



Brick Mortar Franchise Success: Know the Costs or Pay the Price (Paperback)

By Carolyn Miller

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Franchising is the fastest-growing method of conducting business in the world. Why? Because it works! But don't be fooled - success isn't guaranteed. Over the course of a few decades in development, I've seen millions of dollars wasted on fixing problems that, in many instances, could have been avoided altogether. Like most business owners, your primary goal is to operate a successful business. You can't actually do that until your location opens. While you may know a little bit about a lot of things, the devil is in the details. When you don't know what you don't know, especially when it comes to leasing space and building new locations, you could be in for a long, rough ride. The reality of how much you don't know (and what can happen next!) can be all-consuming. Enthusiasm, persistence, and dogged determination won't be enough to save you. Do not, Do Not, DO NOT sign a lease without reading this book! Once a lease is executed, you are officially a business owner - even if your...



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