

ADVANTAGES OF FRANCHISING

1 Franchisees invest the capital

If you franchise your business, your franchisees will invest the capital needed to grow the brand.

2 Greater buying power

As the franchise network grows, you will have more bargaining power with suppliers.

3 Growth

Franchising enables you to grow your brand more quickly because you are not constrained by either financial or personal resources.

4 Franchisees have a stake in the business

Unlike in an employment relationship, a franchisee has a financial stake in the business.

5 Franchisees are responsible for the day to day

Franchisees will often work in the franchise business and are responsible for employing and training staff.

