Operations Manual How2franchise

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Written by the late Dave Thomas, the widely known founder of Wendy's, and franchising consultant Michael Seid, this is a comprehensive and reliable resource for anyone interested in purchasing a franchise.

According to the U.S. Department of Commerce, buying a franchise is the average person's most viable avenue to owning a business. As a successful small-business owner, franchising your existing business plan to others is perhaps your fastest way to growth and enormous profits. This brand new comprehensive "bible" details everything you need to know about this popular method to business ownership or business expansion. This book will be a great resource for both prospective franchisees and franchisors as it explains in detail what the franchise system entails and the precise benefits it offers to both parties. You will learn franchising advantages and disadvantages, how to develop or purchase a winning concept, how to choose a business franchise that fits your personal style and financial goals, how to develop forecasts and budgets, and how to estimate start-up costs. The book also covers managing daily operations, attracting and keeping customers, hiring employees and training staff, securing financing, legal agreements, offerings, markets, real estate, cost control, marketing, international franchising, as well as federal and state franchise regulations. Ensure friendly franchisor/franchisee relationships and build a fortune franchising your own business concept.

This book is a textbook for Urban/Community Forestry courses and a handbook for Shade Tree Commissions, tree wardens, State and National Forestry Services, and professional societies. It is the most complete text in this field because it addresses both culture and management, and the chapters have been written by experts who are active practitioners. The book provides observations and examples relevant to every urban center in the U.S. and elsewhere.

There is nothing more expensive than ignorance – let The Educated Franchisee serve as your guide for selecting a franchise that meets your needs!

This book is a must-read for anyone who is considering owning a franchise. Business ownership is a life-changing event that must be carefully considered and this book is a great first step. Angie Shaw, The Entrepreneur's Source As the American economic landscape shifts, seasoned corporate executives are looking at independent business ownership as a way to secure and control their futures, and franchised businesses are growing in their appeal. But pouring a large amount of money into a franchise does not guarantee success. In this book, you'll find out: How to determine if you can succeed as a franchise owner; What dangerous pitfalls to avoid as a buyer; The potential rewards of owning your own business; Whether or not the numbers make sense; Ways to raise money for your venture; And much more! If you are tired of the corporate world and want to escape the rat race, then let Mitchell York, a successful franchisee and professional certified coach, guide you through the many steps involved in deciding whether or not to buy a franchise and how to do it right. As the former president of LendingTree Inc. and other major companies, he now owns a profitable and growing franchised business, and he's sharing his secrets for success in Franchise: Freedom or Fantasy?

50 Powerful, Easy-to-Use Rules for Supporting Hypergrowth in Any Environment Scalability Rules is the easy-to-use scalability primer and reference for every architect, developer, web professional, and manager. Authors Martin L. Abbott and Michael T. Fisher have helped scale more than 200 hypergrowth Internet sites through their consulting practice. Now, drawing on their unsurpassed experience, they present 50 clear, proven scalability rules—and practical guidance for applying them. Abbott and Fisher transform scalability from a "black art" to a set of realistic, technology-agnostic best practices for supporting hypergrowth in nearly any environment, including both frontend and backend systems. For architects, they offer powerful new insights for creating and evaluating designs. For developers, they share specific techniques for handling everything from databases to state. For managers, they provide invaluable help in goal-setting, decision-making, and interacting with technical teams. Whatever your role, you'll find practical risk/benefit guidance for setting priorities—and getting maximum "bang for the buck." • Simplifying architectures and avoiding "over-engineering" • Scaling via cloning, replication, separating functionality, and splitting data sets • Scaling out, not up • Getting more out of databases without compromising scalability • Avoiding unnecessary redirects and redundant double-checking • Using caches and content delivery networks more aggressively, without introducing unacceptable complexity • Designing for fault tolerance, graceful failure, and easy rollback • Striving for statelessness when you can; efficiently handling state when you must • Effectively utilizing asynchronous communication • Learning quickly from mistakes, and much more

Critical evaluation of the franchising industry and community, exposing long held myths and advocating the organization of strong franchisee associations with the negotiating leverage to achieve a balance of obligations and benefits for franchisors and franchisees.

"The Einstein Factor liberates mental abilities you didn't know you had. I tried the techniques in the book

and they paid off instantly. It's almost scary." —Duncan Maxwell Anderson, senior editor, Success. New research suggests that the superior achievements of famous thinkers may have been more the result of mental conditioning than genetic superiority. Now you can learn to condition your mind in the same way and improve your performance in virtually all aspects of mental ability, including memory, quickness, IQ, and learning capacity. Intelligence pioneer Dr. Win Wenger has identified the tools you need to reach greater levels of sharpness, insight, and overall intelligence. Using Wenger's Image Streaming technique, you learn to bypass inhibitions and access the hypernormal capabilities hidden in your own subconscious. Discover how you can: • Improve your memory • Read faster and learn more quickly • Solve problems like a genius • Score higher on tests • Build self-esteem • Induce a state of total creative absorption • Access powerful subconscious insights through visualization • Increase your intelligence The Einstein Factor is your key to living an extraordinarily effective and creative life!

Rev. ed. of: The law of trees, forests and hedgerows / Charles Mynors. 2002.

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