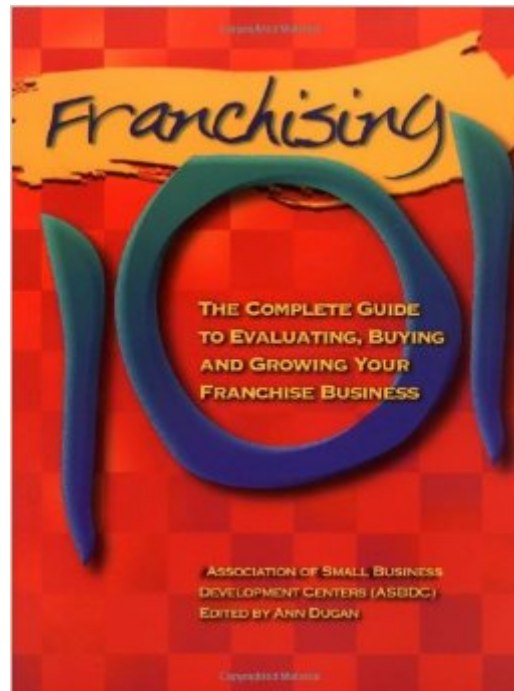


The book was found

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



Synopsis

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

Book Information

Paperback: 280 pages

Publisher: Kaplan Business (April 1, 1998)

Language: English

ISBN-10: 1574100971

ISBN-13: 978-1574100976

Product Dimensions: 8.5 x 0.5 x 11 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (13 customer reviews)

Best Sellers Rank: #648,360 in Books (See Top 100 in Books) #43 in [Books > Business & Money > Small Business & Entrepreneurship > Franchises](#) #491 in [Books > Business & Money > Industries > Retailing](#) #502 in [Books > Textbooks > Business & Finance > Entrepreneurship](#)

Customer Reviews

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

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

[Download to continue reading...](#)

The Franchise Game: Discover The 7 Strategic Moves To Buying A Winning Franchise - How To Buy A Franchise - Franchising - How To Buy A Business (How To ... Types of Franchising You Can Buy Book 1) Franchising 101: The Complete Guide to Evaluating, Buying and Growing Your Franchise Business Franchise Bible: How to Buy a Franchise or Franchise Your Own Business FASTSIGNS BUSINESS OPPORTUNITY: As featured in 12 Amazing Franchise Opportunities for 2015 (Franchise Business Ideas) Pinot's Palette Business Opportunity: As featured in 12 Amazing Franchise Opportunities (Franchise Business Ideas Book 7) Mr. Appliance Business Opportunity: As featured in 12 Amazing Franchise Opportunities for 2015 (Franchise Business Ideas) Buy "Hot" Franchises Without Getting Burned - A How To Franchise Guide: Helping You Make the Best Decision When You Buy A Franchise The Franchise MBA: Mastering the 4 Essential Steps to Owning a Franchise The Franchise MBA Workbook: Mastering the 4 Essential Steps to Owning a Franchise Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Nolo's Essential Guide to Buying Your First Home (Nolo's Essential Guidel to Buying Your First House) Grow Smart, Risk Less: A Low-Capital Path to Multiplying Your Business Through Franchising Franchising & Licensing: Two Powerful Ways to Grow Your Business in Any Economy Growing Marijuana: Box Set: Growing Marijuana for Beginners & Advanced Marijuana Growing Techniques eBay: The Ultimate Step-By-Step Beginners Guide to Sell on eBay and Build a Successful Business Empire From Scratch (eBay, eBay Selling, eBay Business, Dropshipping, eBay Buying, Online Business) Franchise Business: A Powerful Winning Strategy for Business Growth in Any Economy Real Estate: 25 Best Strategies for Real Estate Investing, Home Buying and Flipping Houses (Real Estate, Real Estate Investing, home buying, flipping houses, ... income, investing, entrepreneurship) Marijuana Growing: Mastery: The Complete Guide to Advanced Marijuana Growing Methods and Techniques Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever The Franchise Survival Guide: Real-World Solutions for Turning Your Investment into a Money-Making Business

[Dmca](#)