

<<澳大利亚特许经营手册>>

图书基本信息

书名：<<澳大利亚特许经营手册>>

13位ISBN编号：9780731403752

10位ISBN编号：0731403754

出版时间：2006-12

出版时间：John Wiley & Sons

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页数：194

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内容概要

Do you dream of one day being your own boss? Do you already own a small business? What if you could buy a formula for small business success? Welcome to the world of franchising ?a business expansion model that involves buying the licence to operate a recognised brand, using a proven and successful operating formula. Discover the benefits, including: * ongoing training and support * a well-regulated industry and transparent code of conduct * a large network of like-minded colleagues * defined territories of operation that can reduce competition * access to continuous research and development * increased buying power and efficiencies of scale. Of course, there are no guarantees ?business is risky. Due diligence in your buying decision is crucial to success. Start your research here ?The Australian Franchising Handbook is a comprehensive guide to the process of becoming a new franchisee. From planning your vision, to choosing your consultants, researching the market and complying with the regulators, Richard Evans covers every base. Why struggle with untested business solutions? Simple, proven methods are available from a recognised and regulated source. Take the first step towards your dream of small business success ?take the time to learn about franchising. 作者简介： Richard Evans is the CEO of the Franchise Council of Australia and offers experience and understanding of what it takes to enter the market successfully. Richard's experience as a franchisee, small business operator, management trainer, corporate manager and federal politician provides a unique insight into the competencies required to enter the small business franchise market.

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