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May 2019

The Franchising Future: Ten Reasons Why Millennials Can Make Perfect Franchisees

- Fiona Simpson, Contributor Forbes

Statistics are showing that more millennials are starting businesses at a younger age than previous generations. Baby Boomers were reported to have launched their first business venture aged 35 years old on average, with Millennials starting their first business around age 27. It's clear that any franchisor ignoring millennials as the future of franchising does so at their peril!

Fiona outlines 10 reasons why a millennial can make the perfect franchisee:

- They want to make a difference and they're community minded
- They think creatively and have fresh ideas
- They're tech savvy
- They're all over social media
- They love to collaborate and to work as a team
- They want to learn and they want to be mentored
- They're relevant and in touch
- They want to work flexibly
- They're hungry for success
- They're happy to take calculated risk



Pet Supplies Plus Franchise Love and Love Story – Helen Bond, Franchising.com

Pet Supplies Plus franchise owners Addy and Matt Shattuck were initially drawn to the brand because of the uniqueness of the concept and their passion for pets. They found a franchise



The importance of communities – Jenny Anderson, Senior Reporter, Quartz

Success is a relative term, and many people mistakenly measure it based on career achievements rather than thinking about the community and bonds people build, Jenny Anderson argues. The illness and eventual death of her brother helped Anderson see how strong social ties are what ward off loneliness

We've Come a Long Way! written by Natalie Barnes, President of Business Alliance, Inc.



There was a time when someone would mention “franchise”, and the thought would go to a food franchise or another product that was nationally or internationally branded.

The business format franchise did not emerge until the late 1900’s, even though the franchise model started a hundred years prior. Companies such as Singer sewing machines or the automotive dealerships such as Ford used a licensed or distribution format.

Today we have thousands of options in front of us with the business format franchise offering a complete method to do business. This includes support, business and marketing plans, and operations manuals.

How do you choose what franchise model is best? Our BAI Franchise Consultant can create the connection from your strengths, your location, your finances, and your goals to the requirements and availability a franchise may have resulting in the ***right fit***. Why not see what is out there?!

FOR MORE INFORMATION ON FRANCHISING
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