

DOES YOUR BUSINESS HAVE FRANCHISE POTENTIAL?

The answers may surprise you...

“The first question people ask: is my business franchisable? Most businesses are - it’s just the people who are operating them – are they franchisable?”

James Corne, Managing Director of The Franchise Institute, is passionate about his work: “People are hurting out there and what they want is not just information.



They want a process which gives them results to build up more cash flow and make it successful. That’s what we’re aiming to achieve each time.”

Many would like to grow their business but fall short of considering to franchise because of their perception of what’s involved. Time is a main factor says Corne: “People are working 80 hours a week. They’re too busy working in their businesses to work on them - they just don’t have the time.” Insufficient cash flow and poor staffing issues are also common concerns. However, Corne explains that the Institute assists in all these areas and more: “People think they’ve got to have the money or the resources before they franchise but that’s not the case. That’s what we assist them with - to get them to that stage.”

Apprehension, explains Corne, also extends to the costs associated with franchising a business. “It’s a big investment for them to take on board as you can imagine.” Corne insists the notion of franchising being costly is a myth: “We specialise in small to medium sized businesses and take them to a new level. Rather than costing \$80,000-\$100,000, we can do it for around one- third of that price including all legals, making it much more cost effective.”

Rather than giving their clients a bunch of

documents and sending them on their way, Corne says The Franchise Institute provides “a franchise program, built by people who have actually run it and done it”. The Institute educates every step of the way and does not bombard clients with complex information.

The franchising program involves two components that work in unison: the software program first educates the client; the personal sessions with their allocated mentor review and sustain that information. Corne says clients are not overwhelmed because, as with a book, one chapter is read at a time: “They then sit down with a mentor to review it and then the next chapter makes more sense and so on. This is why people love it - not only do they have a whole franchising system, but they have a complete understanding of how to apply it.”

Corne further explains: “It gives them the confidence and security of being in control and building up their business to a new level. We’re absolutely dedicated to do that and have so many clients that have had success.”

In summary, Corne recaps: “It is something that is designed to be affordable and we try to position it where they get their money back after the first sale. One franchise can pay for the whole franchise system! Where else can you do that?” ❖