

Not finding the right JOB? **Why not start a BUSINESS!**

Franchising as an Employment Alternative – FREE Introduction

Sponsored by:



Many new Canadians in the job market are frustrated by the doors that are closed to them, even in their own professional fields. Lack of Canadian experience, perceived cultural barriers, tough and lengthy accreditation requirements are real factors that get in the way of getting a job. Of course, these concerns disappear when you work for yourself.

Join us for this informative session on franchising as a way of starting your own business. Canada is one of the world leaders in franchising, employing over one million people in all kinds of businesses. If you would rather buy one than work for one, this event is for you.

Some of the best-known and most successful businesses in Canada are owned and operated by franchisees – everyday people who operate one or more franchise units. A 1992 study (conducted by Arthur Anderson & Co.) found that 96.9% of franchised businesses are still operating after 5 years. This compares favourably with non-franchised start-ups that have a significantly higher failure rate.

So for many people, buying a franchise means buying security. So it is critical for prospective franchisees to understand franchising before deciding to jump in. But with about 1200 different types of franchise concepts in Canada, where do you start?

The Canadian Franchise Association is the national voice for Canadian franchising. Members of the CFA must abide by the CFA Code of Ethics and provide detailed disclosure documents to interested candidates. So the CFA is a great place to start.

Hear from CFA members as they speak about their concepts and what it takes to succeed in their businesses. This seminar will guide you through the process of choosing the right franchise based on your education, experience, capital requirements and interests.

Ask the questions you need answered: How does buying a franchise differ from starting a business on your own? What does the franchisor do for the franchisee (you). What does the franchisor expect from the franchisee? You'll also complete a self-assessment exercise that will help you decide if franchising is for you.

Bring your partner, your advisor, your spouse and learn from industry experts as you get closer to making a more-informed business decision.

Tuesday, Jan. 22, 2008, 7:00 PM – 9:00 pm
North York Civic Centre, 2700 Eglinton Avenue W., Council Chambers, 2nd floor,
NW corner Eglinton and Keele. FREE parking.

REGISTER today. Call Duncan Macpherson, 416-855-1319, ext. 4