



Invest in a Franchise Virtual Seminar

- 14.00** **Welcome & Introduction**
- 14.05** **What is Franchising? The Opportunities Available & How to Evaluate them?**
A look at what franchising is, who franchises in the UK, the types of opportunities available and how to assess yourself, the franchisor and the market place.
- 14.30** **Financial Considerations & Raising Finance**
A guide through the investment involved, possible returns and how to develop your business plan. As well as a deeper look into the sources of finance, costs and financial decisions you'll need to make.
- 15.00** **Comfort Break**
- 15.10** **The Legalities of Franchising**
Understand the main contractual documents in franchising, the key points you need to be aware of and why the right advice is so important.
- 15.40** **Due Diligence to Ensure a Mutual Partnership**
Franchisor to discuss:
- What characteristics a Franchisor looks for?
 - Common questions you will ask a Franchisee?
 - Why does it need to be a mutual partnership?
- Franchisee to discuss:
- How they chose their opportunity
 - What due diligence did they do
 - How has franchising changed their life
- 16.10** **Your Next Steps**
Close the session and see if there are any further questions from the attendees.
- 16.20** **Close**