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Cobranding - A Success

Story - An article by Stephanie Schomer,
Entrepreneur Magazine

Dippin' Dots and Doc Popcorn have figured out the perfect formula for successful co-branding.

Stephanie interviews Steve Rothenstein, the Senior Director of Franchise Development. Steve gets into this perfect salty and sweet union of brands.

Compared to other attempts from food companies to co-brand, Dippin' Dots and Doc Popcorn have created a blueprint to follow.

Stephanie, with the help of Steve, dives into the strategies implemented and the research that went into their success. They look at the past, present, and toward the future of co-branding franchise models.

They also get into the right candidate for this kind of operation and the advantages and disadvantages of running a model like this. Click the title and photo to learn more!



Do's and Don'ts for Getting a Small Business Loan - An article by: Annie Pilon, Small Business Trends

Make sure you have all the necessary information ready before applying for a small business loan! Plus, some extra tips!



The Senior Boom – An article by David Campagna, BrightStar Care

Senior Care is one of the most rapidly-expanding, and lucrative industries within franchising. Don't take it from me, see what David Campagna from BrightStar has to say about it!

Franchising for Our Veterans

by Natalie Barnes, President @ Business Alliance, Inc.



Why do many franchises market directly to our veterans? Why has our franchise community committed to our veterans by providing business opportunities that may include a discounted franchise fee?

The training and service our veterans have experienced are directly beneficial to franchise ownership:

- Strong work ethics
- Desire to serve
- Team player
- Understanding standard operating procedures!
- Commitment and drive to improve themselves, their families, and their communities

These traits create a natural transition from veteran to business ownership. The challenge may be in the selection of what franchise to own. And that is where our franchise consultants play an important and significant role.

Imagine a methodical process that puts you in the driver's seat to insure you make an educated, competent decision. Our consultants review lifestyle and financial goals to insure there is alignment with the franchises you review. They **know** the franchises well suited for our veterans. *And it is not only about a discounted franchise fee.*

The decision to own a franchise is a long-term commitment. We deeply respect that commitment and know the proper due diligence will create the results and success one desires.

Thank you for those who serve! We honor YOU!

FOR MORE INFORMATION ON FRANCHISING
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