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New Zealand has more franchises per capita than any other country in the world. The New Zealand psyche is such that we enjoy being our own bosses. The benefits that can be obtained by franchising is a recognition that we can capitalise on other peoples expertise in a way that will produce a better result for both parties. A franchise is a little bit like a marriage in that it really does rely on a very good productive relationship.

For franchises to succeed their needs to be mutual respect and the franchisee should be prepared to accept a greater degree of control by the franchisor than would be the case if you were operating your own business. If you like to be a sole operator, franchising may not be the appropriate vehicle for you.

Sometimes people see the control that is reflected in a franchise agreement as a negative. However generally it is for the benefit of all the franchisees as it provides the franchisor with the necessary tools to rein in a rogue franchise. Brand protection is the key to an ongoing successful franchise system.

Claire Byrne
Business Law Expert