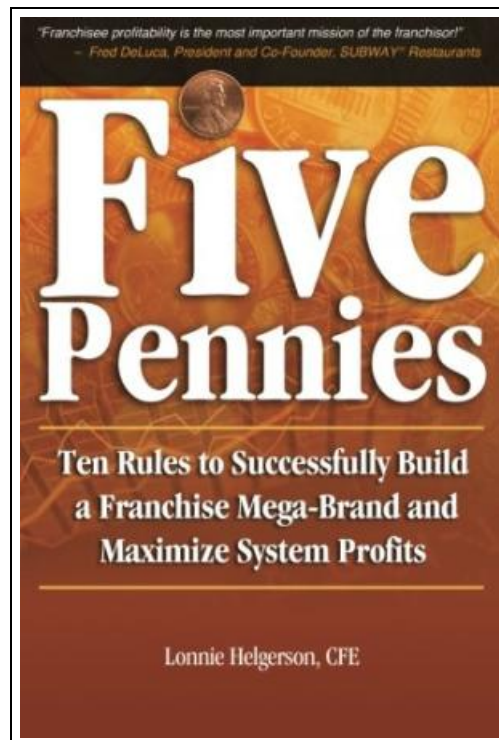# Five Pennies: Ten Rules to Successfully Build a Franchise Mega-Brand and Maximize System Profits

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Reviews

A top quality pdf and also the font applied was fascinating to learn. it was actually writtern extremely properly and valuable. I discovered this publication from my i and dad recommended this publication to find out.

(Jan Schowalter)

FIVE PENNIES: TEN RULES TO SUCCESSFULLY BUILD A FRANCHISE MEGA-BRAND AND MAXIMIZE SYSTEM PROFITS

Helgerson Franchise Group, United States, 2012. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Five Pennies is THE FIELD MANUAL for Building and Growing a Franchise Brand With the Right Mindset and Tools! This Book Contains over 120 Tools to Build, Grow and Manage a National Franchise Brand! Featuring Examples of 20 Best of Class Franchise Brands to learn from - and 10 Mega-Wreck stories to avoid! Learn About: - Creating and Growing Sustainable Unit Profitability - Managing Franchise System Relations - Staying Ahead of Your Growth Rate - Enhancing System Profits With Continued Education - Turning Your System Into a Best Practices Machine - How to Recruit Franchise Buyer 2.0 and Maximizing Their Results - Structuring Layered Franchise Support and Marketing - Developing Macro-Level Programs for System Growth - Utilizing Technology to Grow and Manage a Brand - Resource Management for a Growing System All men can see these tactics whereby I conquer, but what none can see is the strategy out of which victory is evolved. - Sun Tzu, The Art of War, 5th Century BC This is Sun Tzu for Franchising Every year tens of thousands of new franchisees open their doors for business and look to fulfill the American dream of success, and every year hundreds of new franchise companies announce their plans to be the next McDonald s(r), SUBWAY(r) Restaurants, Marriott(r), RE/MAX(r), or Great Clips(r) and fail to reach that goal. Why? Beyond the initial legal work, basic operations manual, some training and a fancy logo to get started, what does it really take to be a successful franchise brand? To start, let me put you in the right mindset. Having a rapidly growing franchise company does not generate wealth and success. A franchisor s...

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