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HAMILTON BRADSHAW
Investing in people with passion

Franchising your business is a great idea but it takes a huge amount of work



James Caan

Dear James

MY business has been running for a number of years. How do I go about franchising it?

Mahesh

SOME of the best-known brands and companies in the world have benefited from franchising. However, it requires a huge amount of work.

The most important thing is to prove your business model works so

that people believe in it and it is easy enough to replicate. This second

point is particularly important and you will need to create a framework which franchisees can follow so that they can have the same success.

Don't think this just relates to the core, revenue-generating side of the business – even things such as brand strategy need to be easily copied.

If you are considering franchising abroad, ensure you are successful enough in your domestic market. It is a point I make regularly, but there is

no point trying to crack another country, which has totally different regulations and business practices, if you have not yet conquered your own market.

People are the cornerstone of any business model, but this is especially true when it comes to franchising. Do your research when picking a franchisee. Pick people who have the drive and passion to grow your brand, and who can grasp your

values easily. Finally, keep yourself open to them at all times.

Communication is so important for both parties and I would encourage regular meetings both before and during the franchising process.

■ For more tips and advice, download [James Caan's free Business Secrets app](#)