

Newsletter

Winter 2009



In this edition:

- From the Desk of James Corne: How to grow your business during a recession
- Franchising News in Brief
- Have a Franchise Feasibility Review before June 15 and go into the draw to win brand new notebook PC
- Franchising Made Easy. The Secrets The Experts Won't Tell You But You Need To Know



From the Desk of James Corne

Finding the business environment more challenging right now?

Would you like to expand your business but find the lack of money, people and or time a barrier?

If so it may be time to think about franchising

- 1) The main barrier to expansion in today's climate is lack of access to funds. Franchising allows companies to expand without the risk of debt or the cost of equity. Since franchisees provide the initial investment franchising allows for expansion with minimal capital investment on the part of the franchisor.

In addition, since it's the franchisee, and not the franchisor, who signs the lease and commits to various service contracts, franchising allows for expansion with virtually no contingent liability, thus greatly reducing a franchisor's risk.

- 2) The next biggest barrier to expansion is finding and retaining good staff. All too often, a business owner spends months looking for and training new staff only to see that they leave or worse yet, get hired away by a competitor.

For companies with too little time (or too little staff), franchising is often the fastest way to grow. That's because it's the franchisee who performs most of these growth tasks. The franchisor provides the guidance, of course, but the franchisee does the legwork. Thus franchising not only allows the franchisor financial leverage, but it allows him to leverage his resources as well.

I know times are tough right now so to make it as easy as possible for you I am offering an opportunity **to find out if your business has franchise potential for FREE!** I can't make it any easier than that. So if you have EVER thought about franchising your business then call my offices today and book in for your phone consultation.

FREE Phone Consultation

with a franchise Specialist (valued at \$39)

Call now: 1300 855 435 – valid until 30 June 2009.



FRANCHISING NEWS IN BRIEF

New Healthier Options.

A number of retail food franchised businesses have added new healthier product lines to their existing range:

Domino's Pizzas have released its largest range of new products including made-to-order fresh pastas, pizzas and dessert, served up in brand new slick packaging, all supported by an extensive national media campaign emphasizing the fresh ingredients

Donut King has introduced Yoghurt smoothies, the first step towards healthier snacks for the franchised business which has more than 300 stores across Australia.

Australian franchises expanding overseas

Australian owned Gloria Jean's Coffees, has announced its expansion into the Czech Republic

Boost Juice Bars has added South Korea to its international portfolio.

DVD Rentals from vending machines

Red Room DVD has launched vending sites for its automated DVD delivery system. There are five company owned stand alone kiosks near supermarkets in Brisbane, Sydney and Melbourne offering 70 to 100 latest release titles for overnight rental at \$2.95.

Sales and profitability were up in the first four months of 2009

PoolWerx CEO John O'Brien reported sales and profitability were up in the first four months of 2009, with sales growth of 19 percent compared to last year's corresponding period.

Double Digit Growth

Pizza brand Eagle Boys has had double digit growth year on year and has 16 new stores opening in the next six weeks and plans a further 50 before 2010.

First quarter of 09 out strips sales records

Chris Malcolm CEO of Clark Rubber said steps to tighten operations had helped produce a record December with the first quarter 09 well out stripping sales and profitability from the previous 2008 period.

WINTER SPECIAL

For just \$1597 + GST spend ½ a day with a franchise specialist to find out how you can franchise your business and we'll give you a brand new notebook PC!



In this ½ day one on one Franchise Feasibility Review Process we will come and assess your business. We will then discuss with you:

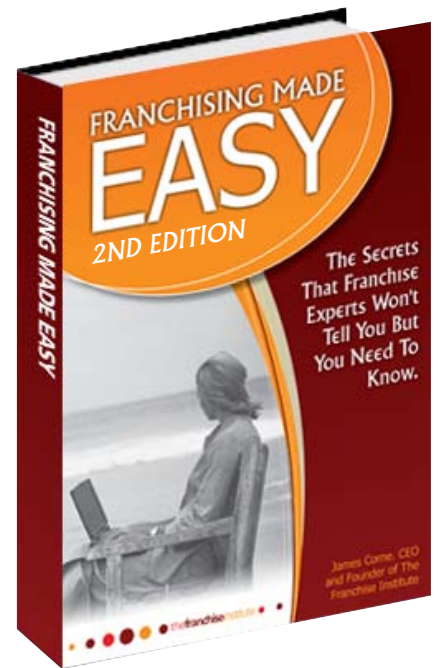
- What you would need to do to franchise your specific business
- What it will cost to franchise your business
- How long it will take to franchise your business
- Potential franchise structures and models
- Who to recruit and how
- Potential franchise fees and royalties
- How to manage marketing for franchisees
- An overview of the key legal issues and Code Compliance

Book and pay before 15th June to receive a brand new notebook computer valued at \$629 for FREE call 1300 855 435 to book your meeting today. This offer is strictly limited. Valid only until 15 June 2009.

Franchising Made Easy

\$ 29.95 + P&H

This popular no nonsense book tells it like it is. It shows you how to create enormous wealth by realising the hidden potential in your business. Discover how you can leverage your success and break free from your daily challenges. James Corne offers a simple set of no B.S. strategies to catapult your business to a new level overcoming the obstacles and beliefs systems of growing your business. Thought provoking, stimulating and easy to read it will change your preconceived ideas about franchising forever.”



To order your copy fax this form to 02 9337 1066

To order your copy for just \$29.95 + \$5.00 (P&H) complete this form and fax to 02 9337 1066 or call 1300 855 435.

Book Order Form

Name: _____

Email: _____

Contact Number _____

Mailing Address _____

State _____ PCode _____

Card Number: _____

Exp: ____ / ____

Type (tick): Amex Visa M/C



\$1000 for every successful introduction!!

Need some extra cash? If you know a business owner who would like to grow their business simply and cost effectively introduce them to The Franchise Institute and if they become a client of ours we will reward you with a \$1000 referral fee. Earning money has never been so easy.