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A company should consider franchising, only if it aims to compete effectively on a global scale against large corporations. Franchising allows a business to realize economies of scale, i.e. it enables a business to grow its market share by increasing its point of distribution.

Expanding through Franchising can be achieved faster with minimal investment, as the initial investments are covered by the potential franchisees.

Global Outreach and Presence is yet another goal that becomes quite achievable through Franchising. Franchising allows a business to expand its global footprint, and thereby building upon the business global presence and further boosting brand awareness.

Before even considering the prospect of Franchising, one should a business that has proven it to be successful. The business should be of a nature that it could be replicated

A business should draft a business plan that would specify the regions that it is looking to expand it to, the initial franchise fees, royalties and marketing investments.

Other important documentation, such as an operation manual, franchise agreement, disclosure documents, and training materials would also have to be drafted with great detail covering all aspects of the business that would assist future franchisees in their day to day operations.

If a one has decided to pursue Franchising, getting all the possible help is advisable.

â€¢ Franchising consultants can guide a business owner in each step, when franchising a business.

â€¢ A Lawyer should definitely be consulted in franchising of a business, as he or she will help you in drafting a franchise agreement, disclosure documents and advise you on any other legal requirements and obligations that you may need to fulfill as a business owner.

â€¢ Accountants will be needed when drafting a financial model with profit projections, and specifying royalty structure. Finance Specialists should be consulted to determine if projected revenues will outweigh royalty fees and still be able to provide profits for the franchisees.

â€¢ Marketing Specialists should be consulted to develop a marketing plan in order to create more brand awareness. Details on how to target potential franchisees and creating brand awareness will be included in a marketing reference guide.

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About WSI Franchise:
WSI is the world's leading Internet Marketing Franchise providing affordable Internet marketing solutions and web development solutions to small and medium sized business. WSI is the #1

Internet and Technology Services Franchise. WSI has one of the most diverse networks of franchisees anywhere in the world. It has been in business since 1995 and has expanded to over 80 countries making it a true multi-national company. The collective body of WSI franchisees hold more diverse business acumen than probably any other company in the world.

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