

## Franchise – a ready-made business?



When looking at ideas for your work at home business - ideas do not necessarily have to be your own. Franchising provides you with the opportunity to take a tried and tested successful business model and make it your own.

When we think of franchises it is usually big fast food chains such as McDonalds and KFC that spring to mind. But there are many more options from carpet cleaning to infant activity classes.

Many franchises are geared up to cater directly for work from home entrepreneurs.

Franchising might suit you if you

Want back up and support in the setting up of your business

Would like an operating system to follow

Would like to have a business with a well know name

If you think a franchise would suit you there are a number of areas to consider when making your choice. There are over 5000 franchises worldwide to choose from.

Firstly you should check whether the franchise you are interested in matches your finances. You can search based on your budget and select areas that are of interest to you. There is even a specific section dedicated to home based businesses. There will be different levels of investment depending on the franchise you select.

<http://www.franchisedirect.co.uk/>

Franchisedirect.co.uk lists Irish franchise ideas.

When you take on a franchise you are paying for the privilege of starting your business with a lower risk, but there is nothing to stop you developing your own business idea.

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And if you already have a successful business and you think you may be in a position to develop your business by expanding through franchising check out the 'How to franchise your business' document from the Irish Franchise Association.

For further information for the potential Franchiser and Franchisee check out:

<http://www.irishfranchiseassociation.com/info.html>

For a more detailed overview of franchising in Ireland check out the Franchise association of Ireland report from 2006:

[http://www.irishfranchiseassociation.com/docs/Survey\\_Franchising06.pdf](http://www.irishfranchiseassociation.com/docs/Survey_Franchising06.pdf)

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