

# **Your own Franchise Business?**

**How to avoid all the traps and pitfalls  
to buy the franchise that's right for you**

**by**

**Carl French & Kirsten Gibbs**

Facture International Ltd  
PO BOX 354  
St Albans  
Hertfordshire  
England UK  
AL2 3YZ

Tel: +44 (0)1923 892992

Fax: +44 (0)1923 892993

Email: [information@facture.co.uk](mailto:information@facture.co.uk)

Website: [www.facture.co.uk](http://www.facture.co.uk)

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## **Carl French**

*“A highly successful business innovator who shares his know-how in an engaging way.”*

## **Kirsten Gibbs**

*“A business advisor who understands the issues and gives hands-on help that she knows works.”*

“If you’re thinking of buying a franchise this guide is essential reading.

Although buying a franchise can be a fantastic way to get up and running with your own successful business there are many traps and pitfalls for the unwary buyer. Indeed that is exactly what prompted the production of this short handbook. We have a regular stream of people coming to us seeking help after they have bought the wrong franchise. Some of these people are very intelligent and sensible individuals who admit that they have made a foolish mistake – often because they got carried away by a very strong sales promotion for something that had real appeal.

In many cases all we can do is advise them to speak to a solicitor who may be able to help them. In some cases that works because the franchisor (the seller) has got them to sign an unreasonable agreement or has not kept its side of the agreement but not always. Sometimes the franchisee made a poor choice and has to live with it.

So, we decided to put together an inexpensive handbook to help anyone who is thinking of buying a franchise make a better choice by being well informed about the issues. We recognise that there is a limit to what you can gain from just reading a handbook but we believe that all the purchasing problems we have witnessed over the last three years would have been avoided if the franchise purchaser had read this handbook first.

There are lots of very good franchises on offer – why not buy the one that right for you!

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## What next?

Here are a number of ways you can take owning your own franchise forward yourself. Please contact Factice International Ltd by phone, email or post using the details given below.

- ✓ Buy this book
- ✓ Attend a Franchise Roadshow.
- ✓ Book a free consultation to discuss your own ideas for a franchise and to get independent advice and guidance on finding the right one.
- ✓ Book Carl French as a speaker at your own event.
- ✓ Obtain further copies of this book for those you think would be interested.

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Email: [information@factice.co.uk](mailto:information@factice.co.uk)  
Website: [www.factice.co.uk](http://www.factice.co.uk)