

Tips for franchisees

There is thousands of franchising business concepts available in the market. However, it is never easy for prospective franchisees to identify the right franchise business for him / her, especially those with no or little experience with running a business. For the new comers, it is recommended that they should approach a franchise consultant or intermediary for advices and assessment on:

- 1.** Potential risk on failing and succeeding, including factors such as finance, legal liability and time.
- 2.** SWOT analysis on prospective franchisee's target brands
- 3.** It is important that franchisee shares the same value and business vision with the target franchise brand

Franchisees should have a realistic view on their own ability and prepare to work devotedly with franchisors to maintain good quality of product and services, so both parties will win.