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What to Look for in Design Franchises by [Mark Green](#)

Article published on February 8th 2012 | [Business](#)

With economic recovery starting to show true signs in the US, companies are demanding professional services at a rate not seen for some time. An area that is growing in this respect is design services, with many business requiring new marketing strategies and advertising. With a large number of start-ups too, the foundation is set to take advantage of design franchises, though it is important those investing have the right skill set and attitude.

For those considering going into business with a print and graphic design franchise, it is important to research the area fully. More important than researching what design franchises are out there though, is researching their own personal aptitude and ensuring they are willing to invest not only the money, but the time and dedication required to make it a success.

If happy you have the personal traits necessary, securing the financial investment is the next step. This can be a significant sum of course, though it should be well explained by the franchisor and provide all the necessary facilities to give the investor the best chance of making it a success; the best design franchises are always well supported.

The initial fee will cover all the basic support functions, including the business plan, intellectual property rights and help towards the equipping of the premises. Indeed, it is in securing the best prices for equipment and materials that franchises take a huge step forward over regular new businesses.

The investment itself can often also be sought far easier than when looking for regular start-up investment. This makes perfect sense as franchises do not fail quite as readily; with the existence of a proven business model and support and training at every step. Indeed, such is the confidence many banks have for franchises now; preferential rates can often be secured too.

The running of a design shop on a daily basis is not something that everyone will have experience of. Though natural management and entrepreneurial skills are a requisite, so too is seeking a franchisor who provides adequate training. This should consist of several parts; initial training that can take place onsite at the premises or at the company's™ HQ and on-going training as necessary.

One of the most important areas for print and graphic design franchises to succeed is to secure a regular stream of local business. It is for this reason that selecting the right location is essential and the best franchisors will help with this. Being too close to another operator is self-destructive for all parties, whilst setting up in competition with an established business is risky, so this area of research is important for all involved.

For a great many American citizens, running a franchised business is the perfect way to take control of your life. It provides the freedom to run your own business but with the assistance and backing that only a large and established corporation can provide. With a growing knowledge and aptitude for the business too, there is no reason why successful owners cannot grow and develop, to create a portfolio of successful design franchises over a large area.

Article Source:

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Mark writes and works for Minuteman Press, the world leader in print franchises and a [design franchises](#), with franchise stores in the USA, Canada, Australia, the UK and South Africa.

Article Keywords:

Minuteman franchises, printing franchises, Australia, United States, Canada, United Kingdom, South Africa, color printing, quick print, prin

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