



Franchise Consulting

— The Specialists for ASEAN —

BENEFITS OF BUYING A FRANCHISE

1. EARN WHAT YOU ARE WORTH

When you own your own Company, your efforts are rewarded and your personal income shows it!

2. BUILD EQUITY

- Financial strength comes to those who succeed in running a business.
- If great wealth is one of your goals, entrepreneurship is the answer.

3. SATISFACTION OF ACHIEVEMENT

Much business owner report that seeing their actions turned into reality is a major reward of owning their business.

4. CHOOSE YOUR OWN JOB DESCRIPTION

Delegate certain aspects of the business to others and create a job description that suits your personality, skills and interests.

5. NEVER TRANSFERRED, LAID OFF OR FIRED

- Major companies are notorious for relocating their employees and downsizing their staff at the most inopportune times!
- When you run your company, you'll decide when and where to operate.

6. WHY A FRANCHISE?

- The best type of operation for the majority of first time business owners.
- Most revolve around the increased probability that the business will succeed and provide profits to the owner in a shorter time frame than an independent business.

7. LOWER COSTS THAN AN EXISTING BUSINESS

- When buying an existing Company, you often don't know what you are buying or if the price is right or the existing business profitable.
- Starting a franchise is almost always less expensive.

8. LESS RISK THAN AN INDEPENDENT START-UP

- One spends up to 5 years in an industry before considering owning a venture in that field.
- Buying a franchise eliminates this need and puts you on the road to success quickly.

9. GAIN ADVICE ON SITE SELECTION, DESIGN, OPERATION, CAPITALIZATION AND MARKETING

A good Franchisor provides instruction and support on all aspects of running a business in its industry.

10. RECEIVE A PROVEN PROFITABLE SYSTEM FOR DOING BUSINESS

When you've had a chance to talk to other Franchisees, you'll recognize how important it is to have a system to follow for your venture.

11. BENEFIT FROM QUALITY RESEARCH AND DEVELOPMENT

A Franchisor will always be searching for ways to make its network more successful.

12. ACCESS TO TRAINED SUPPORT PERSONNEL

Your royalties and advertising fees provide regular improvements in the Franchisor's systems and these are provided to you for implementation in your venture.

13. QUICKER START-UP THAN INDEPENDENTS

- A proper plan outpaces an independent's hit and miss operation almost every time.
- Franchises grow quicker, reach break-even sooner and succeed more regularly than others in the same industry as depicted in the accompanying chart.



SOURCE:

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