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# FRANCHISE

## LE GUIDE COMPLET 2017

POUR ENTREPRENDRE EN TOUTE CONFIANCE



**l'express**

# Franchise Guide Complet Jacques Gautrand

**Jacques Gautrand, Christophe  
Dutheil, Valérie Froger, Myriam Greuter**



## Franchise Guide Complet Jacques Gautrand:

**Bien acheter votre logement** Christian Micheaud, 2013      *Franchise* Jacques Gautrand, Christophe Dutheil, Valérie Froger, Myriam Greuter, 2014

Grâce à la franchise de plus en plus de Français osent entreprendre. Avec plus de 65 000 points de vente franchisés et plus de 1700 réseaux, cette formule gagnante reste une valeur sûre. Cette onzième édition du guide franchise entièrement remaniée par des spécialistes de la franchise et de l'entrepreneuriat vous accompagnera efficacement chaque étape de décision de votre projet. Ce guide pratique et très complet vous donne toutes les clés pour :

- Comprendre les mécanismes gagnants de la franchise
- Monter un projet attractif et convaincant
- Bien choisir votre réseau
- Identifier les nouvelles tendances
- Franchiser avec succès
- les étapes du parcours de sélection mutuelle
- Etudier votre contrat et éviter les pièges
- Préparer votre nouvelle vie de franchisé
- Développer votre réseau

*La franchise* Valérie Froger, Jacques Gautrand, Myriam Greuter, Christophe Dutheil, 2017-11-02

De plus en plus les Français osent entreprendre et la franchise y joue un rôle prépondérant. Elle représente aujourd'hui plus de 69 000 points de vente regroupés au sein de plus de 1 800 enseignes. S'adosser à un réseau existant bénéficiant d'une notoriété forte et d'un savoir-faire reconnu constitue en effet un premier pas vers la réussite. Cette 14<sup>e</sup> édition du guide complet de la franchise actualisée et enrichie par des spécialistes de la franchise et de l'entrepreneuriat vous accompagnera efficacement chaque étape décisive du projet.

Ci-dessous le résumé du guide en 6 parties :

- PARTIE 1 La franchise en France : présentation et perspectives
- PARTIE 2 Êtes-vous fait pour entreprendre en réseau ?
- PARTIE 3 Sélectionnez votre future enseigne
- PARTIE 4 La mise en œuvre de votre projet en franchise
- PARTIE 5 Les composantes et les règles de la relation de franchise
- PARTIE 6 Travailler au sein d'un réseau

Enfin, en fil rouge et en conclusion du guide, une place importante est donnée aux évolutions récentes du droit des contrats et du droit du travail impactant l'univers de la franchise : de nombreux témoignages de franchisés et franchiseurs qui incarnent la réussite de projets de franchise.

[Le guide complet de la franchise 2016](#) Jacques Gautrand, 2015-11-25

Plus de 65 000 points de vente franchisés et plus de 1 700 réseaux : la franchise ne cesse de se développer et de s'affirmer comme une valeur sûre pour entreprendre en toute sécurité. Les meilleurs journalistes spécialistes de la franchise accompagnent le futur franchisé efficacement chaque étape de décision de son installation en lui donnant toutes les clés pour :

- Comprendre les mécanismes gagnants de la franchise
- Monter un projet attractif et convaincant
- Bien choisir son réseau et son emplacement
- Identifier les nouvelles tendances
- Franchiser avec succès
- les étapes du parcours de sélection mutuelle
- Etudier son contrat et éviter tous les pièges
- Développer son réseau

Experts de la FFF, franchiseurs, franchisés et institutionnels livrent leurs conseils et leurs témoignages : une consultation inestimable pour mener bien son projet.

Les nouveautés 2016 : nouveaux témoignages, les enseignes coup de cœur, ceux qui choisissent une marque internationale, retours d'expérience sur l'installation et sur les pièges du contrat, éviter l'écueil de l'entreprise, les nouveaux dispositifs de la loi économie sociale et solidaire, le cas spécifique de la reprise, ce que la loi Macron va changer dans les clauses post contractuelles sur la durée du contrat, limite d'autrefois 9 ans.

Tendances en communication : le magasin connecté.

utilisation originale des réseaux sociaux et l'initiative originale le team rescue Century 21      **Franchise** Jacques Gautrand, Christophe Dutheil, Valérie Froger, Myriam Greuter, 2015      The Franchising Handbook Iain Murray, 2007-01-01

The Guide to Franchising Martin Mendelsohn, 2005 Exploring all aspects of franchising from its history to contemporary developments this book examines and answers questions such as Why franchise and What can be franchised It blends practical advice with commentary      **The Franchising Handbook** Iain Murray, 2006 This is a comprehensive and accessible guide for both franchisees and franchisors It offers advice on the best way to choose a business and is illustrated throughout with real life case studies and A Z directory of franchises arranged by each major market sector      **Franchising** Iain Maitland, 2000 A comprehensive guide for franchisors franchisees and their professional advisers The book covers all aspects of the process including raising finance franchise law the franchise agreement keeping control of the franchise system and managing the franchise process It includes examples of key documents including start up cost charts cash flow forecasts and franchise agreements together with a glossary of terms      *Bond's Franchise Guide* Robert E. Bond, Michelle Yang, 2009-11 Now in its 20th annual edition Bond's Franchise Guide contains everything the prospective investor needs to choose exactly the right franchise In addition to the detailed profiles of each company the book contains supplemental profiles on franchise attorneys and consultants The companies are divided into 45 distinct business categories for easy comparison As with every edition this one is completely updated and the book's 250 illustrations charts tables and worksheets make it a resource the reader will return to again and again      **Franchising Strategies** Ed Teixeira, Richard Chan, 2022-07-01 A comprehensive and accessible companion to a proven business model this book shows how to franchise an existing business supported by case studies data and research reports on the franchise industry For small to medium sized businesses franchising can lead to successful and profitable growth and plays an important role within the US economy Utilizing a proprietary dataset with the most up to date statistics regarding a range of franchising trends this analytical guide is based on management research frameworks that will lead to better understanding of a range of franchising strategies Issues covered include The franchising business model including its history economic impact and regulations Critical factors that significantly influence franchising success enabling a comprehensive feasibility analysis of franchising potential or existing business ideas Implementation components of franchising strategies such as different franchise structures regional development plans and future trends With its clear focus and practical orientation this book will be a valuable resource for entrepreneurs as well as undergraduate and postgraduate students interested in acquiring the knowledge skills and abilities to succeed in franchising      *Fundamentals of Franchising* Rupert M. Barkoff, Andrew C. Selden, 2004 This book provides you with a well rounded overview of franchise law and will alert you to issues that may require further research or expertise

Business Franchise Guide Commerce Clearing House, 1980      **Become a Franchise Owner!** Joel Libava, 2011-12-06 The definitive A to Z guide to researching selecting and starting a viable franchise business With more and more

professionals looking for alternatives to traditional corporate employment Become a Franchise Owner informs would be franchise owners of the joys and perils of purchasing a franchise Authored by a trusted feisty tell it how it is independent franchise industry insider this book offers straightforward step by step tips and advice on how to properly and carefully research and select a franchise business Get tips on how to locate information about franchises current industry trends interviews with franchisors and hot franchise opportunities Offers a self evaluation to discover if you are franchise material Describes how to choose the right franchise for your specific situation Lists the 40 crucial questions to ask current franchise owners Owning a franchise isn t for everyone in fact as Joel Libava says it s really not for most people But if it is for you this book can guide you in starting your own successful franchise business     Franchise Guide; Supplement Resource Publications, inc,1970     **Bond's Franchise Guide** Robert E. Bond,1997-01-01 This guide gives investors the most complete information they need about franchises     Franchise Guide Robert M. Goldenson,1969     The Guide to Franchising M. Mendelsohn,1976     **How to Franchise Your Successful Business** Jason Anderson,2020-08-03     **The Good Franchise Guide** Tony Attwood,Len Hough,1989-11-01

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