that it gives you greater visibility to your brand in the market. It helps your customers know what you are doing and that you are offering something they will benefit from. As soon as they find out that your franchise is good and that you have something to offer, they will become loyal to your franchise, and the more loyal they become, the more likely it will be that they will buy your franchise or continue to patronize your franchise in the future.

For many franchises, SEO is a one time or part-time investment that should not cost that much. Even if you invest thousands of dollars on it, you will never

regret the cost because you will be able to reap many rewards in return, and gain greater sales.

You should consider all the reasons that SEO is important for a franchise before deciding to invest that amount of money. Even if you are thinking of starting your own franchise, you should consider SEO before you open your doors.

Your success depends on it, so you must make sure that you get all the benefits from your site. If you can keep your site and the content fresh, informative, and well written, you will enjoy the benefits and see your business grow.

# WHY CUSTOMER SERVICE IS IMPORTANT FOR A SERVICE BUSINESS?

Customer service, also called CS, is the complete subjective impression of how your company or brand treats its customers. Customer satisfaction, CQ, is the effect of each interaction the customer has with you, from buying the product/service that you sold to talking to your customer service representatives and getting the product/service that they bought from you. Your customers have several different perspectives on the things that you do for them. For example, if a customer is happy to receive what you sent them, then you are doing something right.



In addition to giving the customers what they want, the reason for sending the mail in the first place, and the type of customer that you have, your customer satisfaction is directly related to how you can engage with the customer and listen to their concerns. Therefore, it is important to get feedback from your customers as soon as possible after the sale.

Every service business has a set standard for how they respond to problems or complaints. The problem is that many people assume that it is just the way to go, so the number of complaints is not that shocking.

A better way to look at this problem is that the number of complaints reflects how happy the customer is with your service. If the complaint is from someone who was not satisfied with your service, it is a sign of the lack of responsiveness by the business.

What can you do to reduce the number of customer's complaints that you have? The first thing to do is to follow up to ensure that all the items in the complaint are the ones that were sent. It can be easy for a business to forget about the things that are being asked for when a customer says that they want an item, but it was forgotten.

After that, you can also use customer feedback to improve your services. By listening to what your customers say and taking steps to correct the problems that they have identified, you will find that you will notice improvements over time. Even if you do not find any big issues, there is always room for improvement, and it will leave you with more satisfied customers coming to shop with you in the future.

There are a few things that you can do to keep your customer satisfied. Always give them a chance to provide you with feedback on how they were treated. This is especially true if you are a small business because your customer base will consist of small businesses.

Give them choices when it comes to making requests. For example, instead of always having them come right to you when you have questions, ask for their opinion. This way you can know that they feel at ease and are confident that they are receiving the kind of service that they expect.

It can also be beneficial to look at your pricing structure for a service business. If you have a lower-priced package, you will find that you are more competitive. On the other hand, if you have a very high-priced package, you will also see that it can put a dent into your profits.

Look at all your different packages. Make sure that you are not only pricing them all the same price but that you are providing all the items that the customer is looking for. By doing that, you are giving them more options when they need something.

Finally, you need to make sure that you listen to your customers' complaints. and adjust the service that you are providing. If they are unhappy with how they have been treated, it is a good idea to take measures to improve it.

By doing this, you are allowing your customers to be heard. and you are also showing that you care about your business. Instead of being ignored, they will be willing to tell their friends about your business and you will be able to grow your business.

# CHOOSING A FRANCHISE – A GOOD WAY TO IDENTIFY THE BEST TERRITORY

One of the most important factors in choosing a franchise, is determining the best location for your franchise. This article will provide you with some tips on how to determine the best location for your new franchise.

Take some time to find out about the different franchise locations in the area you plan to operate your business. This information can be found on the website of each franchise. A quick look around the internet will give you a lot of ideas of the various franchises available in your area.

The next step you need to take is to narrow down the location based upon the area you live in. This means deciding whether you live in an urban area, suburbs, or rural area. You can use this information as a guide to figure out which of the various franchises is the best choice for your franchise territory. You also must consider what other businesses are in the area where you plan to place your franchise.

It can be very difficult to choose a franchise territory that meets all your criteria. In this case, it may be necessary for you to hire a consultant who can help you determine the best franchise territories for your business. A consultant will have knowledge of many aspects of the franchise industry and will be able to tell you which franchises are the best choice for your business.

To make your decision easier, consider a few things before deciding on the franchise. What are the different types of franchises that exist in the market?



How do they operate and what is their reputation? Are the franchises well managed and do they have good marketing strategies?

Do you think you are going to get along well with the team that manages the franchises? You may also want to ask for references and feedback from previous customers who have been employed by the franchise company you are considering.

In addition to looking into the different types of franchises, you may also want to talk with some franchise attorneys. They will be able to give you legal advice on whether to purchase a franchise in a specific territory. They can give you some great tips on the various franchises available in your area and can help you select one for your franchise territory.

As you are starting out, it is not necessary to buy the first franchise that you come across. Instead, start small. In the beginning, it is best to purchase a small franchise in several of the regions you are interested in such as the suburbs, and the city.

An important thing to consider when choosing a franchise is how well the franchise is being managed. Make sure that the franchise is well managed and that you can get satisfactory service from the franchisor. If you are going to buy a franchise in an industrial zone, you must make sure that the area is properly maintained, and the franchise does not have any kind of crime or drug abuse issues. A good franchise attorney will be able to advise you on this matter.

You should also make sure the franchise company is legally registered with the Better Business Bureau. This will give you peace of mind when you are selecting a franchise because this organization is there to monitor all the companies that are registered with them.

You need to make sure that the franchise company is properly monitored to make sure that it operates within the law. A franchise attorney can also be of great assistance when you are choosing a franchise territory. If you want to find the best franchise for your business, you may want to talk to a franchise attorney who specializes in franchise law.

You also need to make sure that you purchase the franchise from a company that offers quality service when it comes to the franchise registration, management, and sales process. The franchise law in the territory you are choosing is very important because it will protect you and your franchise from problems later if you become dissatisfied. It may be possible that the company fails to register your franchise in the territory in which you choose and that will result in problems when it comes time to sell the franchise to a new owner.