Start a Design Franchise the Right Way by Mark Green

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The US economy is starting to really get back into its stride and companies are beginning to take on more staff and work. This is great for the whole country and also great news for those considering starting their own business. As companies grow, they require marketing materials. This makes a locally based print and design franchise a great option to look at right now.

Is experience needed?

The most important element of any successful startup company is the mindset of the individual at the top. Despite even the most excellent levels of support and training provided from the best franchisors, this is still the key requirement for those opening a design franchise, if not more so.

You do not need previous experience in management or running a business, but you do need dedication, commitment, desire, a hard work ethic, and determination. In essence, it is very much a case of you draw out what you put in.

On a more material level, you will also need financing. With the economy recovering though, securing this funding from traditional lenders should be a straightforward process. Franchise organizations are already an attractive proposition as they fail less, and print and design opportunities are now ripe for growth. If you present a good case of the business and yourself, the finance will likely be there.

The investment needed for a design franchise is significant, but it covers a whole lot. Initially it provides the permissions to use the corporate branding, logos and materials of the franchisor. More than this though, it also gives access to the knowledge; both from training at head office and experiences from other franchisees.

Help from the design franchise

Support from the best performing franchisors is delivered right away, as they can advise on the best possible locations to be based. Getting the location right is often a key factor to success. Other costs involve setting up the shop and kitting it out with displays, equipment and print materials but here again, the franchisor will help.

There should be no surprises with the costs involved, as all should be clearly laid out by the franchisor from the get go. Legal fees and operating costs need to be taken into account too, but with a client base already tapped, these should be easy to meet.

The first year of a design franchise

The most critical point for any new business is the first year of operation, when mistakes will force many to go to the wall. Fortunately with franchises this rarely happens, as the mistakes have already been, learned from and included in the business model. This is just one area where the support network holds tough.

The first year is about establishing presence and quality, made easier with the franchise name but still very much a personal thing for the owner. Creating a good reputation is essential; from delivering excellent products to delivering winning customer service. All this is led by the owner, ably supported by the franchisor.

It is not possible for just anyone to successfully startup and manage a print and design franchise. With the right skills and support though, those with the desire to design their own future could craft a wonderfully bright empire for themselves, as many already have.

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Mark Green - About Author:
Mark writes and works for Minuteman Press, the world leader in print franchises and design franchises where you can a start a design franchise, with franchise stores in the USA, Canada, Australia, the UK and South Africa.

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