

How to evaluate a franchise.

Franchise World - EVALUATING A FRANCHISE OPPORTUNITY



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What Questions Should I Ask Franchisors When Evaluating a Franchise?

Contact and interview as many as possible. It's important to understand the business plan for the franchise you want to operate, since unlike an independent business owner, you are required to follow the plans and structure laid out by the franchise.

What Questions Should I Ask Franchisors When Evaluating a Franchise?

Having Realistic Expectations Part of the evaluation process for an emerging franchise should involve a measure of self-evaluation.

How To Evaluate a Franchisor's Stability

You should treat this like a job interview, not like you are buying a car. Knowing how to evaluate the potential of an emerging franchise can help you take advantage of the quality opportunities while avoiding potential franchise failures. A drawback to an asset-based approach is accurately identifying the value of assets.

How to Evaluate a Franchise

Listen for clues about what skills are necessary for this business.

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