***Franchising.***

Franchising is a unique business concept and has been in the market for more than 60 years and, for the most part, successfully. It helps business owners to reach more customers and generate more and more revenue. If you have decided to enter the business world through franchising, you have made a right decision.

**Understanding your interest level: Before selecting a franchise business, it is important to understand your own self**. This will help in finding out what type of business you would be actually interested in. Examine your long term goals to take the right steps for a bright future in business.

1. **Analyze the required resources**: For different types of franchise business, the requirements are different and it is essential to figure out whether you have the required resources. For instance, if you are planning to take education franchise then you must be interested in this field and have the desire to do something good for the community. Find out the liquid capital (working funds) you have and how much you can afford to borrow when you come up with an idea for something that is very exciting.
2. **List of choices**: Find out a detailed listing of leading franchise opportunities from some franchise website or franchise magazine offering directory services. From both these medium, you can find information about many companies and brands that are franchising their products or services. Select a few options and understand their business modules
3. The next step is to **research the options you have zeroed down upon**. Speak to the concerned franchisers to understand in details about their business in the form of like what type of investment is required, property requirements, and infrastructure and so on. After that, select one franchise business that you like the most.
4. **Search for a location**: Finding an appropriate location is a must for the success of any franchise business. Search one in lieu with the requirements of the franchisers as they know very well about type of location that would be perfect for the promotion of their business.
5. **Business requirements**: Don’t believe in whatever the franchisor have told about their company. A careful analysis about the business prospective is must from your end. Go for some serious phase of discussion to understand every element of the business plan and numbers to make sure that this is what you want.
6. **Meet existing franchisees**: Speak to some existing franchisees to get a real insight into what you would be able to achieve and give you a different perspective of what to expect. They can give you the real picture and hence try to get as much information as possible.
7. **Legal agreement**: Now it is time to understand the legal agreement. If required, don’t hesitate to take help from a lawyer to understand the consequences and then move forward with the sign up. In case you don’t understand anything, ask the franchisor and clear it up
8. **Start your own business**: Once you are done with the agreement, the next steps are to get started with preparing to start your own business. Finalize the location and appoint employees to help you run the business. Now dedicate full time to this business and success will be surely on your way.