



Five Pennies: Ten Rules to Successfully Build a Franchise Mega-Brand and Maximize System Profits

By Cfe Lonnie Helgerson

Helgerson Franchise Group, United States, 2012. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Five Pennies is THE FIELD MANUAL for Building and Growing a Franchise Brand With the Right Mindset and Tools! This Book Contains over 120 Tools to Build, Grow and Manage a National Franchise Brand! Featuring Examples of 20 Best of Class Franchise Brands to learn from - and 10 Mega-Wreck stories to avoid! Learn About: - Creating and Growing Sustainable Unit Profitability - Managing Franchise System Relations - Staying Ahead of Your Growth Rate - Enhancing System Profits With Continued Education - Turning Your System Into a Best Practices Machine - How to Recruit Franchise Buyer 2.0 and Maximizing Their Results - Structuring Layered Franchise Support and Marketing - Developing Macro-Level Programs for System Growth - Utilizing Technology to Grow and Manage a Brand - Resource Management for a Growing System All men can see these tactics whereby I conquer, but what none can see is the strategy out of which victory is evolved. - Sun Tzu, The Art of War, 5th Century BC This is Sun Tzu for Franchising Every year tens of thousands of...

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