FLASTER GREENBERG
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The Nuts and Bolts of Franchising: Opening and Operating a Successful Franchise in Today's Economy

May 30, 2012
Flaster Greenberg, The Enterprise Center, Siegel Financial, Dunkin' Donuts

Click here to RSVP to this event.

If you have considered purchasing a franchise or franchising your business, but would like to learn more, we invite you to join us on May 30th for this interactive seminar designed to answer your questions and guide you in the right direction.
Our panel of experienced professionals in the franchise industry will explain all aspects of franchising, including the difference between a franchise and other small businesses, costs, tax elections, legal considerations and the franchisor/franchisee relationship. A case study of a successful Philadelphia franchisee will be discussed in detail.
Topics will include:

- Franchising as a viable option in an unstable economy
- Locating and evaluating a franchise
- The decision-making and franchise-acquisition process
- Financing options and equity needed
- Special programs that support minorities and women
- The types of businesses that can become franchises
- Advantages vs. disadvantages compared to non-franchises
- Legal implications and why you may need legal representation
- Negotiating terms and closing the deal
- Franchise Disclosure Documents
- Keys to a successful franchise and franchisee
- What success looks like

Speakers:

Bernie Siegel, PhD CBI, Certified Business Intermediary, Founder/Chairman, Siegel Financial Group
Bernie has spent over 37 years in franchising, as a multi-unit franchisee, a broker of new and existing franchised businesses, and as a financing source for franchisees.
Kevin Greenberg, Shareholder, Flaster Greenberg PC
Kevin, a business attorney, represents small to mid-sized businesses in corporate and real estate acquisitions, franchising, financing, strategic partnerships and other business-operating issues.
Perry Shah, Chief Executive Officer, Dunkin' Donuts Franchisee
Perry entered the Dunkin' Donuts system in 1990 with the purchase of a single full producing shop.

Presently, Perry has Twelve Dunkin' Donuts franchises in the Philadelphia market.
Moderator: Steve Horton, Business Support Services Manager, The Enterprise Center

Time:

8:00 a.m. Registration/Continental Breakfast
8:30 – 10:00 a.m. Program/Q&A

Registration Fee:

$25 payable online

Location:

The Enterprise Center
4548 Market St.
Philadelphia, PA
Studio C
The Enterprise Center (TEC) promotes and supports high potential minority entrepreneurs and others to create sustainable businesses that also strengthen communities in the Philadelphia region. TEC helps entrepreneurs access resources, such as capital and technical expertise, and knowledge of best practices to accelerate the growth of their businesses.