

starfranchising

advertise in this section

telephone: 0871 520 2919

email: franchising@dailystar.co.uk

FIND A FRANCHISE THAT FITS

IT'S all very well having hundreds of franchise opportunities to consider, but if you are new to the concept, choosing one that fits your needs and interests can be a challenge.

You also need to be sure that the franchising itself is right for you, so before making any firm decisions you should carry out a thorough self-assessment.

Franchising is all about running your own business based on the systems, the business format of an established franchise, and the know-how of an experienced franchiser. Understanding the importance of following the system is the key to deciding whether or not you will be suited to franchising.

Dan Archer of the British Franchise Association (bfa) said: "Successful

franchisees will tend to be enterprising rather than entrepreneurial.

While a true entrepreneur is someone who may want to change the system or do it their way, successful franchisees channel their energy into following the plan, not reinventing the wheel."

When trying to narrow down your franchise choices consider your own circumstances and goals. Answer the following questions honestly: What are you good at doing? What do you want to do? Is there anything you are not very good at? What could your family life and personal circumstances prevent you from doing? For example, if you take the kids out every weekend, then a business that requires weekend work is not going to suit you.

You don't have to stay in the industry that you have always worked in.

In fact this could be your chance to try something completely new, as a good franchisor will provide you with initial and ongoing training.

Dog lover Sue Bruchner was eager to find a business that she could run from her home near Stockbridge, and was thrilled to discover Barking Mad, a home-based franchise that provides home from home pet care as an alternative to using kennels.

She said: "I used to work in the telecommunications industry, and when I decided on a career change the Barking Mad concept won me over. It is so rewarding to provide a service so dear to my heart that allows dog owners to enjoy a carefree holiday knowing that their beloved pets are in excellent hands."

If franchisees are to be successful they need to be interested in the business

they are considering, and work out where they can use their existing skills and experience.

Sue Bruchner has successfully combined her love of dogs - her own is a Springer Spaniel called Finn - with running her own business.

"I also get tremendous job satisfaction from meeting like-minded people and being able to solve their pet-care dilemmas," she added.

More information on how to carry out a self-assessment and all aspects of franchising is available from the bfa.

01491 578 050
www.thebfa.org



Barking Mad franchisee Sue Bruchner with Finn