

Citizenship

"Successful franchisees and franchisors choose to participate, contribute and do the right thing in the local community, franchise network and the broader Australian business community. It is what I call being a good franchise citizen," says Camm.

THE FRANCHISOR'S VIEW

Michael Sherlock is the former CEO of Brumby's and the co-author of business change book *Jumpshift! - shift your franchise into Hyperdrive*.

"In my time so far I have approved more than 500 franchisees and have learned that the common characteristics for franchisee success will depend on the needs and culture of the brand."

While the personalities and culture are different the main point remains: franchisees need to

follow the established system and not seek to change it to suit their own view; so if you're a strong entrepreneurial type, starting your own franchise system might be a better choice, he says.

Ask yourself:

- Do you have the financial capacity to survive?
- Will you be solely devoted to the business?
- If you're looking at a retail franchise, do you live within 20 to 30 minutes drive from your future store?
- How deep is your due diligence? For instance, have you observed the store work at close hand?
- Is your family fully aware and supportive of your ambition?
- Have you spoken in depth to

lots of existing franchisees?

- Are you able to put aside personal preferences to support the decisions of the franchisor?
- Will you be a good employer, lead your team and get the best from people who work for you?
- Do you understand the numbers and see the importance of monthly management reports on percentages/benchmarking?

"Over the years my experience of franchisee recruitment taught me that the most important factor to success of a store was the ability of the franchisee," says Sherlock. **F**

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Rhod Webb, SIGNARAMA Sydney CBD North, NSW

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