

Action stations

Take action, take control of your future and pay a visit to the Melbourne Franchising and Business Opportunities Expo.

Business opportunities galore await the visitor to the Franchising and Business Opportunities Expo in Melbourne in August and the exhibition is an ideal way to investigate your options. If you've just started to think about the possibilities of running your own business, with a franchise system in place to support you, then there will be plenty for you to discover as you meet with franchisors, talk to franchising experts and drop in to the free seminar program.

If you're making the move into running your own business very soon, an opportunity to get advice from legal and business experts without paying a cent really can't be overlooked. Visiting the

show will mean you get to hear first hand from some of the franchisees themselves about the challenges they have faced, and you'll be able to get an overview of the industry from the seminar talks.

These popular seminars run every day and cover a variety of subjects, from personal experience to small business advice and tax tips.

If you're interested in a particular business, expect them to be interested in you and want to get your details

Franchising magazine will be at the show, hosting the Franchising Networking Lounge, so come and pay us a visit. We'd love to chat about franchising and hear about your journey

Take action!

When:

Friday August 14,	10am to 5pm
Saturday August 15	10am to 5pm
Sunday August 16	10am to 4pm

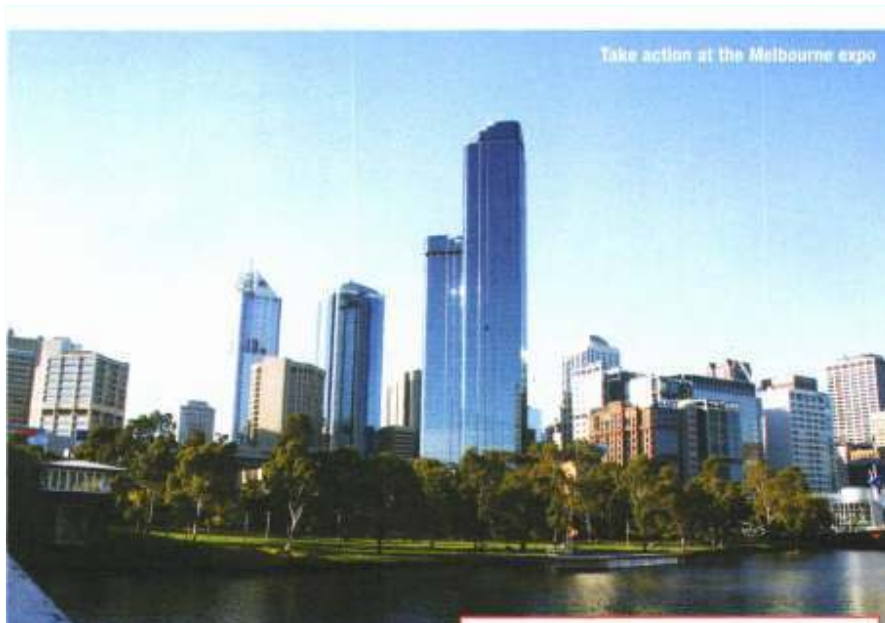
Where:

Melbourne Exhibition and Convention Centre
 Entry cost: \$15 on the door

For a **FREE** ticket, pre-register online at www.franchisingexpo.com.au

towards becoming a franchisee.

Well-established brands who regularly support the expos will again be at the Melbourne venue and there will be some fresh names too: Caltex, Cafe2U.



On show

Changing Places, Dial a Digger, Enact Business Architects, Hairhouse Warehouse, Mailpost, Muzz Buzz and Signwave are just some of the businesses that you will be able to speak to.

Take a peek at a handful of the companies exhibiting in August.

Making it work

First stop

Before you set off around the expo, take time to mark on your guide the companies you are most interested in chatting with. Check out the seminar program and make a note of the sessions that appeal to you most. Then you can turn to the free advice centre and book

Always wanted to open a food franchise?

- Outback Jacks
- Muzz Buzz
- Cafe2U

If retail opportunities attract you:

- Caltex
- Hairhouse Warehouse

Do you want to put an emphasis on service?

- Signwave
- Enact Business Architects

Good at getting your hands dirty?

- Dial a Digger

Do you have a knack for sales?

- Changing Places

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an appointment for a one-on-one meeting at a time that suits.

Doing business

See your key companies first – some stands get very busy and if you leave your favourite until last you might be waiting in line longer than you'd like. And the later in the visit the more tired you get – both physically and mentally.

Taking literature is a great idea if you're

seriously considering the franchise handing it out, otherwise it just weighs you down as you go through the day. If you're interested in a particular business, expect them to be interested in you and want to get your details. Ensure you get a business card too.

A follow-up phone call from the franchisor does not mean a commitment



from you to buy – and it’s a good way to assess the company to see how long it takes to get the call, and how it is handled. Is this the kind of company you want to buy into?

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Take a break

Don’t forget there are spots in the hall to grab a coffee and a sandwich and taking a couple of breaks will set you

up for the rest of the day. Calm moments away from the stands will allow you to assess what you’ve seen and discuss finer points with a partner or friend.

Learn for free

It’s worth taking notes during your chosen seminar session – there is usually the chance to ask questions after – and it will keep you focused on the most relevant points for discussion at home.

Next step

Before you leave get a sense of what you have achieved and what the next step is for you. ■

30 seconds with Signwave

How long have you been franchising?

Signwave has been franchising in Australia since 1993. Fastsigns, our franchisor, opened its first store in 1985 and began franchising two years later. The business has outlets across North and South America, UK, Canada and Australia.



Why are you exhibiting at the show?

To take full advantage of the opportunity to speak directly with people who are actively looking at business opportunities and to provide information to those who may not have considered the signage industry.

What will a visitor see on your stand?

They will see examples of signage, store décor, available territory maps and data. They will also be able to book to tour a store and speak with a store owner.

How would you persuade a potential franchisee that your franchise is right for them?

We are putting emphasis on the robust nature of the signage industry and the lifestyle advantages of working in a business-to-business franchise. The excellent support from our franchisor in Dallas and head office in Melbourne along with the many and varied marketing tools and programs in place are also critical to driving business to our stores.

How long will you take to follow up inquiries?

We would usually start calling prospects on the following Tuesday after the show and if it has been a show with high attendance it may take the full week to contact everyone.

What are your growth plans for Victoria?

We have six stores in Victoria and want to establish another six in the greater metropolitan area and another two in regional areas.

Helen Spencer, Signwave