



What you need to build the future.

The franchise boom

began in the 1950's and 60's, a time when mobile phones and computers were the stuff of science fiction. And the franchise relationship was built on a one-sided model that often did not account for *long-term growth*...

THINGS HAVE CHANGED.

Strong franchisee-franchisor relations and a “win-win” structure are paramount to success. Yet many companies today build their franchise strategies based on that decades-old model. Those who build and run franchise companies as if the rules of the past apply today will be sadly left behind. The *i*Franchise Group works with companies that wish to grow by looking ahead, not behind. Whether you're an experienced franchisor interested in refining or improving your established company or an entrepreneur looking to expand through franchising for the first time, the *i*Franchise Group can provide the real-world guidance and hands-on assistance you need to reach your full growth potential.

Understanding

Vision

Opportunity

Planning

Drive

Courage

“...The best franchise candidates want to be part of the best franchise systems...those in step with today’s times and technology. Working with the iFranchise Group will give you the competitive edge you need to succeed.”

Michael Messer, Marketing Manager, Bridgestone/Firestone

Why franchise?

The rules of franchising have changed. However, franchising's ability to provide accelerated growth has only increased.

FRANCHISING PROVIDES THE CAPITAL FOR GROWTH.

Franchising allows companies to expand without the risk of debt or the cost of equity. Since the franchisee provides the initial investment at the unit level, franchising allows for expansion with minimal capital.

FRANCHISING REDUCES THE RISK.

Since it is generally the franchisee, not the franchisor, who signs leases and commits to various service contracts, franchising allows for expansion with virtually no contingent liability.

FRANCHISING PROVIDES MOTIVATED MANAGEMENT.

Finding and retaining good unit management is one of the greatest challenges facing expanding companies

today. Many business owners know the frustration of training good managers, only to have them one day become competitors. Having on-site franchise owners, who are motivated by the investment of their own money, enables franchisors to eliminate or minimize the reliance on finding and retaining managers. In fact, franchisee-managed stores routinely outperform company-owned stores.

FRANCHISING ENABLES RAPID MARKET SATURATION.

To bring a new concept to market, businesses need to be fast enough to outpace the copycat concepts their success is sure to create. Franchising is generally a company's fastest growth vehicle since it enables franchisors to leverage off the time and efforts of their franchisees.

FRANCHISING PROVIDES THE LAUNCHING PAD FOR GLOBAL EXPANSION.

Many franchisors find that the process of developing and refining their domestic franchise program later provides them with a strong foundation for international expansion. As the global market becomes increasingly important, so does the ability to expand through franchising.



Strategy

Leverage

Growth

Time

Capital

People

“...I personally believe that the iFranchise Group has assembled the single most knowledgeable and experienced team in franchise consulting today.”

Scot Crain, Vice President, Auntie Anne's Hand-Rolled Soft Pretzels

The *i*Franchise Group

is a coalition of top professionals in franchise strategic planning, franchise law, operations training and documentation, franchise marketing and sales, brand development, consumer marketing, and development of Internet-based applications for franchise companies. Our focus goes beyond documentation—to the actual implementation of franchise programs.

THE *i*FRANCHISE GROUP was formed to provide the guidance and assistance today's innovative companies need to compete in today's market. Our mission is to put the power of today's technology and franchised expansion techniques to work for our clients' success.

CLIENT SELECTIVITY: The *i*Franchise Group accepts a limited number of new clients in any given year. The *i*Franchise Group is dedicated to long-term relationships with high-potential clients.

STRATEGIC FOCUS: To compete effectively, today's franchisors need a clear vision of who they are and where they want to be. Each project component is designed to advance a clearly detailed strategic plan.

INDIVIDUALIZED APPROACHES: The *i*Franchise Group doesn't "package" your business for franchising. We provide customized strategies designed to maximize your unique strengths, to work within your available resources, to seize available opportunities and to achieve your specific objectives.

REAL-WORLD EXPERIENCE: The hands-on, no-nonsense approach of the *i*Franchise Group comes from the real-world experience of its team members. Our recommendations aren't based on what we've learned from textbooks but from decades of experience building some of the world's most successful franchise companies.

Operations

Legal

Planning

Expertise

Sales

Training

Marketing

"...When we started with iFranchise Group we only had one clinic open. They put together an extensive program for Strategic Planning, Operations, and Marketing. In less than three years, we had over 190 clinics sold. We highly recommend iFranchise Group to anybody who is considering franchising and wants to poise themselves for explosive growth." John Leonesio, Founder, Massage Envy

Reaching your goals.

Whether you're an entrepreneur considering franchising for the first time, a manufacturer considering alternate channels of distribution, or an experienced franchisor evaluating your current system, the *i*Franchise Group will help you determine the best way to drive your expansion—even if franchising *isn't* the answer.

ASSESSMENT AND STRATEGY DEVELOPMENT: Each new engagement begins with an overall assessment of goals, resources, opportunities and obstacles. This assessment is the key to developing a winning franchise strategy. For some clients, this assessment can be relatively quick. For others, in-depth feasibility analysis is required. For every client, the *i*Franchise Group will outline strategic options, a recommended path of action, and estimated costs.

FRANCHISE DEVELOPMENT: If you decide to pursue franchise expansion of your business, the *i*Franchise Group will help you develop all of the necessary components—business planning, legal

documentation, operations manuals, and marketing and sales materials.

ONGOING SUPPORT AND TRAINING: Once you have embarked on your franchise expansion, the *i*Franchise Group will be there, as a valuable resource in every functional area, to help guide your expansion. We will train you and your staff in all aspects of being a franchisor.

IMPLEMENTATION ASSISTANCE: Beyond support, the *i*Franchise Group can, in many instances, act as an outsourced department of your organization. For some franchisors, initial franchise sales efforts do not cost-justify the hiring of every needed professional

from day one. The *i*Franchise Group can place your franchise recruitment ads, manage your consumer ad fund and promotions, screen and follow-up on initial franchise sales inquiries, help you maintain legal compliance, generate publicity, organize annual conventions, and even visit units to maintain quality control.

INTERNATIONAL EXPANSION: If your goals stretch beyond the bounds of the United States, the *i*Franchise Group can help there too. With extensive international contacts and experience in over two dozen markets outside of the U.S., the *i*Franchise Group will assist with planning, brokering, and even the implementation of international expansion efforts.

Development

Outsourcing

Implementation

Guidance

Assessment

International

"...International expansion is of tremendous importance to us. The iFranchise Group helped us negotiate a license in Japan worth millions, and their input has been vital on structural and planning issues."

Dan Olsen, Vice President, International, Ace Hardware

A bold new future.

The franchising success stories of the 21st century will be written by those who are willing to embrace the future of franchising.

FRANCHISING IN TODAY'S MARKET enables business owners to grow innovative concepts into viable businesses, introduce new products and services with lightning speed, and transform dynamic, growth-oriented companies into regional, national and international powerhouses.

THE *i*FRANCHISE GROUP can help you determine the best strategies for growth in this new era and help you deploy emerging technologies for your competitive advantage. We can help you create a franchise relationship with your franchisees that will help you succeed, and continue to succeed, well into the future.

To learn how the *i*Franchise Group can help you build a bold new future for your company, we invite you to speak with an *i*Franchise Group consultant at 708-957-2300.

CONNECTED

Success

Growth

Results

Opportunity

"...The days of cookie cutter, one-size-fits-all franchising are long past. The *f*Franchise Group takes an individualized approach focused on long-term success."

Pat Walls, Director of Franchising, McAlister's Deli
(named to the *Inc. 500* fastest growing companies two years in a row)

iFranchise Group Services

- Franchise feasibility assessments
- Franchise audits
- Strategic planning for franchise growth
- Business plans
- Franchise legal documents*
- Franchise operations and training documentation
- Marketing strategies and plans
- Franchise sales brochures / E-brochures
- Sales and training videos
- Franchise sales and implementation assistance
- Franchise executive recruiting
- Franchise search assistance
- Retail and prototype development
- Website content, design, and development
- International expansion assistance
- Enhancement of dealer or distributor programs
- Licensor programs

*Provided by independent counsel



FRANCHISE CONSULTANTS