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Brian's 40 years' experience in business and the franchise industry is well complemented by Peter's many years dealing with territories for all kinds of business, ranging from the big guys such as Caltex to small start-up franchise systems. This interview is designed to offer you some insight and information relating to the best ways to ...

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Working out territories for a franchise system can open up huge money-making opportunities but it can be tricky, and getting it wrong can frequently lead to expensive and sometimes fatal mistakes, bringing problems and hardship for all concerned. Brian Keen from 'How to Franchise Simply' interviews Peter Buckingham from 'Spectrum Analysis' on some of the trickier aspects behind planning franchisee territories for a franchise system. Brian's 40 years' experience in business and the franchise industry is well complemented by Peter's many years dealing with territories for all kinds of business, ranging from the big guys such as Caltex to small start-up franchise systems. This interview is designed to offer you some insight and information relating to the best ways to identify, calculate and qualify individual areas as potential territory areas

A best-selling guide from British business start-up expert Colin Barrow covering everything budding entrepreneurs need to know to get their business up and running. Whether you are just starting out, planning a new venture, setting up at home or extending a current business online, this book is all you need to succeed. In addition to straightforward advice on all the business basics, this new and improved third edition will include fresh content covering the fundamental changes in the UK economy, up-to-date tax and VAT advice, guidance on finance and funding in the new era of British banking and setting up online to help readers make the move from employee to successful entrepreneur. Starting a Business For Dummies, 3rd Edition features new and updated content on: Finding funding and business support in challenging times Trimming costs, increasing margins and budgeting for beginners Setting-up a home based business Starting-up online, or creating an online presence for an existing business Spotting financial cycles and preparing for economic ups and downs Using the latest technology efficiently and profitably Entering new markets, finding new products, diversification, forming partnerships and going global

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