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# How to Choose a Franchisor

**Before you decide to pursue Franchising ask yourself**

1. Are you a team player?
2. Do you have some cash to invest?
3. Do you have the support of your family?
4. Providing you can answer 'Yes' to the above, then you will need to decide on your general area of interest. In order to do this, you should analyse or appraise yourself under the following headings:

1. My Skills
2. My Experience
3. My Personal Aspirations
4. My Financial Requirements

Once you have completed a detailed and objective analysis of yourself, you are ready to enter the Franchising Maze!

In the same way that you have criteria for your ideal type of Franchise, so too reputable franchisors will have criteria for their ideal Franchisee. However, you should ensure that you have obtained detailed information about a franchise prior to committing yourself – some franchisors (sadly) are more interested in your cheque, than your suitability for their concept!

With over 700 Franchise Systems in the UK your options are vast and the task of trying to find the right franchise is therefore somewhat daunting. There is a range of different sources of information that you can explore. This includes:

- Daily Newspapers ( Franchise Sections )
- Franchise Magazines
- Franchising Web Sites
- British Franchise Association
- Franchise Exhibitions

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However, unless you really understand what you should be looking for in a Franchisor, then you could make a very expensive mistake.

If however you were able to obtain independent advice and guidance with no cost to yourself, then you could minimise your risk.

Kyros is a well-established business that offers just such a service. It is appointed and funded by Franchise Companies to search for prospective franchisees who meet their ideal franchisee profile.. But in addition, as Kyros operates on behalf of a wide range of Franchise Companies, a range of franchise systems can be presented to you - together with an understanding of how the franchise company operates and its culture.

To discover the world of Franchising contact

**Kyros Excellence in Franchising**  
**[www.kyros.uk.com](http://www.kyros.uk.com)**

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