

# Opportunities in Franchising

ISMAILI MUSLIM COMMUNITY CANADA

**FRAN***NET*<sup>®</sup>

# Today's Agenda

- Franchise industry primer
- Research process and principles
- Strategy
- Risk mitigation
- Decision making
- Prospective Buyer Profile
- Q & A



# Your Presenter: Gary Prenevost

FranNet Franchise Specialist since 2002

Board of Directors, FranNet LLC

Board of Directors – CFA (2011 to present)

Publisher of Executive Paper; numerous blogs and articles

Creator of e-learning centre: [YourE2Ejourney.com](http://YourE2Ejourney.com)

## Past Experience:

Senior Advisor, iFranchise Group 2012-2017

Master Franchisor, Alair Homes (2013-2017)

12 years as a Licensor with 110 offices in Canada

3.5 years in family business

7+ years in banking



Gary and his team have helped over 2,000 clients conduct in-depth franchise searches!

# How we help

Work one-on-one with serious prospective franchise to find and research their ideal franchise

- Develop your game-plan
- Ongoing coaching and support
- Proven research tools
- Gateway to quality franchises

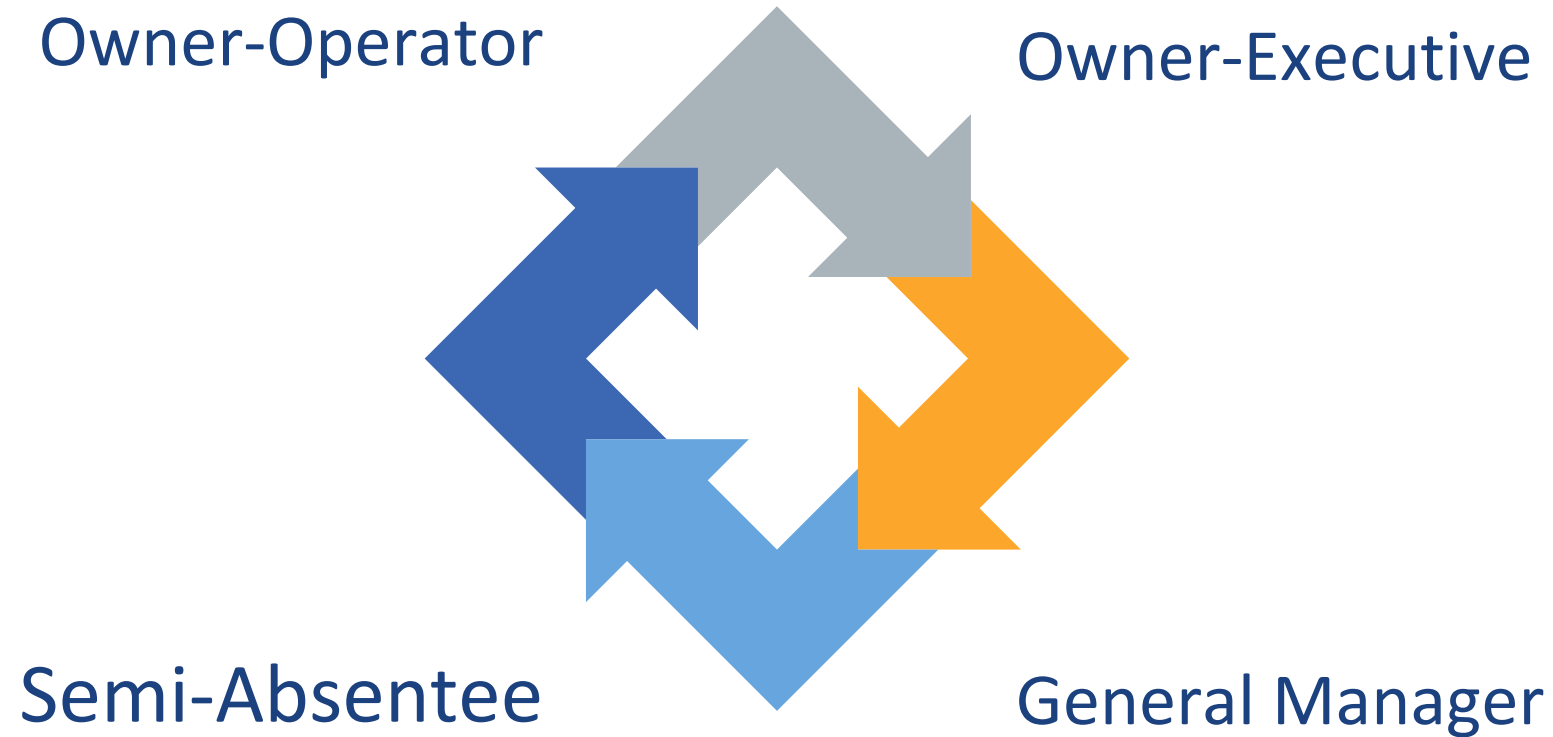
# Our Business Explained

A franchisor pays a referral fee when our clients move ahead with their franchise

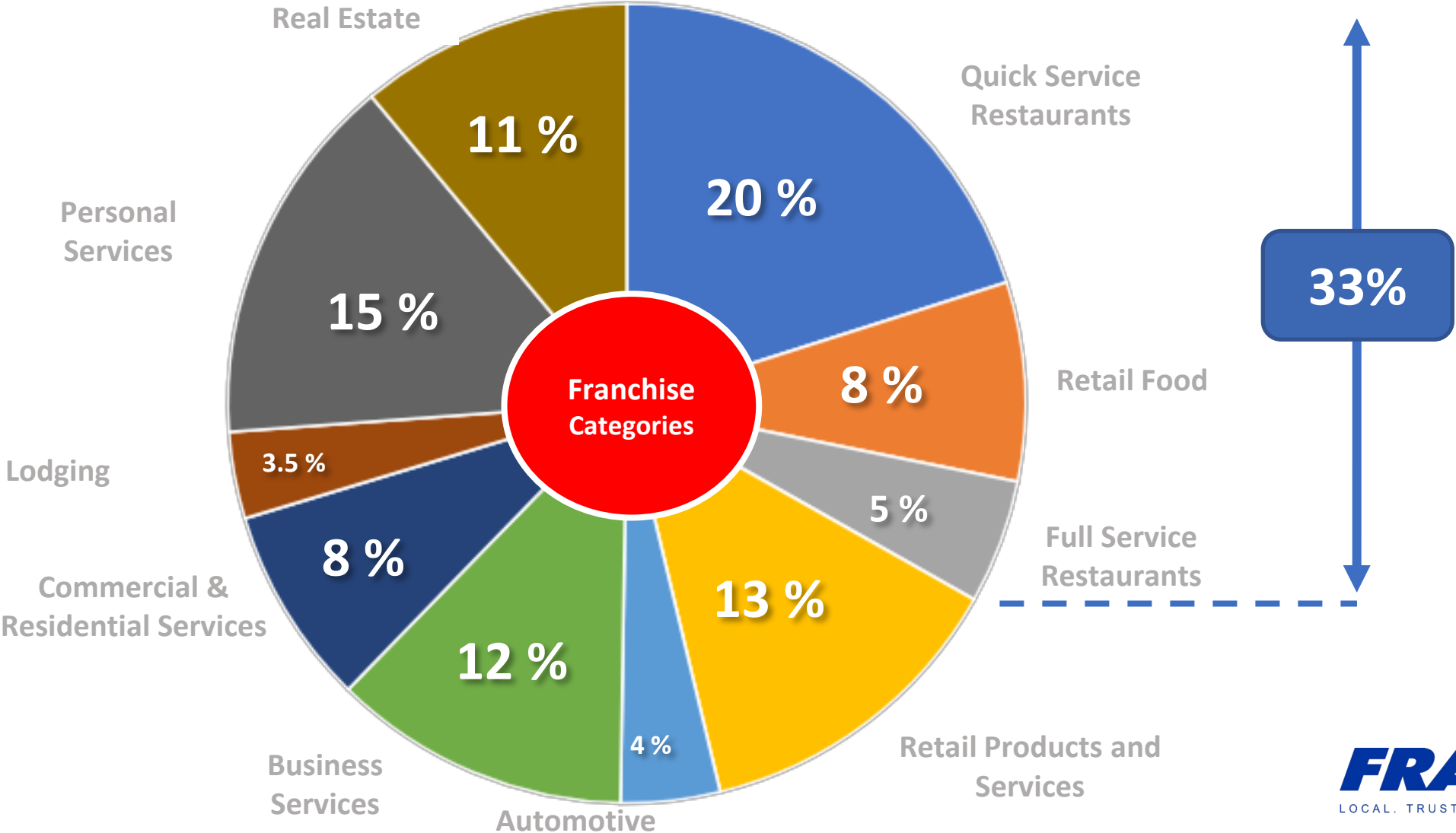
- No cost for our services
- No contract with FranNet
- Does not increase your investment
- Not tied to your total investment

# Franchise Primer

# Franchise Models



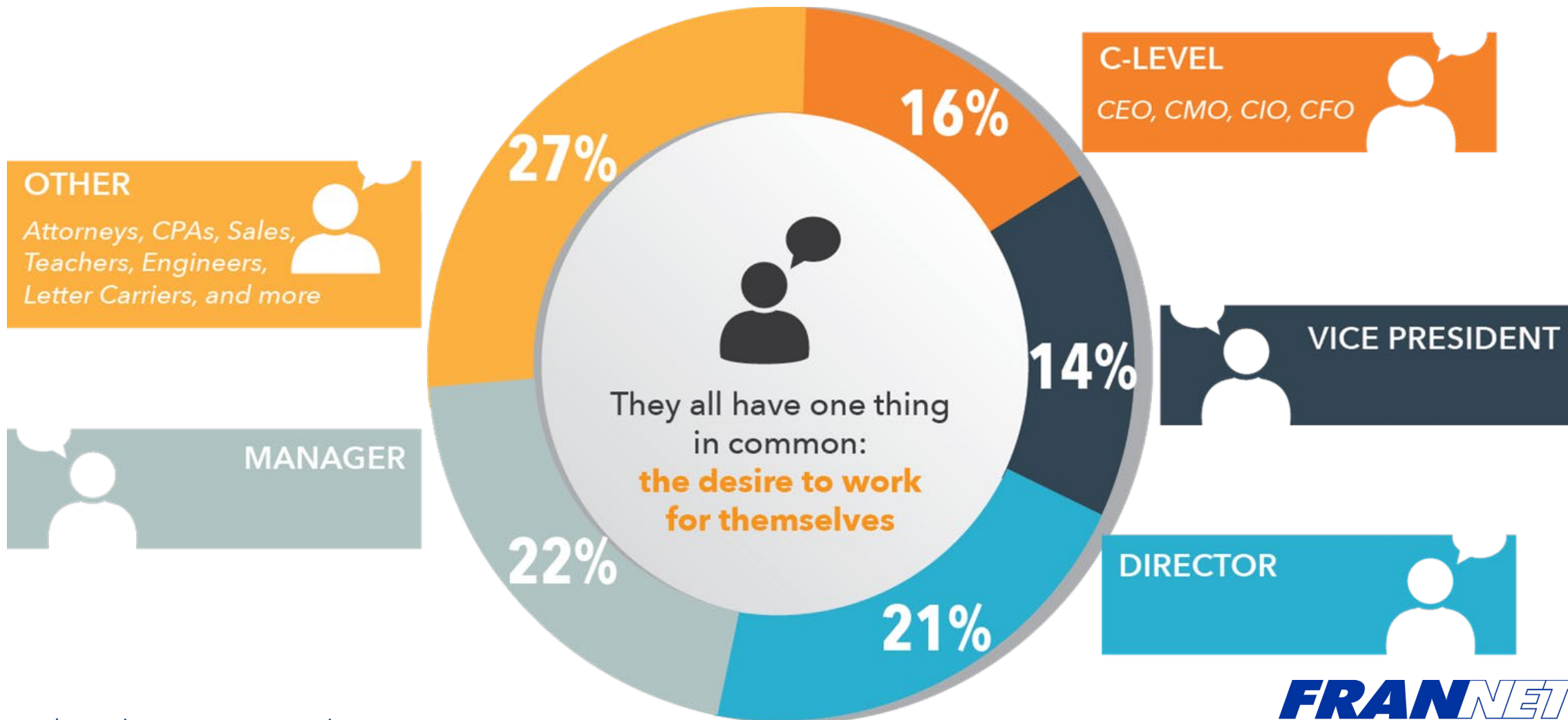
# FRANCHISING FACT #1: WAY more than food and retail!





# Who Buys Franchises?

Owners come from all backgrounds



\*Based on past FranNet placements

# The Changing Faces of Franchising



**71%**  
increase in  
ownership  
among  
**WOMEN**

Women  
represent nearly  
**25%**  
of all franchise  
purchases through  
FranNet



**26%**  
increase in  
ownership  
among  
**MEN**



**93%**  
increase in  
ownership  
among  
**AGES  
20-39**

**FRANNET**  
LOCAL. TRUSTED. FRANCHISE EXPERTS.

# Why Do People Buy Franchises?



Married Women  
with Dependents



Women with  
No Dependents



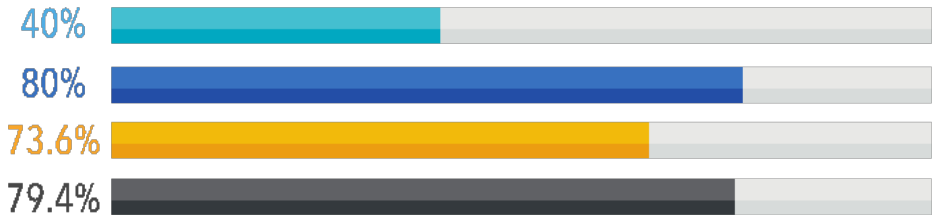
Married Men  
with Dependents



Men with  
No Dependents



## EARNINGS & INCOME POTENTIAL



## QUALITY OF LIFE



## What about multi-generational?

# Research Process and Principles

# How FranNet Helps



Provide education and strategic advice

Help you building your ideal business model

**Gateway to quality franchisors**

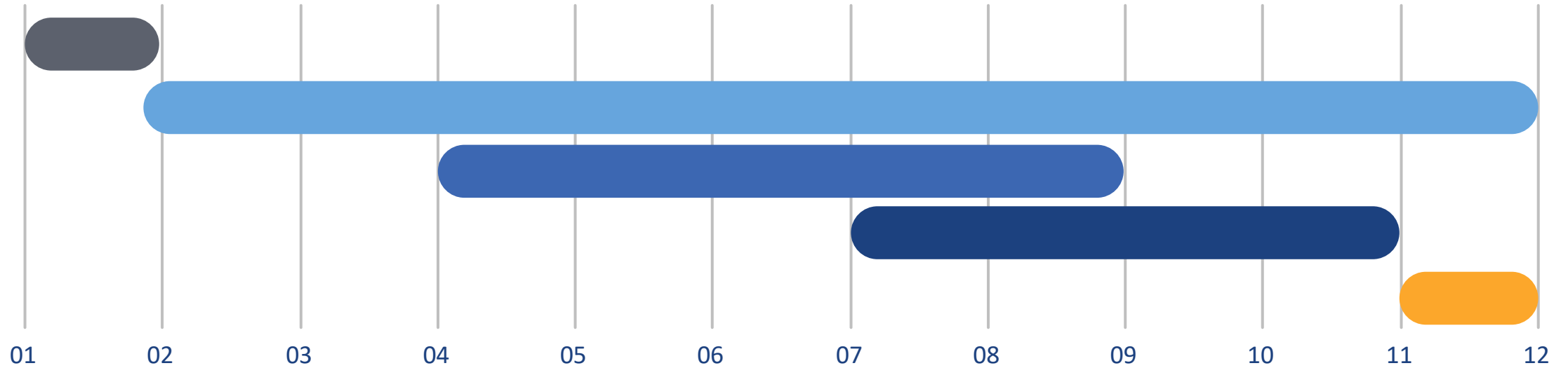
Coaching & support through research

Comprehensive tools

# Research Process: 5 distinct stages







Time commitment:

10-15 hours/week

for 10-12\* weeks

# Research Principles

Approach with an *Investor Mindset*

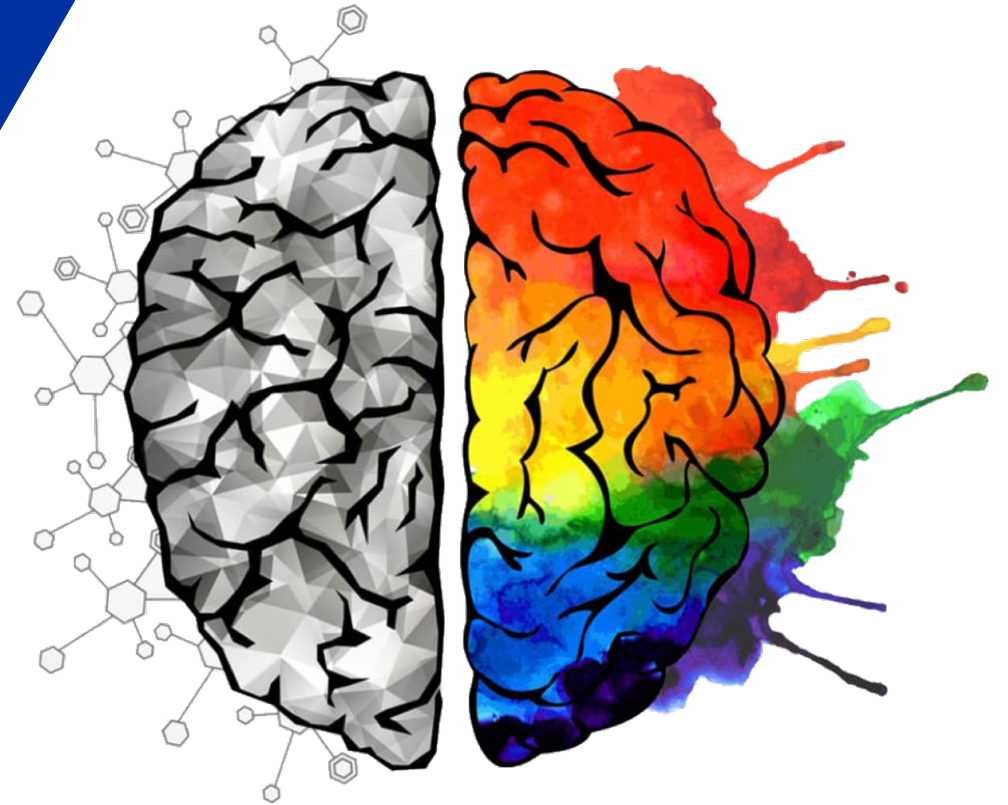
Reallocation of assets

Return on *investment*

Return on *effort*

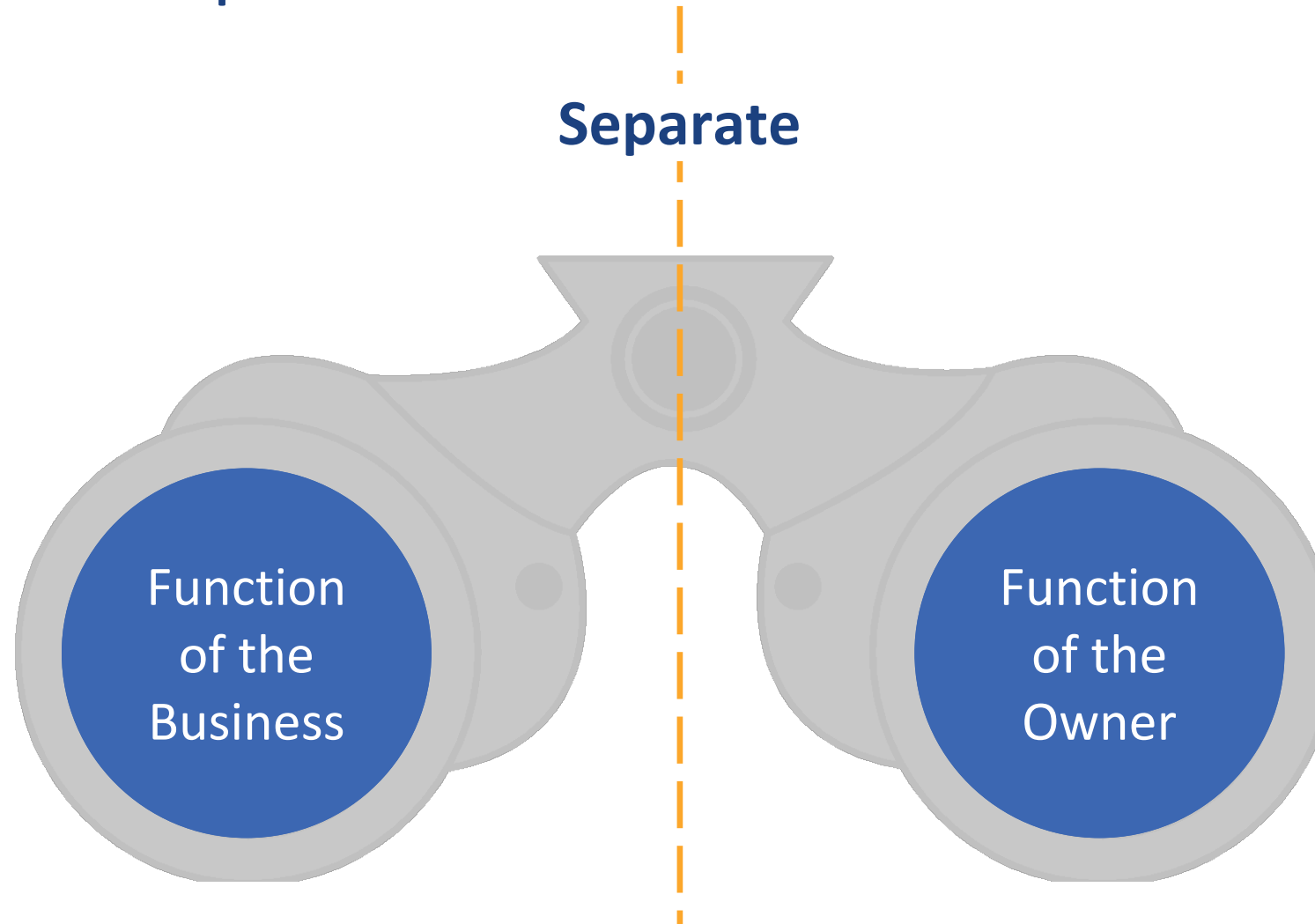
Fits with your plan

Must get to “OK enough” with risk





# Research Principles



# Strategy

# Research Process



# ENTREPRENEUR

# PROFILE

POWERED BY **FRANNET**

To discover your entrepreneurial results, Complete our **NO-COST, SECURE [ENTREPRENEUR PROFILE](#)** [\(click here\)](#)

Completing your **Entrepreneur Profile** will help determine which types of franchise ownership might be right for you.

You'll learn more about yourself as an Entrepreneur, such as:

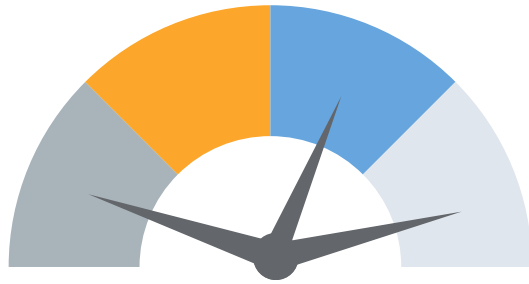
- **Your business needs/wants**
- Your leadership & work style
- **Your core competencies in business**
- Your best-suited businesses

*This assessment will take approximately 30 minutes to complete.*

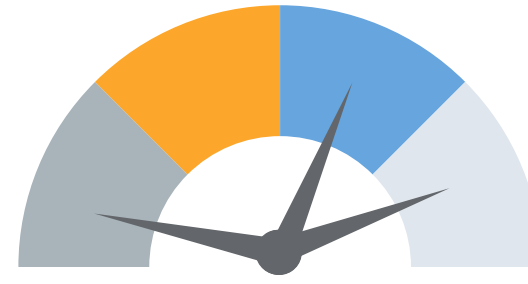
“

*Crystallize your Game-Plan*

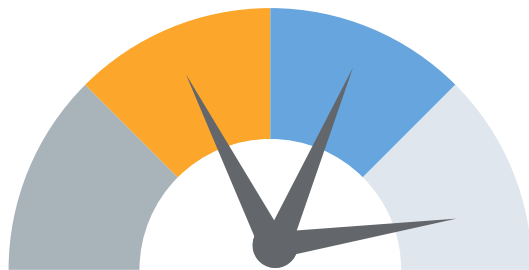
## Your transferable skills



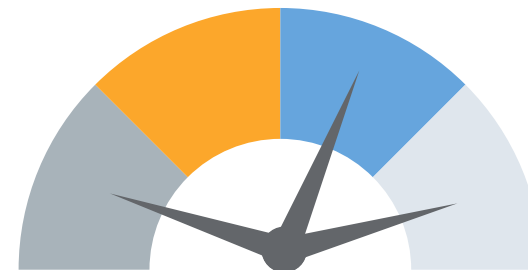
Sales & Marketing



Operations & Management

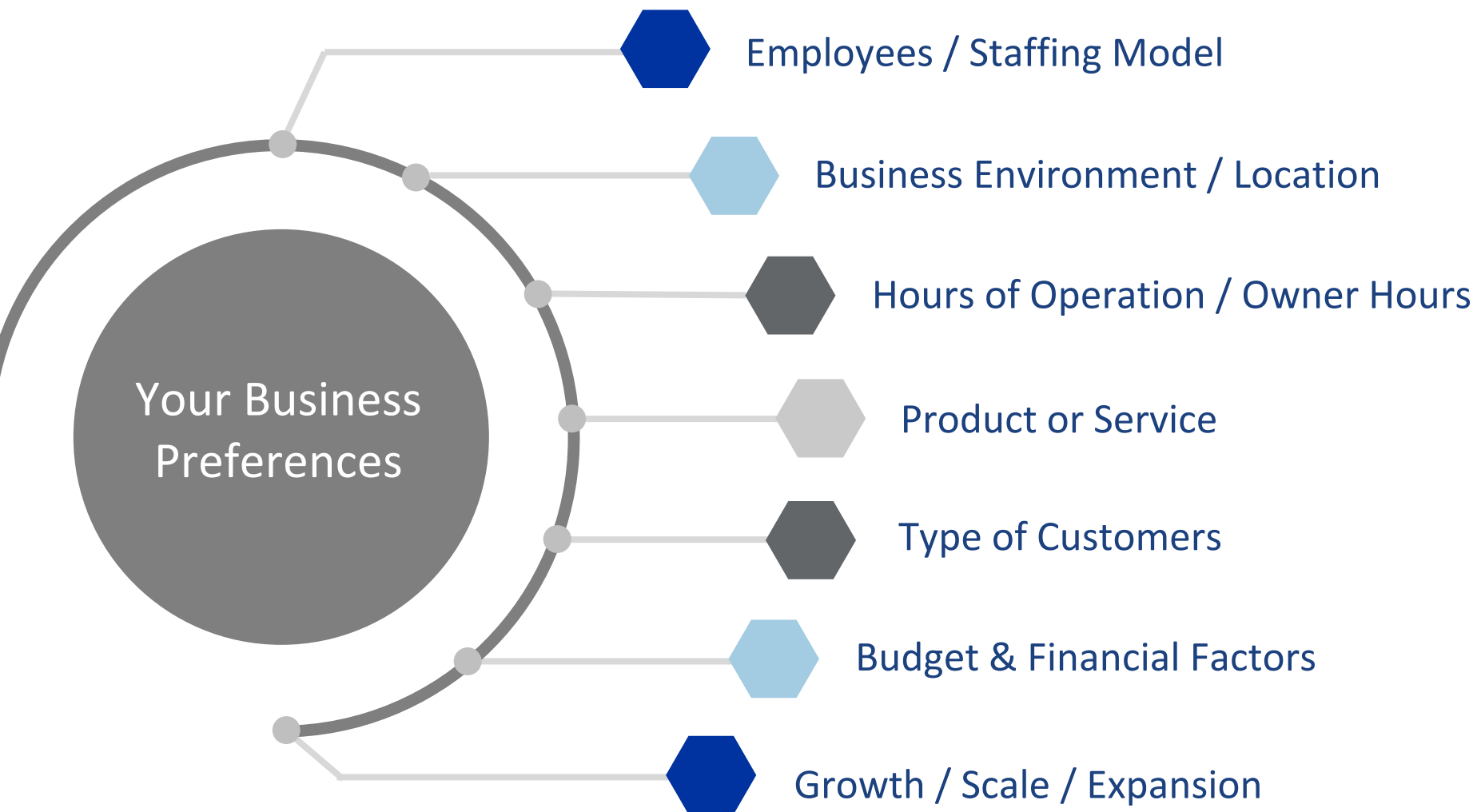


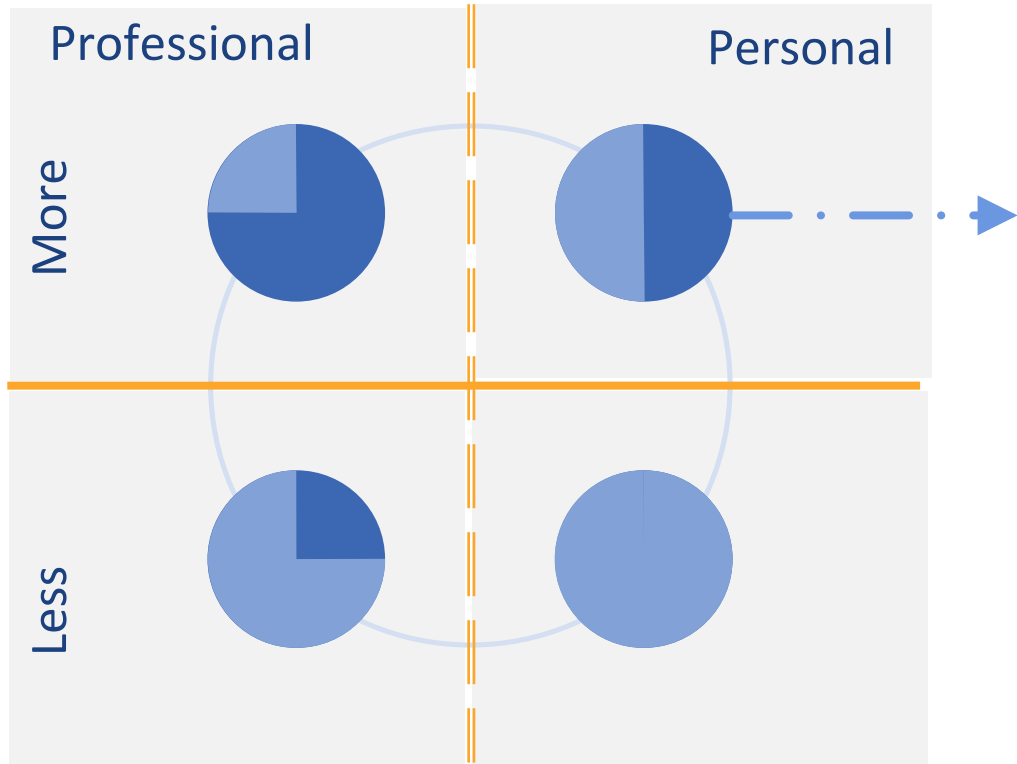
Customer Service



HR/financial Management

Strategy





**Central Theme:**

What and How the business needs to deliver in all areas of your life



# Your *Why*

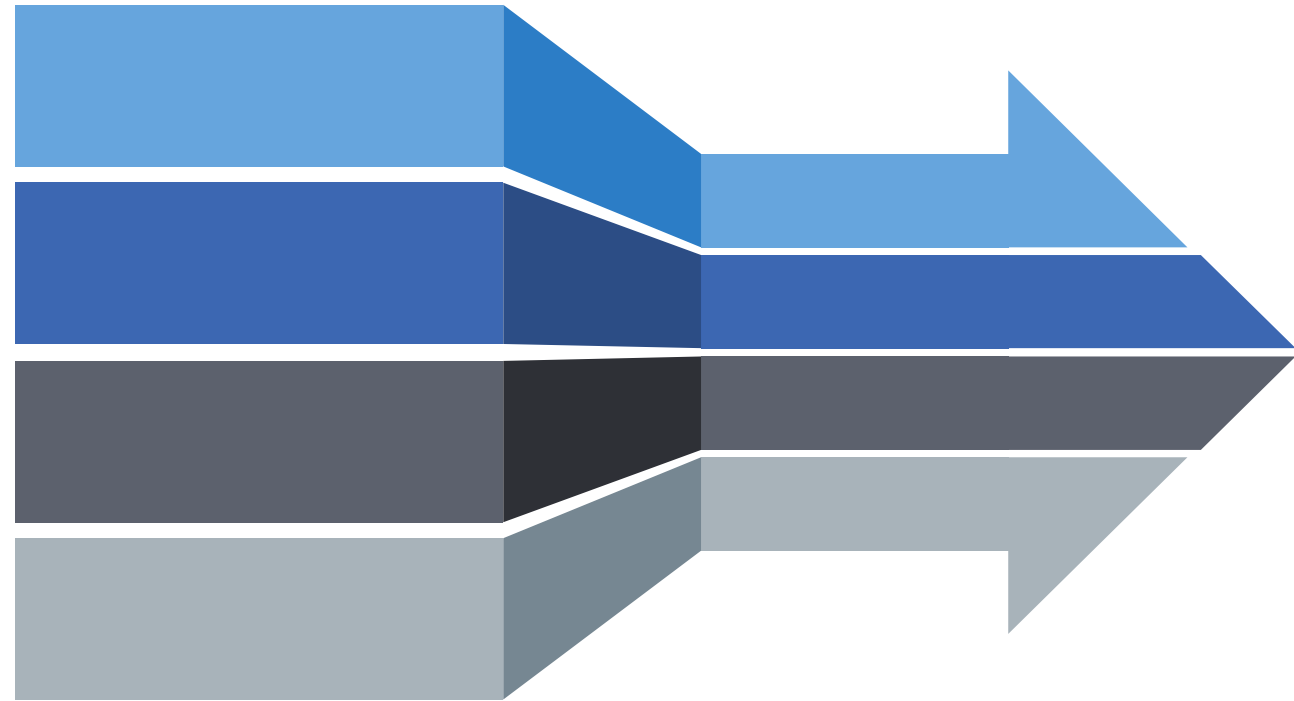
Moving ***AWAY*** from?

Employability barriers (ageism)

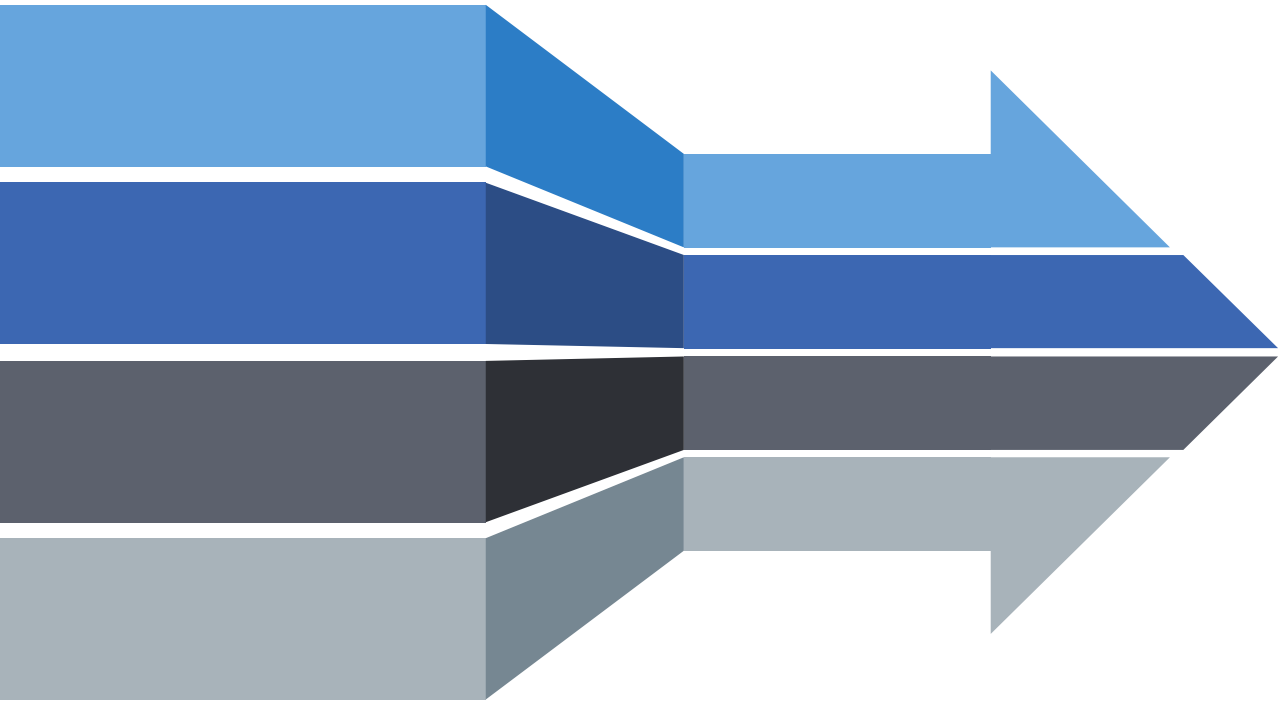
Lack of freedom and control

Bad bosses, office politics

Demanding work hours



# Your *Why*



What are you moving ***TOWARD?***

Exciting new challenges

Control of career

Better lifestyle, time with family

Contribution, serving community

“

*Firm up your budget*

# Investment Breakdown

Franchise Fee

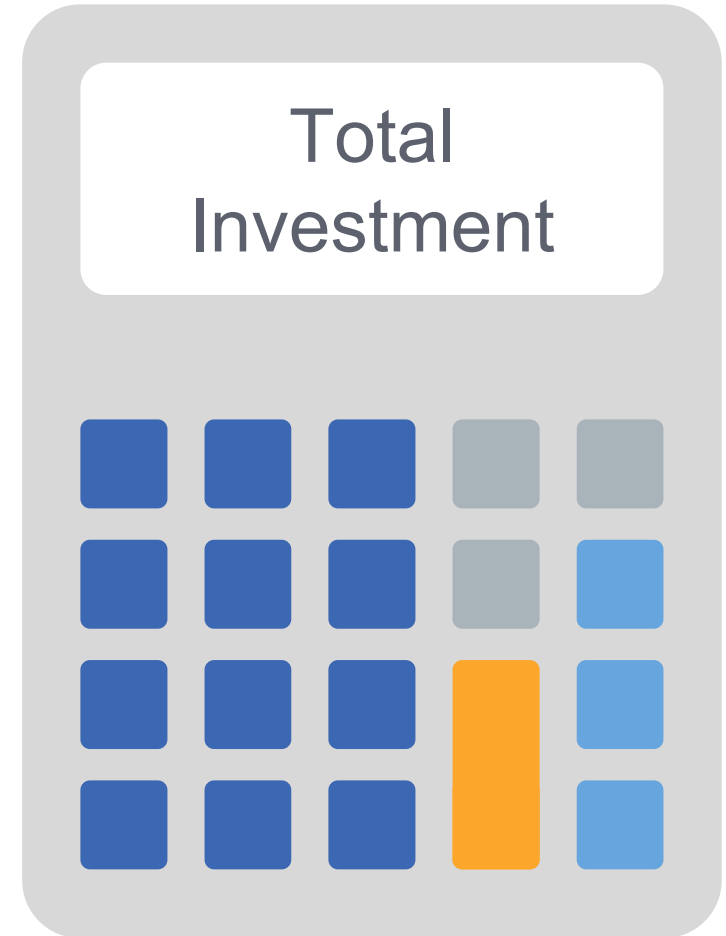
Start-Up

+ Working Capital

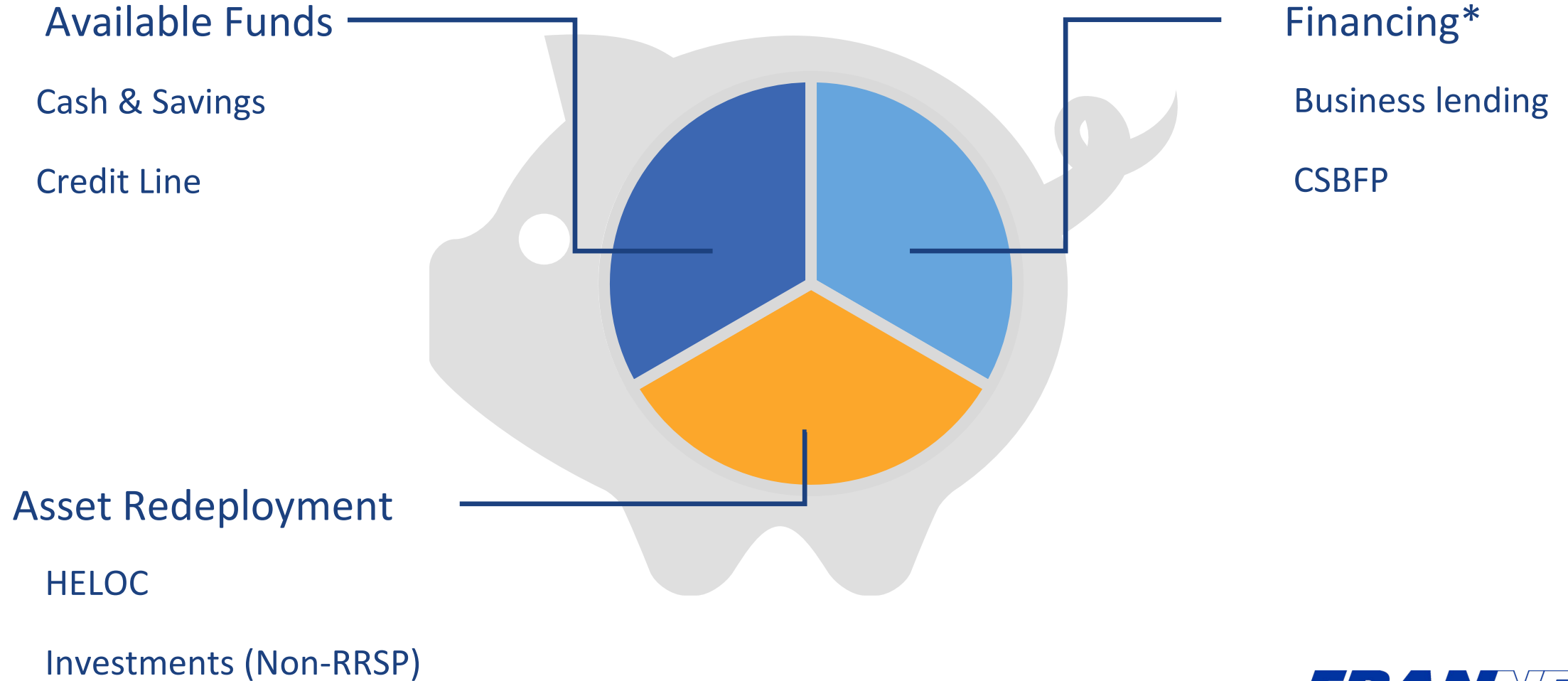
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Total Investment

+ **Personal Working Capital** (Living Expenses)

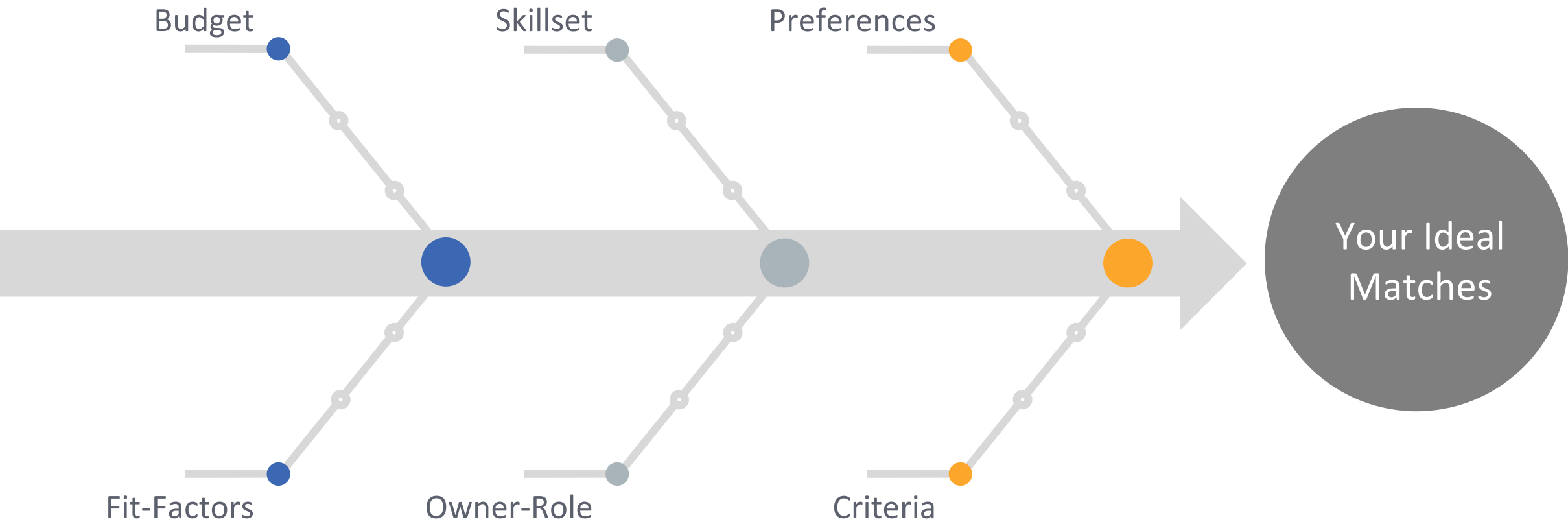


# Investment Strategy



\* Can finance upwards of 60% of total investment

Strategy

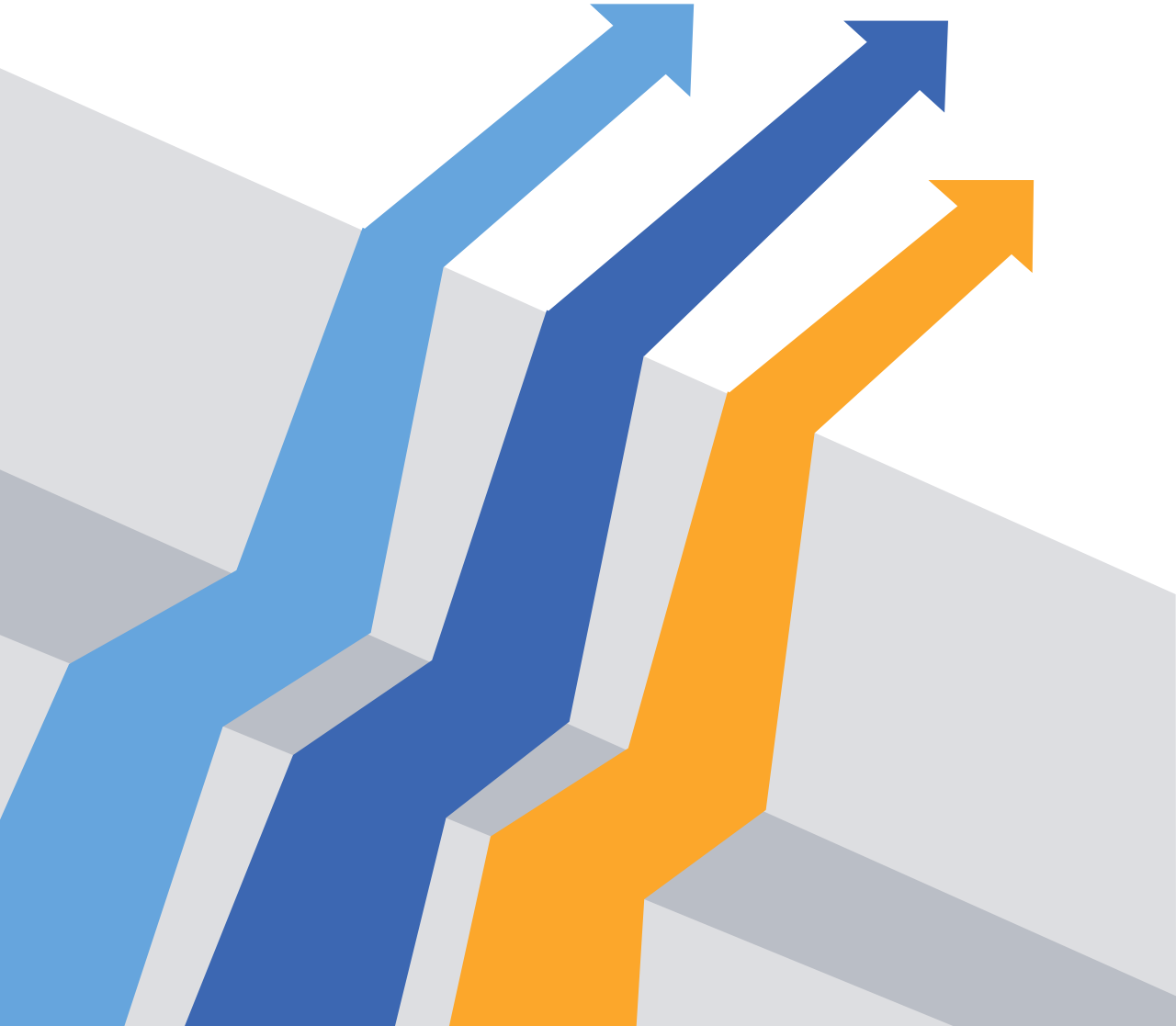


# Research Process





Research



Never just one



Not too many (3-5 max)



Research in parallel



# Risk Mitigation

# Risk Mitigation: Safest Businesses In Our Current Economy



Driven  
By  
Demographics



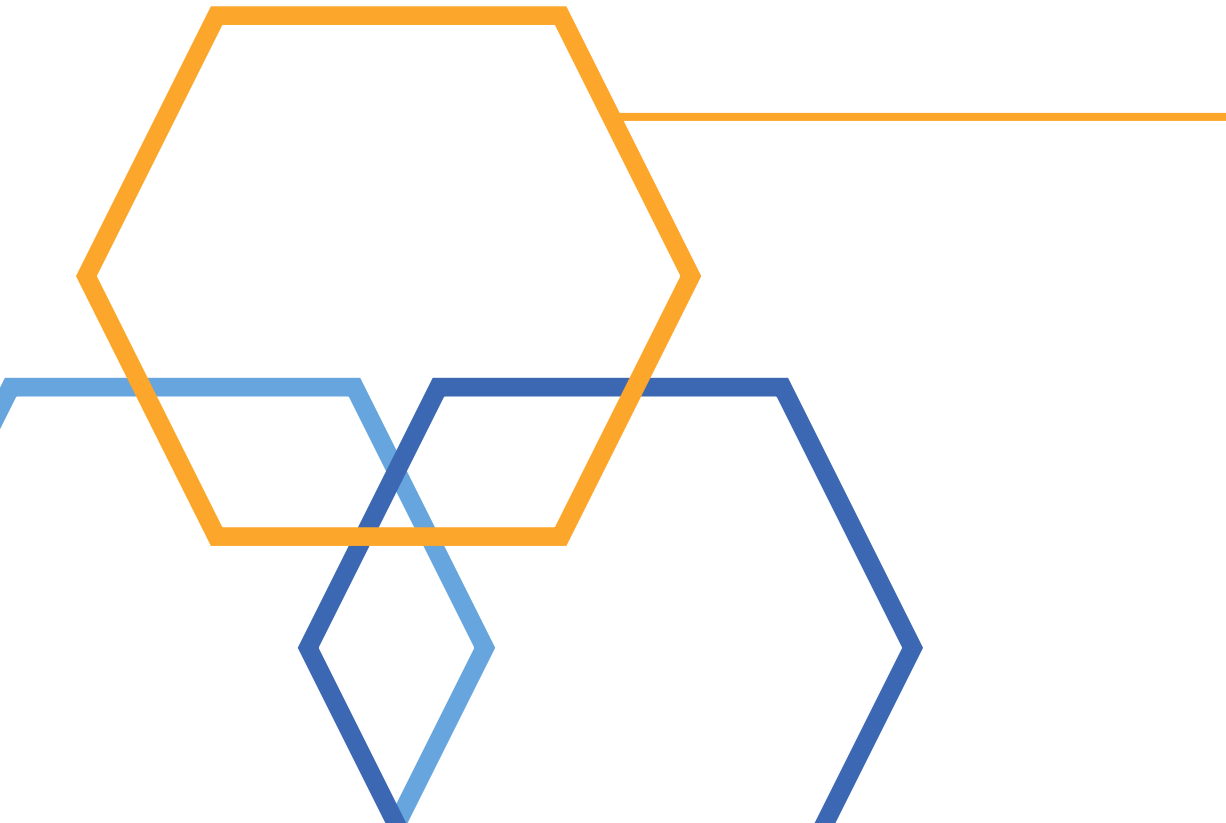
Senior Care Services

Residential Services

Residential Repair

Home Renovations

# Essential Services



Automotive Repair

Damage Restoration

Home Maintenance

Hair Care

Helping  
Businesses  
Thrive



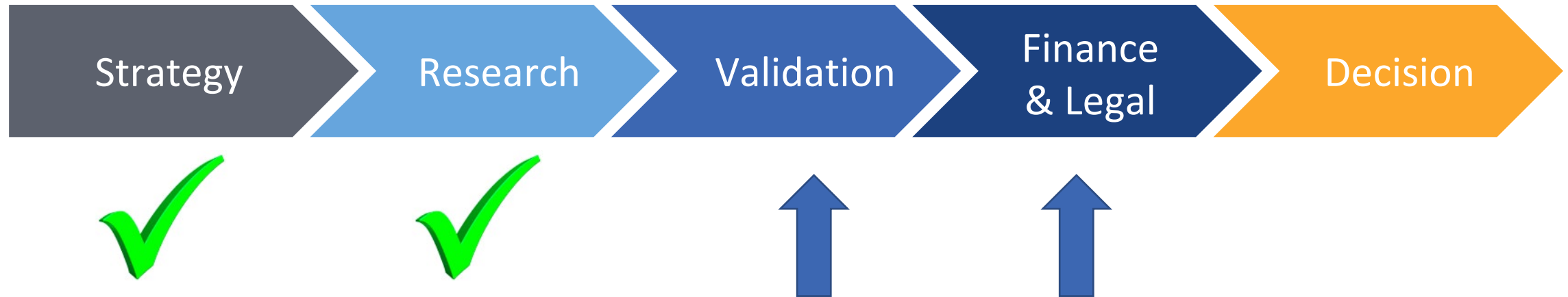
Staffing & Recruiting

Employee Training

Digital Marketing

Professional Services

# Research Process





# Decision Making



# Avoiding biggest Pitfalls

Emotionally-Based Decision

versus

Balance of Logical and Emotional  
Elements

Affinity for product or service **as main criteria is a recipe for disaster!**

Ensure your research is based on careful consideration of each critical role that's required to drive success







Decision



Fits your plan

Your *What*

Your *Why*

Success Elements



Decision



## Logical components

Fits your budget

Meets financial objectives

Goals can be achieved

Works with lifestyle, family



Decision



## Emotional components

Love of critical roles

Conviction of value proposition

Trust and respect franchisor, leadership

Relate with franchisees

# Prospective Buyer Profile

# Strong Prospective Buyer Profile



Strong desire to be self-employed, but unsure of options, where to look



At least \$100,000 liquidity



+ 5 years of corporate experience



Available for full-time engagement



Mid 30s to mid 50s



Being married helps

# Recommended Next Step: On-Demand FranNet Session - Spectrum of Franchising

Watch our Spectrum of Franchising Session at <https://bit.ly/3vL5yC1>

## Spectrum of Franchising: Where Does Each Type of Franchise Fit?

This 25-minute video provides a detailed breakdown of each of the primary categories of franchises:

- Inbound retail (bricks and mortar)
- Territory servicing (no bricks)
- Outbound business to business (light manufacturing)
- Business to business professional services (consulting, etc.)

# Team Information



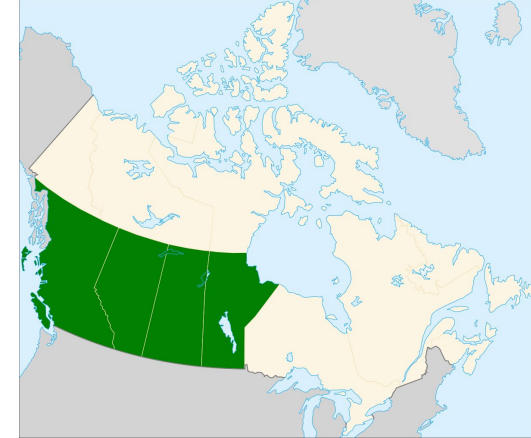
## EASTERN CANADA:

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Lee Smithson



## WESTERN CANADA:

Grant Bullington

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# Contact info / next steps

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