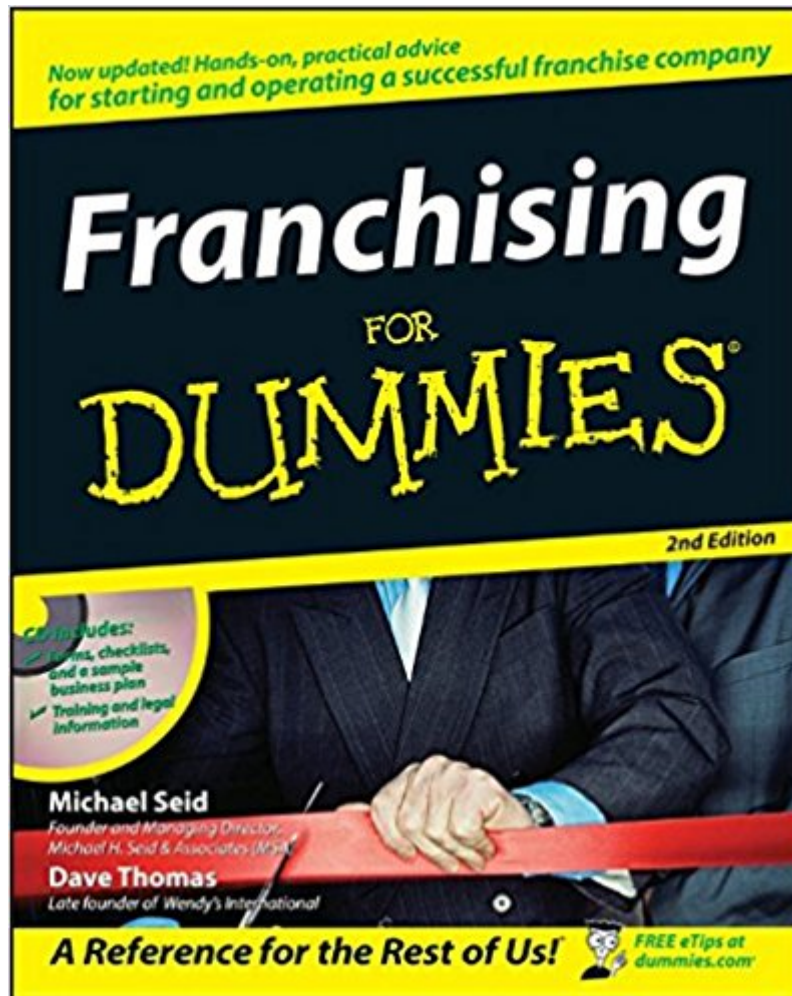




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# Franchising For Dummies



## Synopsis

If you want to own your business but don't want to start from scratch, maybe buying into a franchise is the right choice for you! Franchising can be a great way to get started in small business without taking the huge risk of founding and building a company on your own. But before you jump in there's plenty you need to know in order to make sure you do it right. *Franchising For Dummies*, Second Edition gives you all the inside insight and smart advice to make sure you pick the right investment opportunity and make the most of it. Written by one of the nation's leading franchise consultants and by the late Dave Thomas, founder of Wendy's International, this fun, friendly guide is packed with guidance from top industry professionals. Packed with practical resources you need to succeed, this handy guide will help you:

- Pick the perfect franchise opportunity for you
- Find an ideal location
- Raise the capital you need to launch your franchise
- Manage daily business operations
- Understand complex legal issues
- Work and communicate with your franchisor and other franchisees
- Read and understand a Uniform Franchise Offering Circular
- Expand your business and buy new franchises

Full of handy resources including sample forms and agreements and a listing of available government resources • *Franchising For Dummies*, Second Edition is a great way to discover a great franchising opportunity, get started, and achieve your dream of small business success and independence. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

## Book Information

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## Customer Reviews

Franchising for Dummies, by Michael Seid and Dave Thomas, details everything you need to know about this ever-popular route to self-employment. In typical Dummies fashion, it outlines the basics (from initial research through signing on the dotted line); development procedures (such as training employees, choosing locations, and buying goods); running the business (attracting customers, managing staff, dealing with franchisors); and moving on (considering further acquisitions, franchising your own ideas). Seid, a well-known consultant with 20 years in the field, and Thomas, the high-profile founder of and low-key spokesman for the fast-food chain Wendy's International, make this volume especially valuable by including inside tips taken from their extensive personal experience. "Too often, franchisees make the mistake of hiring an attorney to do battle with their franchisor, rather than simply sitting down with the franchisor, discussing their concerns, and coming to a negotiated conclusion," Seid advises at one point. "Training is nonstop, never-ending. It has to be," Thomas suggests elsewhere. "It has to remain a priority in your business because, one, you have turnover, but two, you can always improve." The combination provides a clear and complete primer for enlightened decision-making on virtually all aspects of franchise purchase and operation. --Howard Rothman --This text refers to an out of print or unavailable edition of this title.

...a must read for anyone interested in the fundamentals of franchising. Franchisees and franchisors alike owe a debt of gratitude... -- James H. Amos, Jr., President and CEO, Mail Boxes, Etc.Dave Thomas -- a super guy, great business leader, generous individual. Thanks to Dave for sharing his wisdom through his book. -- S. Truett Cathy, Founder & Chairman of Chick-fil-A, Inc.Franchising For Dummies offers invaluable information for prospective franchisees in their search for the best franchise opportunity that suits them. -- Regina Gardner, Franchisee, UNIGLOBE TravelTwo great entrepreneurial minds have created one fantastic book. -- Don DeBolt, President, International Franchise Association --This text refers to an out of print or unavailable edition of this title.

Typical of Dummie Books, this was helpful and informative. Of course, if you are serious about the subject further reading is required.

Absolutely loved this book! I used it as a reference to answer all of my questions on franchising. I've always been curious as to why more people in the financial world who are looking to invest do not look more towards franchises, and I feel that this book will give its readers the insight to pursue a business in a franchise. There is a lot of paperwork and guidelines for franchising and it is all very

well written and presented in this book. Yet another great piece of informative reading from the Dummies.

Just what I thought it would be.

This is a very good basic overview to get you started. If you are thinking about becoming a franchisor this is a great book to start with. One of the big things you will get out of this is you must hire an experienced franchise lawyer to write you FDD and FA, they are not cheap!

This book cost me \$30k when I decided to buy a franchise that never got off the ground. Start your own business instead. Franchises are expensive and comments like 90% are still in business after 5 years are very misleading. The franchise buys it back once you fail and sells it to someone else, keeping it "in business". The truth is, they take so much money from you, the risk is actually higher. This book was ridiculously optimistic about how much you could make. Talk to other owners not in the top 10 of the country. I made that mistake.

Very good basic information

This is good if you haven't done any research to date. To be honest, if you've read one of these books, you've read them all.

Michael Seid's extensive experience yields some useful insights and he explains many of the steps involved in franchising, but the book reads too much like advertorial and Seid spends way too much time trumpeting his own accomplishments. (Wendy's founder Dave Thomas' contributions to the book are woefully slim and including him as a coauthor seems to serve more as a marketing tool.) Franchising for Dummies would be a worthwhile addition to your library on the subject, but if you're looking for a single, objective, authoritarian source on the subject, keep looking.

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