



The Franchise Investor's Handbook: A Complete Guide to All Aspects of Buying Selling or Investing in a Franchise

Kevin B. Murphy

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A great resource for both prospective franchisees and franchisers, this book 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 startup 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.

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