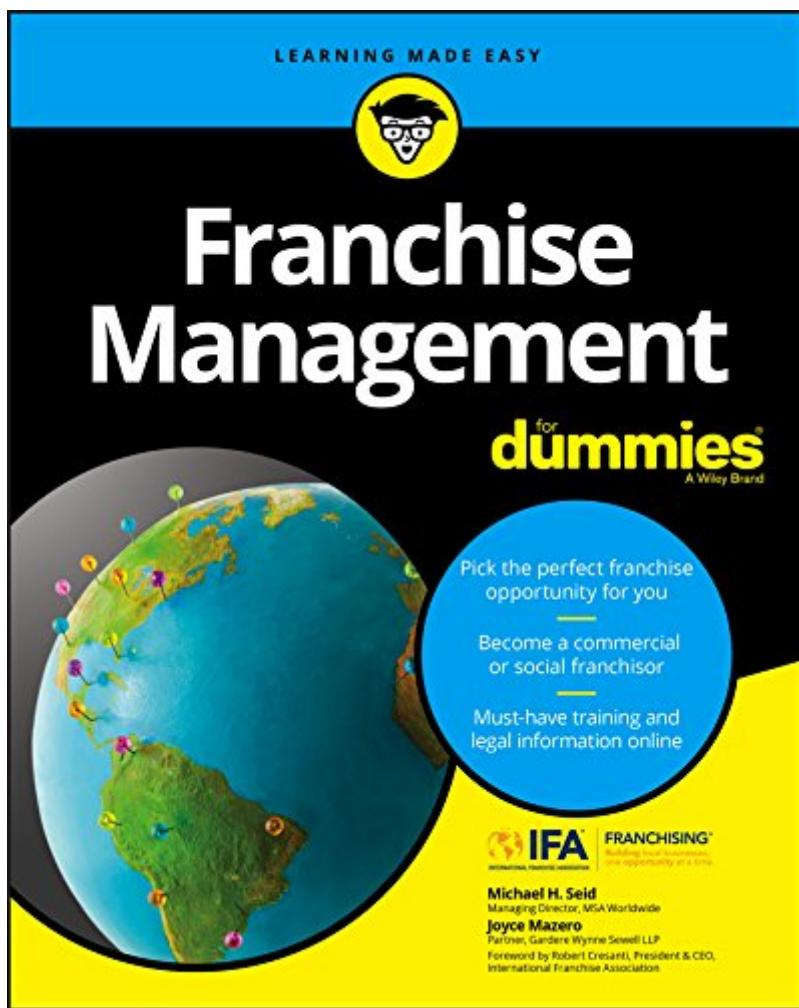


The book was found

Franchise Management For Dummies (For Dummies (Lifestyle))



Synopsis

Pick the perfect franchise opportunity for you Become a commercial or social franchisor Must-have training and legal information online Buy, own, and operate a franchise If you want to be your own boss and stand on the shoulders of franchise giants, this accessible guide makes it easier than ever before. For franchisees, it takes you from the first steps of prospecting for a franchise to getting it up and running successfully. For prospective commercial and social franchisors, it explains how to determine if a business is franchisable and discusses how to properly design and develop a franchise system that you can grow and support. insideÂ¢â ¬Â| Evaluate franchise opportunities Become a successful franchisor Join the growing social franchise sector Build your brand Grasp important legal issues Plan for future expansion Keep the cash flowing

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Customer Reviews

Michael H. Seid and Joyce Mazero's "Franchise Management For Dummies" isn't for dummies. It is a realistic and detailed in its information that goes into franchise management. It is a compliment

when I say that after reading it, I had a new appreciation for franchisees. The authors go over everything on gauging if franchising is a good fit for a person to implementing a franchise and managing/maintaining to associations and etc. The authors clearly present the pros and cons. It can be rewarding work but it is also a lot of work too. There is also a beginning and an end with franchising. The 'end' part is often glossed over but this book takes time to go over if that end comes to pass. Over all, this is a clear-eyed look at franchising and franchise management for the potential franchisee. It is definitely worth a look for those interested.

Franchising can be a wonderful opportunity but like all good things comes with risk. This book provides a fundamental understanding of the process and guides the reader through the ins and outs. Nicely organized, it is written in an accessible, conversational manner. In addition to addressing traditional franchise it also deal with social and business format franchising. Coverage is broad and readers should be able to gauge whether this form of business is a good fit for them. Those with experience may be interested in exploring some of the ideas for growth, expansion and termination. Overall a good basic book on franchise operation and management.

To be honest, after reading this, it made me realize that a franchise would NOT be a good fit for us. That alone is more than worth the price of this book. If you are at the point where it's just a vague idea, up until the point where you're looking at specific opportunities to invest in, and all the way to managing your team after your investment, this book will serve you well. Not only does it have a lot of good basic information, but it also is full of tips and advice. It's written in the popular dummies format. As with most dummies books, it's easy to read and easy to understand.

Great for newcomers to franchising. Broken down into helpful and logical chapters to allow you to not necessarily have to read the entire book. Not a lot of original thought, but that's not what you expect with a 'for dummies' book. Definitely helpful for the very-early consideration of buying franchise rights. Some crude and simple questions to ask yourself before you spend precious capital or perhaps worse... spend time pondering a terrible idea. Know your strengths, but never ever forget your weaknesses. Good luck to all who take on the risk necessary to realize a franchisee's dream.

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