

## Syllabus for the Franchising Module

Welcome to the *Franchising Module*! Choosing to buy a franchise is a powerful form of starting a business venture, and one which is growing in popularity. How do you evaluate a franchise opportunity? What do they really cost? What do you really get for your money? How do you decide if buying a franchise is right for you? Do franchises truly have a lower failure rate than straight start up ventures? Who is really responsible for success in a franchise relationship?

We will be exploring these and other questions related to becoming a franchisee in this module. We will also look at franchising from the opposite perspective. How does one become a franchisor? What are the advantages? How do franchisors grow? How does this process solve the twin problems of rapid growth? Are there control issues which are important to consider? What about the UFOC, and what are the legal ramifications? Is franchising the right path for you to consider to support your growth strategies?

In addition, we will investigate alternatives to franchising. There are dramatic legal issues involved with franchising. More litigation results in the business world from franchising issues than all other types of relationships combined. There can be a powerful way to avoid all of these issues and still enjoy the tremendous growth advantages of attracting entrepreneurs to your banner! We will teach you all about distributorships!

**First**, view the *Franchising* video, and read the pdf workbook that accompanies it. This video will teach you the basics about franchising: what you get, what you give up, what the strengths and weaknesses are, and how you evaluate a specific franchise opportunity. We will pay particular attention to the popular notion of the lower failure rate of franchisees, and how you go about deciding whether this franchise relationship is right for you.

**Secondly**, view the *Franchisors* video, and read the pdf workbook that accompanies it. This video will teach you the basics of becoming a franchisor, and how that can impact your growth potential. We will talk about issues of control, and the UFOC. We will also explore alternatives to franchising, including the powerful *distributorship* and the potential for *licensing* arrangements. The legal barriers to franchising are so great, that these alternatives can prove to be superior!