

Expand Your Business Through Franchising

THIS COURSE IS DESIGNED FOR

Business owners and entrepreneurs that are exploring the feasibility of expanding their business through franchising would benefit from attending this seminar.

COURSE DESCRIPTION

This seminar will help you make an informed decision from a prospective franchisor's point of view. It will help you plan and structure the franchise program after the decision has been made by the company that franchising its products or services is consistent with its philosophy and its objectives.

YOU WILL LEARN HOW TO:

- Examine your business for franchising feasibility
- Recognize the advantages of franchising your business
- Be aware of challenges you may encounter in franchising your business
- Develop a typical franchise plan and structure
- Prepare for franchise business operations
- Analyze your capital needs

EXPAND YOUR BUSINESS THROUGH FRANCHISING FACULTY

Cheryl R. Babcock has developed programs for, and worked with, franchise professionals in the U.S. and around the world. She is the founding director of Nova Southeastern University's International Institute for Franchise Education and a former Subway franchisee and field representative. She is a member of the original panel of experts in a monthly feature of *Success* magazine entitled *Can This Business Be Franchised?* She has been awarded the Edwin M. Appel prize from the Price-Babson College Fellows Program for bringing entrepreneurial vitality to academe and a recipient of the Free Enterprise Award from the International Franchise Association for the programming she developed in the Institute for Franchise Management at the University of St. Thomas.

Guest franchisor to be announced prior to each offering of the seminar.

HOW TO REGISTER

A \$99 per person/\$89 each additional person from the same company workshop registration fee covers instruction, course materials and light refreshments.

By phone: (954) 262-5071 Or 800-672-7223, ext. 25071
By fax: (954) 262-3188
By email: babcockc@nsu.nova.edu
By mail: International Institute for Franchise Education
Huizenga School—Suite 2088
Nova Southeastern University
3301 College Avenue
Fort Lauderdale, FL 33314-7796

Registration Form

International Institute for
Franchise Education

Expand Your Business Through Franchising

\$99 per person/\$89 each additional person from the same company

Name _____

Name _____

Job title(s) _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email(s) _____

Payment

☐ A check in the amount of \$_____ payable to the IIFE, Nova Southeastern University is enclosed.
This amount represents _____ registrant(s) from the same company.

☐ Please charge \$_____ to: ☐ AMEX ☐ VISA or ☐ MasterCard

Card # _____

Exp. Date _____

Name on card _____

Signature _____