

Business Opportunities

Bringing A Successful Franchise Model To Mexico

(NAPSA)—Experienced salespeople will tell you that the keys to any successful franchise or custom product service is that you have to know your products, your customers and the territory.

That means in addition to your industry, you have to know your customer base and you have to know the geography of the area and the factors that can help or hinder success.

For example, when Budget Blinds wanted to expand its franchise operation into Mexico, it turned to a man named Adrian Solis. Solis is launching the company's first franchise operation in Mexico, in his hometown of Monterrey, as a part of his existing home decor business that serves residential and commercial properties in the region. The company has over 900 franchise territories serving nearly 7,500 cities throughout the United States and Canada.

As Mexico's third largest city and second wealthiest, Monterrey provides substantial opportunities for continued growth of the brand. When the Budget Blinds corporate team decided to expand into what is a new territory, it made the sound business decision of turning to a successful businessman from the area who also knows the industry, blending his experience and insight with the company's in-home consultation services and top-notch customer service.

Budget Blinds is known for offering customers a full line of quality window coverings including shutters, shades, blinds and draperies. It also provides free in-home consultations as well as measuring and installation services.



Adrian Solis (center) with other members of the Budget Blinds team. He is opening the company's first franchise in Mexico.

Solis chose to work with Budget Blinds after identifying a gap in the window covering options available in Mexico. He believes the established franchise brand provides a variety of premier window covering options and relevant trends that will resonate with his customers.

Upon opening Budget Blinds of Monterrey, Solis aims to grow the brand in his territory to demonstrate that the franchise model can be as strong and successful in Mexico as it is in the United States and Canada. Currently, Budget Blinds has more than 900 locations across North America.

"I started my import home decor business about 10 years ago when the Mexican economy was growing. I'm excited to bring the diverse Budget Blinds offerings to customers who are looking to create unique and beautifully designed spaces," said Solis. "Adding Budget Blinds' products and services to my current list of offerings will help to differentiate and grow my business in a way I have not yet explored."

For more information, visit www.budgetblinds.com.