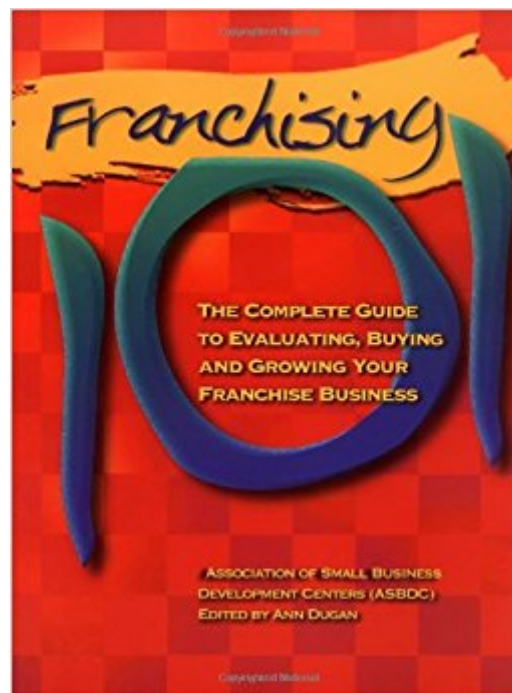




Ebook Directory
the best source of ebook

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: 3.8 out of 5 stars 13 customer reviews

Best Sellers Rank: #1,179,199 in Books (See Top 100 in Books) #102 in [Books > Business & Money > Small Business & Entrepreneurship > Franchises](#) #823 in [Books > Business & Money > Industries > Retailing](#) #956 in [Books > Textbooks > Business & Finance > Entrepreneurship](#)

Customer Reviews

While this is not a recent publication it is the best out there. It is well written. It was created by the Association of Small Business Centers which is an important resource for anyone considering launching a small business for the first time.

We ordered this book for our SBDC program and find it very helpful and exactly what we wanted and expected.

I have read 4 different books on franchising and would definately consider this one the best!

I guess it is okay, I have not taken it out of the package, since I am not going to buy into a Franchise at this time.

Upon embarking on an endeavor to purchase a franchise business with my wife, we realized we knew nothing about where to start. We decided to start at the bookstore and purchase a book on franchising. We chose Franchising 101 because it appeared to be laid out in a format that was easy

to read and follow -- we were right! This book has become our bible every step of the way. From analyzing the opportunity to digesting the UFOC, every question we have stumbled across has been answered by this book. In addition to the valuable information provided, we actually found our franchise attorney by contacting one of the contributing authors. Franchising 101 leaves no stone unturned in looking at this very important life decision. It is a **MUST READ** for anyone considering the purchase of a franchise business.

I happen to know Ann Dugan and I reviewed her original book published in 1987 not 1989 as the previous reviewer wrote. The original book was written by Ms Dugan alone and did not include the co-authors of this book. All co-authors were given recognition throughout the book. The original book was published locally and not widely distributed. Some of the material of the original book is included in Franchising 101 but has been updated. As a consultant in this field I have recommended this book to many potential franchisees as it is the only guide that provides a one stop overview of the entire process from selection to purchase to actual running of a franchise unit.. It is easy to read in a format that makes it highly useful for those entering the franchising process

I am one of the authors of this book. I am also a franchisor with 140 units operating in 90 cities in 4 countries. A lot of knowledge from a number of seasoned industry veterans went into this book. It is a must read for anyone considering buying a franchise. I give it to all franchise owners of my franchise system....If you do not buy this book and do buy a franchise you will be at a tremendous disadvantage and will make obvious mistakes that will cost you both time and money. After reading this book you may discover that franchising isn't for you. You may decide the risk is too great. You may discover that you are safer staying in corporate America. You may have wondered why you didn't take the plunge sooner. It goes into pitfalls of franchising as well as the tremendous advantages. Either way just remember I told you so. Lance

My husband and I are considering opening a franchise. Although we have business experience, neither of us have ever actually managed a retail store or food service establishment. We certainly had never negotiated a lease or franchise agreement. This book points out a lot of details that will help you protect yourself when negotiating with a landlord or franchisor. It also gets you to think about whether you are a good fit for this type of lifestyle and are you reviewing an appropriate territory for your business. I checked this book out at the library and now I am buying a copy so I can highlight it, make notes and such.

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

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 How to Franchise Your
Business: A step by step approach to turn your business, or idea into a franchise. Franchise Times
Guide to Selecting, Buying & Owning a Franchise Growing Marijuana: Box Set - Growing Marijuana
For Beginners & Advanced Marijuana Growing Techniques (Growing Marijuana, Marijuana Growing,
Growing Marijuana Indoors) Pinot's Palette Business Opportunity: As featured in 12 Amazing
Franchise Opportunities (Franchise Business Ideas Book 7) Dental Fix RX Business Opportunity: as
featured in 12 Amazing Franchise Opportunities for 2015 (Franchise Business Ideas Book 3)
FASTSIGNS BUSINESS OPPORTUNITY: As featured in 12 Amazing Franchise Opportunities for
2015 (Franchise Business Ideas) Franchising - The Naked Truth: The One Franchising Book You
Must Read 7 Dirty Little Secrets of Franchising: Protect Your Franchise Investment Growing
Mushrooms for Profit: The Definitive Step-By-Step Guide to Growing Mushrooms at Home for Profit
(Growing Mushrooms for Profit, Growing Mushrooms ... Mushrooms, Growing Oyster Mushrooms)
Growing Marijuana: Marijuana Growing Tips and Tricks to Get Big Yields For Beginners! (Growing
Marijuana For Beginners, Growing Marijuana Indoors & Outdoors, Growing Marijuana Tips and
Tricks) The Franchise Rules: How To Find A Great Franchise That Fits Your Goals, Skills and
Budget Buy 'Hot' Franchises without Getting Burned: A How to Franchise Guide: Helping You Make
the Best Decision When You Buy a Franchise Business For Kids: for beginners - How to teach
Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids
- Business for children - Kids business 101) Amazing Franchise Opportunities: United Franchise
Group The Franchise MBA Workbook: Mastering the 4 Essential Steps to Owning a Franchise
Weed: The Ultimate Quick Guide To Growing Great Marijuana (How To Grow Your Own Weed,
Growing Marijuana for Beginners, Big Buds, High Yields, Growing Marijuana Indoors, Weed
Growing Book 1) How To Franchise Your Business 2nd Edition: Grow your business by creating
and managing a franchised network How To Franchise Your Business: Grow Your Business Using
Other Peoples Time And Money

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)