

Booklets can advise prospective franchisees

So you want to start a franchise. You're successful at what you do as an independent business owner and operator, you've been asked on several occasions if you've ever considered franchising, and you feel the time is right to take advantage of this prospective business opportunity.

If this scenario describes your current situation, then read on. As a marketing consultant to independent business, I have worked with many business owners who have been asked to franchise at one time or another. After all, isn't an opportunity to franchise the ultimate compliment of a job well done?

IN MANY situations the subject comes up as the telephone calls start coming in from friends and strangers who want to begin businesses much like your own. "Can you help me? I need some advice . . . I'll pay you whatever you want." After receiving 10 or 20 telephone calls of the same type, you start to wonder if this is opportunity staring you in the face. But every opportunity that arises to an independent business owner or manager may not represent the right opportunity over the long haul.

WHEN IT comes to franchising, there are several issues that must be



focus: small business
Mary DiPaolo

dealt with and understood before taking the plunge. Some food for thought includes, "Am I ready to take an active role in planning the future of someone else's business across all areas of the operation? What are the legal considera-

tions, especially if my franchisee fails or a contract dispute comes up? How much will it cost me to get the franchise going?" And that's just the beginning.

There are a number of publications that are available at minimal cost to assist potential franchisees with making the decision to franchise. These include "Franchising in the Economy," which presents the Department of Commerce's statistics on the franchise industry. The booklet costs \$4.50 and is available through the Government Printing Office, Washington, D.C. 20402. "Twenty-One Questions," a 16-page booklet that presents the most commonly asked questions about franchising, is \$1 from the International Franchise Association, 1025 Connecticut Ave. N.W., Suite 707, Washington, D.C. 20036.

"FRANCHISE INVESTIGATION and Contract Negotiation" is sold for \$3.95 by Pilot Books, 103 Cooper Street, Babylon, N.Y. 11702. A series of eight audio cassette tapes called "Is Franchising for You?" sells for \$89.95 from the Franchise Learning Center, 20 Lottington Road, Glen Cove, N.Y. 11542. Mary DiPaolo is the owner of MarkeTrends, a Farmington Hills-based business consulting firm. She is also producer and host of the cable television series, "Focus: The Small Business Environment."

datebook

● LOW-COST ENTREPRENEURSHIP

Thursday, Oct. 8 — "Low-Cost Entrepreneurship Opportunities" offered in two parts: 2-5 p.m. and 5-8 p.m. in Detroit. Fee: \$10. Information: 825-4600. Sponsor: Detroit Urban League.

● BUYING A BUSINESS

Thursday, Oct. 12 — "How to Buy a Business" offered 1:30-3 p.m. and 7-10 p.m. in Southfield. Fee: \$95. Information: 546-0050. Sponsor: Strategic Partnership Project.

● TAX PROFESSIONALS

Monday, Oct. 12 — National Association of Income Tax Practitioners meets in Farmington. Information: Carol Bullock, 681-2150.

● FRANCHISE WORKSHOP

Monday, Oct. 12 — "Pros and Cons of Franchising" workshop offered at 2080 W. Big Beaver, Troy. Fee: \$10. Information: 649-6646. Sponsor: Start A Business Store.

● ROBOTICS INTERNATIONAL

Tuesday, Oct. 13 — Detroit Metro Robotics Chapter 235 meets. Information: 377-7509.

● PROFITABLE PRACTICE

Tuesday, Oct. 13 — "Keys to a More Profitable Practice" offered from 8:45 a.m. to 5 p.m. in Southfield. Non-member fee: \$175. Information: 655-2288. Sponsor: Michigan Association of Certified Public Accountants.

● VENTURE CAPITAL

Tuesday, Oct. 13 — Southeastern Michigan Venture Group meets in Southfield. Information: Ann Martyn, 779-9882.

● INDUSTRIAL MARKETERS

Tuesday, Oct. 13 — Industrial Marketing Group meets in Southfield. Information: Helene Lieberman, 354-9918.

● HOME BUSINESS

Tuesdays, Oct. 13, 20 — "Starting and Running a Business from your Home" for women entrepreneurs begins at 7:30 p.m. in Bloomfield Hills. Fee: \$20. Information: 645-3635. Sponsor: Cranbrook Schools.

● BARTER EXPO

Wednesday, Oct. 14 — Free fall Barter Expo 4-9:30 p.m. at the Southfield Civic Center, 10 1/2 Mile and Evergreen roads. Information: 544-1350.

● INTUITIVE MANAGEMENT

Wednesday, Oct. 14 — "Intuitive Management . . . When a Hunch Means a Bunch" begins at 7:30 p.m. in Bloomfield Hills. Fee: \$10. Information: 645-3635. Sponsor: Cranbrook Schools.

● PLANNING FORUM

Wednesday, Oct. 14 — International Society for Planning and Strategic Management meets. Information: Bob Stonehouse, 244-4401.

● INSURANCE BRIEFING

Wednesday, Oct. 14 — Breakfast briefing in Detroit on economic and business trends and the insurance industry. Information: Barbara Elperin.

● BEGINNING SPREADSHEET

Thursdays, Oct. 15 to Nov. 5 — "Beginning Spreadsheet using IBM PC and Lotus Symphony" offered 7-9 p.m. in Bloomfield Hills. Fee: \$75. Information: June Pasang, 645-3635. Sponsor: Cranbrook Schools.

● INVESTMENT INFORMATION

Thursday-Saturday, Oct. 15-17 — Investors Gallery of stock investment information offered 2-6 p.m. Thursday and from noon to 6 p.m. Friday and from 10 a.m. to 4 p.m. Saturday in Detroit. Free. Information: 543-0612. Sponsor: National Association of Investors Corp.

● COMMERCIAL BROKERAGE

Friday, Oct. 16 — "The How-To's of Commercial Brokerage" continuing education class begins at 9 a.m. in Detroit. Non-member fee: \$85. Information: Brenda Zimmerman, 259-0400. Sponsor: Detroit Board of Realtors.

● SMALL BUSINESS GROWTH

Friday, Oct. 16 — Growth strategies for the going concern conference held all day in Union Lake. Fee: \$75. Information: 360-2041. Sponsor: Oakland Community College.

● CHRISTIAN MEN

Friday, Oct. 16 — Full Gospel Business Men's Christian Fellowship meets in Farmington. Information: Stanley Marcotte, 464-7291.

● WOMEN IN MICHIGAN

Friday-Sunday, Oct. 16-18 — "Women Meeting the Challenge in Michigan" conference in Detroit. Non-member fee: \$175. Information: 963-5088. Sponsor: Women's Economic Club.

● PERSONNEL CONSULTANTS

Friday-Saturday, Oct. 16-17 — Annual convention of Michigan Association of Personnel Consultants in Troy. Non-member fee: \$200. Information: 759-6910.

● 50+ FINANCIAL PLANNING

Monday, Oct. 19 — "Financial Planning for the Fifty Fifties" class offered 7:30-9:30 p.m. at The Community House, 380 S. Bates, Birmingham. Fee: \$12. Information: 644-5832. Sponsor: The Community House.

● FRANCHISE WORKSHOP

Monday, Oct. 19 — "Pros and Cons of Franchising" workshop offered at 2080 W. Big Beaver, Troy. Fee: \$10. Information: 649-6646. Sponsor: Start A Business Store.

● FINANCIAL PLANNING

Monday, Oct. 19 — Free financial

planning seminar for people within 10 years of retirement begins at 7:30 p.m. in the Bloomfield Township Library. Information: Shirley Pelsner, 626-1800. Sponsor: IDS/American Express.

● OFFICE BUILDING DEVELOPMENT

Tuesday, Oct. 20 — "Inside Story on Property Development" lecture on office building development by

Peter Burton of Burton-Share Inc. offered 6-8 p.m. at the McGregor Memorial Conference Center in Detroit. Fee: \$40 (includes parking and refreshments). Information: Lynne E. Fuller, 577-4710. Sponsor: Wayne State University's college of lifelong learning.

● TIME MANAGEMENT

Tuesday, Oct. 20 — "Office Time — Make It Work for You" class of-

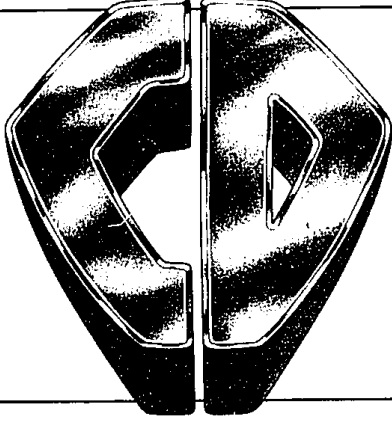
fered 7-10 p.m. at The Community House, 380 S. Bates, Birmingham. Fee: \$28. Information: 644-5832. Sponsor: The Community House.

● SINGLE BUSINESS TAX

Tuesday, Oct. 20 — Single business tax workshop from 8 a.m. to noon in Southfield. Information: 485-3409. Sponsor: National Federation of Independent Business/Michigan.

Information for this column should be sent to the business editor, Observer & Eccentric Newspapers, 26251 Schoolcraft, Livonia 48150. Information must be received by Monday to be published in the following Thursday issue. Publication cannot be guaranteed. Information should contain a daytime telephone number where information can be verified.

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