



Franchising™
Building local businesses,
one opportunity at a time.



TRENTON FRANCHISE OPPORTUNITIES SEMINAR

How to Be in Business for Yourself, But not By Yourself

Hosted by: International Franchise Association, Mayor Douglas H. Palmer, City of Trenton, Mercer Regional Chamber of Commerce, Metropolitan Trenton African American Chamber of Commerce, New Jersey Small Business Development Centers, Trenton Downtown Association

Tuesday, April 28, 2009

Trenton Marriott at Lafayette Yard

1 West Lafayette Street, Trenton NJ 08608

8:00 am – 4:00 pm

Program will include:

Franchisor Participation - What are franchisors looking for? Prospective franchisees will hear first hand from experienced franchisors. You will have the opportunity to meet one-on-one with at least 15 franchise systems from across the country representing various franchise industries.

Fundamentals of Franchising – What franchising is (and isn't) and how to evaluate franchise options.

Experiences in Franchising – What is it really like to be a franchisee? Current franchisees will share their experiences and advice.

Legal Aspects of Franchising – What questions do you need to ask and what is the FTC Franchise Rule?

Funding and Technical Assistance – How do I begin the basic process? What are the requirements for financing? Are special programs available?



THIS PROGRAM IS FREE AND OPEN TO THE PUBLIC.

Continental breakfast and lunch will be served.

Space is limited, so you must pre-register today by calling: **609/989-3603**

Trenton Franchise Opportunities Seminar
***How to Be in Business for
Yourself, But not By Yourself***

Who Should Attend?

- Are you interested in obtaining a franchise, but lack capital?
- Are you a prospective franchisee?
- Do you or your franchisee prospects need financing with the most advantageous terms?
- Are you looking for a new retail location site?
- Have you overlooked any tax credits for which you may be eligible?
- Are you serious about increasing diversity within your franchise operation?
- Does this sound like Greek to you?

Then here's your chance to learn more about "Being in Business for Yourself, But not By Yourself."

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Parking Garage Fees: \$13 Daily/\$3 Hourly Rate

For more information on franchising contact:

Miriam L. Brewer, Director of Diversity,
IFA Educational Foundation at 202/662-0784
or by email: mbrewer@franchise.org



This program is sponsored by Coca-Cola.



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