#EmergingFranchisors2016

EMERGING FRANCHISOR CONFERENCE

NOVEMBER 16-18, 2016 | NEW ORLEANS, LA

IFA - INTERNATIONAL FRANCHISE ASSOCIATION
FRANCHISING: Building local businesses, one opportunity at a time.
THE FOUNDATIONS AND ECONOMIES OF BUILDING A FRANCHISE SYSTEM

Panel Members

Conference Moderator: Susan Beth, CFE, Principal, NRD Capital
Shelly Sun, CFE, CEO and Co-Founder, BrightStar Franchising LLC
Steve Murphy, President of Franchising, Winmark Corporation
Paul C. Wolbert, COO, WT Café
Michael Haith, CEO, Teriyaki Madness
THE FOUNDATIONS AND ECONOMIES OF BUILDING A FRANCHISE SYSTEM

- What does it take to start a franchise business?
- What do you need to get started?
- What are the true investments of starting a franchise?
- How do you pick the right franchisees in the first phase of building your franchise system? What do these franchisees look like?
- Hear war stories from our panel members. What did they learn?
WHAT DOES IT TAKE TO START A FRANCHISE BUSINESS?

- A great business model
  - Long term viability
  - Immune to changes
  - Solid barriers to entry
  - Fantastic unit level economics

- Time
  - Need to know model works
  - Work out the kinks
  - Have your ducks in a row

- Commitment
  - Franchisor
  - Franchisee
WHAT DO YOU NEED TO GET STARTED?

- A good lawyer
- A strong FDD
- Solid Item 19
- A support team
  - Franchise Development
  - Training
  - Marketing
  - Field Support
- A Plan
- Capital ($$$)
What are the true investments of starting a franchise?

- Legal
- Model investment spend
  - Market Research
  - Franchise Systems
  - Processes & Documentation
  - Tools
- Brand investment spend
  - Support team
  - Marketing/Brand-building
  - Franchisee platforms and systems
- Franchisee investment spend
- Time and costs associated with above
HOW DO YOU PICK THE RIGHT FRANCHISEES?

- Need the right personality and temperament
- Do they understand they are building a brand?
- Are they willing to invest?
  - ✓ Time, money?
- Commitment level
- Patience – Franchisor and Franchisee
WAR STORIES
THANK YOU FOR ATTENDING …

HAVE A GREAT CONFERENCE

ASK QUESTIONS

AND

BUILD A STRONG FRANCHISE SYSTEM!