



IFA's 46th Annual International Franchise Convention

February 25-28, 2006 • Palm Springs Convention Center & Wyndham Hotel

Palm Springs, CA



# Growing Your Franchise Business

## By Franchisees

# Presenters

- Marie White – Franchisee, Money Mailer of Conejo, Inc.
- Jim Gendreau – Franchisee, Shred-It
- Rocco Fiorentino – CEO, United Financial Services Group

# Moderator

## Bill Anderson

Franchisee

The UPS Store

Chairman – Franchise Advisory Council

# Marie White

## Money Mailer Franchisee

- What a Money Mailer Franchisee is...A Quick Overview
- How I Became Involved with Money Mailer 14 years ago
- Our Pattern of Growth and Some Reasons for Success

# Marie White

## Money Mailer Franchisee

- Marketing as a Key Component
  - Using Direct Mail to Grow Client's Business
  - Using Direct Mail to Grow Our Business
  - Networking

# Marie White

## Money Mailer Franchisee

- The Part Personnel Plays in our Business
  - Before and Now
  - What I wish I'd known then
  - Working "on" our Business, not just "in" it

## Rocco Fiorentino

CEO, United Financial Services Group

- Krispy Kreme Donuts – The Concept
- How I Became a Multi-Unit Franchisee and an Area Developer
- Krispy Kreme Strategy

# Rocco Fiorentino

## CEO, United Financial Services Group

- Financing the Plan
  - Capital Requirements
  - Unit Economics
  - Realistic Timeline for Development
  - Managing to the Plan
  - Plan B (Knowing When to Switch)

# Jim Gendreau

## Shred-It Franchisee and...

- Franchising Experience – Multiple Brands/Multiple Units
- The Importance of Operations
  - Synergies
  - Cost Efficiencies
  - Coordination for Success



IFA's 46th Annual International Franchise Convention

February 25-28, 2006 • Palm Springs Convention Center & Wyndham Hotel

Palm Springs, CA



# Growing Your Franchise Business

## Q & A