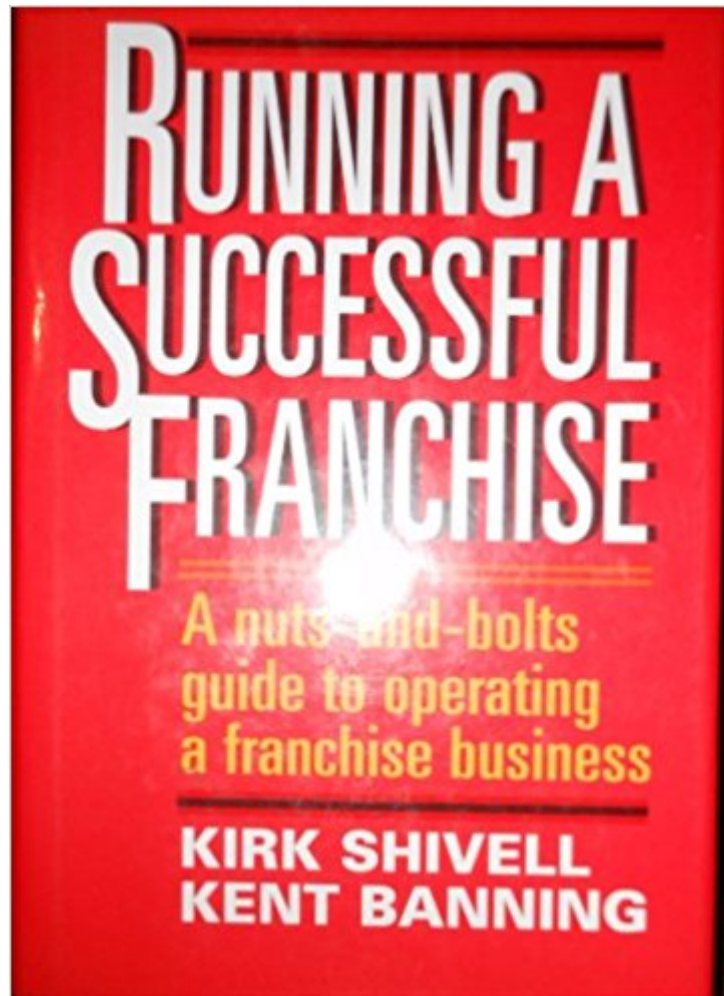




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Running A Successful Franchise



Synopsis

A growing percentage of stores and service business in the US are franchises. This resource focuses on the special issues and day-to-day operational realities of running a franchise, rather than on selecting or buying one. It delivers the practical knowledge franchise owners and managers need to profitably run their business within the constraints of their franchise agreement. Coverage includes: "transitioning" from corporate life to franchise ownership; real world do's and don'ts for tackling a successful franchise operation; how to set up and implement management and reporting procedures; creating purchasing and inventory control policies; developing sales and marketing programmes; and recruiting and supervising dependable employees. Special chapters focus on resolving the most common areas of conflict between franchisors and franchisees.

Book Information

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Customer Reviews

Are you considering buying a franchise or expanding one? You owe yourself, at least, a little research. "Running a Successful Franchise" is more than a little. It is as close to a single reference as I have seen. You will crave a copy for your bookshelf, and you'll need it for reference before and during your own experience. It defines terms while avoiding jargon. While it describes the whole process of running a franchise, it avoids the hype, so common in the press, that this lifestyle is for everybody and EVEN FOR YOU! What you will find here are lists of things to watch out for. It includes a short description of psychological profiles and how they are used by franchisors to screen prospective operators. This book covers a wide range of material from sketches of legal

requirements and advice on selecting attorneys and accountants to recommendations about how to treat employees. If you can overlook split infinitives and the occasional typo, you will agree that this book provides access to a huge and complex body of knowledge. Odds are that you, like me, are not world-class authorities in this area. Most people entering franchising aren't, either. Thankfully, experts like Shivell and Banning are willing and able to point the way.

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