



Beware the Ambush!

Important Considerations On The Road To Business Ownership

Many people find a franchise that catches their interest and believe they might have discovered a vehicle for business ownership that meets their needs. But, after a short time - a few days or a week at most - that interest and even excitement is often gone, before they have done any serious research on the opportunity. What happened?



They were ambushed!

Situation: Spousal Ambush.

Business seekers believe their spouses will go along with any decision they make...but they are often confronted with objections and concerns. The road to business ownership can quickly become complicated by marital discord, making what was so promising appear impossible.

Solution:

Owning a business is a family decision; even before a search begins, married couples need to have frank discussions about the problems and benefits of business ownership. When there is agreement to go forward, both parties should attend any meetings so each have the same information. An added benefit is that one partner may ask a question the other did not consider.

Situation: Friend/Neighbor Ambush.

It is flattering to most of us to be asked for our opinion on a matter, and we usually respond, even if we know nothing about the subject. Friends and neighbors will cheerfully provide their (uninformed) opinions when asked.

Solution:

Give each opinion the worth it deserves based on the knowledge and business experience of the opinion provider.

Situation: Self Ambush.

People often destroy their own dreams of business ownership by confusing casual inquiry with actual research. This is a classic case of "shooting yourself in

the foot." For example, retail business seekers may use the Yellow Pages to find out how many similar businesses are listed...but that provides no clue about the true size of the market or the market niche the business targets. Or, potential competitors are questioned about the business opportunity...and they are unlikely to provide unbiased opinions.

Solution:

Serious research about the industry and the franchise is absolutely required, and the best sources of information are the franchisor and its franchisees. It is especially important to get a copy of the Franchise Offering Circular, which only the franchisor can supply. I can coach you about using that prospectus to learn a good deal about the opportunity. In addition, information about the industry's size, stability and growth may be available from business journals and books at local and college libraries. Ask the librarian for assistance.

Don't be ambushed...either by someone else or yourself. Get all the facts to make an informed decision about purchasing any franchise.

Ideal Franchise Consultants, LLC is in business to help you save money, time, and effort for informed business decisions. For more information, please visit www.IdealFranchiseConsultants.com or send an email to Greg Taylor at gtaylor@IdealFranchiseConsultants.com. For a no cost initial consultation, please fill out the "Request Information" form at www.IdealFranchiseConsultants.com and we will contact you within one business day.

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