

Franchising For Dummies

By Michael H. Seid, Dave Thomas

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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.

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Editorial Review

Amazon.com Review
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*

Review
...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 Travel*

Two great entrepreneurial minds have created one fantastic book. -- *Don DeBolt, President, International Franchise Association*

From the Publisher
Discover how to:

Understand the legal issues
Find an ideal location
Manage daily operations
Work with your franchisor and fellow franchisees
Expand your franchise
Franchise your own small business

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Christopher Morton:

This Franchising For Dummies book is just not ordinary book, you have it then the world is in your hands.

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