



Franchising Programme

Thinking about starting a business but don't have a business idea?



European Union



European Regional Development Fund
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LISBURN
CITY COUNCIL



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Franchising Programme

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Then franchising could be for you. Franchising offers individuals the opportunity to start a business by purchasing a licence from an existing business (franchisor) to sell their product or service.

Offering a range of advantages, franchising is an increasingly popular way of starting a business, but finding the right franchise for your needs can be difficult.

The Franchising Programme aims to help you identify and evaluate franchise opportunities best matched to your individual needs and circumstances.

It helps participants to find out about the practicalities of franchising, the opportunities it offers and the pitfalls that can be encountered when buying a franchise.

The Franchising Programme opens for recruitment in October 2010 and will run until June 2011.

What the programme entails

The Franchising Programme offers participants a comprehensive package of support including:

- **Franchising workshops**
There are 10 workshops designed to help you to address the issues associated in buying a franchise and business start-up.
- **Individual business mentoring**
A mentor will be assigned to provide you with practical support as you begin to identify and assess franchise opportunities.
- **Business planning**
Your mentor will work with you to develop a business plan for your new business.

Who should participate?

The programme is available to individuals living in the Belfast City Council and Lisburn City Council areas who:

- have the desire to start a business, or
- are interested in franchising as a means of starting a business.

What previous participants think

“The programme was invaluable in enabling me to make the move from being an employee to an employer in a business with exciting prospects.”

“The programme gave me more information about how and where to research possible franchise options and what to look for when considering buying a franchise”

How to apply

To request an application form or discuss any aspect of this programme contact:

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Email rearuth@belfastcity.gov.uk

Hazel King
Lisburn City Council
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How much does it cost?

The programme is **free** to attend; however individuals must be committed to investing the time to attend workshops and participate in mentoring.

The programme is funded by Belfast City Council, Lisburn City Council and the European Regional Development Fund (ERDF), under the European Sustainable Competitiveness Programme for Northern Ireland.