



## What Every Small Business Can Learn From the Franchises

Why do retail and service franchises receive nearly half of the dollars earned by all retail and service businesses in the US, even though only 10-12% of those businesses are franchised locations?

Find out what steps the franchises take that every small business owner should consider to increase their chance of success.

### You will learn:

- How franchisors evaluate market opportunities (and why independent businesses should think this way too).
- How and why to systematize core processes and outsource non-core processes.
- 5 franchise industry trends EVERY prospective business owner should consider
- When does business ownership through a franchise make sense?
- When it is better to go independent?

### Join Us:

Wednesday, May 17th | 10:30 am - 12:30 pm

DC Chamber of Commerce, 506 9th St NW, Washington, DC 20004

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