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Is Your Business Right For Franchising

By Jr. Ralph Massetti

Lulu.com. Paperback. Book Condition: New. Paperback. 144 pages. Dimensions: 8.8in. x 6.0in. x 0.2in. This book is written to offer would-be Franchisors the virtual experience and benefit of personally speaking with an expert Franchise Consultant about franchising their business. It provides straight-talk advice concerning every business and personal consideration which needs to be contemplated when deciding whether to franchise a business including: Whether your business is ready to franchise, Options for expanding your business, What to expect as a Franchisor, Introduction to the franchise development process, Branding and marketing for Franchisors, Other factors that impact your chances for success, Choosing a Franchise Developer, Sample Uniform Franchise Offering Circular (UFOC) and more. Ralph Massetti is President and CEO of The Franchise Builders, a franchise consulting, development, marketing and technology firm. He also holds a Bachelors and Master Degree in Business Administration, and is a candidate for the prestigious Certified Franchise Executive (CFE) designation. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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