

What Are the Best Franchise Opportunities?

[By Approved Franchises](#)

There are many would-be entrepreneurs who never start their own business because of the risks involved. With any business start-up there is a risk of failure; choosing a well designed franchise business greatly reduces that risk.

The best opportunities are those with a proven track record of helping novice entrepreneurs start and stabilise an exact copy of an already proven business plan. After all, if you already knew what you were doing, you wouldn't need a franchise.

If you already knew what you were doing, you would probably be starting your own, and selling them to others.

How To Judge An Opportunity

Some experts say that the best way to judge the quality of a franchise is through the size of the fee. Not in the simplistic sense of "a good one costs more", or in another simplistic sense of "the cheaper the better".

Ignoring for the moment that the word "franchise" comes from the French word for "free", they say that the fee gives you a look into the motives of the business owner. Are they trying to make a quick buck by selling thousands of expensive units?

Or have they set a medium and reasonable price for their franchise that just covers their costs and discourages those who are insufficiently motivated to make it work?

The Best Kind of Franchisor

With the best opportunities you find a company owner who thinks of his franchisees in much the same way he would think of an affiliate. In fact, a good franchise business and a good affiliate business have a lot in common.

The good owner realises that the better his recruits do, the more money he'll make. He is constantly looking for ways to empower his franchisees and thinks of them as his sales force.

He spends money advertising the company, thinks up marketing promotions that will assist his recruits, and employs a roving team of experts to help fledgling recruits - - and those who are not doing well - - get their businesses moving.

Researching the Best Options

As with almost anything these days, the Internet provides a free and useful tool you can use to help narrow down your search for the best opportunities. You can use it to track down other people who have paid the price and tried to make a go of it with any particular franchise.

In fact, with any successful franchise you're likely to be able to go straight to their Web site and use a "store locator" to find units all over the country.

If you send an email to a few of them, and make it clear that you're not in their area, some of them will get back to you and tell you everything you need to know about that franchisor. It's really amazing how just little bit of research effort can provide a wealth of information these days.