

# Career Opportunities

## Time To Start Your Own Business? Shop At The Franchise "Supermarket"

(NAPSA)—Your own business may be the best investment you can make nowadays, and the smart way to make that investment may be in a franchise business. "Most start-up businesses fail within five years," says John P. Hayes, Ph.D., author of the Franchise Pre-Investment Checklist, "but historically, most franchised businesses survive from year to year."

As increasing numbers of people lose their jobs in a weak economy, and investors pull money out of the stock market, franchise inquiries are at an all-time high. With a couple of thousand different opportunities to select from, finding the best franchise for you represents a huge challenge. One help may be to attend the International Franchise Expo ([www.IFEINFO.com/naps](http://www.IFEINFO.com/naps)), April 11 through 13, in Washington, D.C.

"Going to the IFE is like going to the supermarket of franchises," says Rick Gendreau, whose family has attended six of the last ten IFEs, and owns several franchises. "In a weekend at the IFE we can compare and contrast numerous opportunities right on the spot. We don't have to travel to each company to get information, and we can meet franchisees, too. That's how we start our due diligence."

"People often ask us why we buy a franchise when we have



the wherewithal to get into the business on our own. We explain that we don't want to reinvent the wheel.

We like taking an existing system, adding our talent, and getting to the next level of development. The idea of starting from scratch is not my dream. I'm happy to pay for someone else's system, and franchising allows us to do that," explains Rick.

Sponsored by the International Franchise Association, the 12th annual IFE will feature hundreds of franchise businesses as well as seminars to help people buy a franchise, including financing options. Special seminars will help veterans, minorities and women make an informed decision on their choice of a franchise. Also, a professional center will be available on site to offer free consultations to all visitors.

You can learn more about the IFE at [www.IFEINFO.com/naps](http://www.IFEINFO.com/naps). Or call the IFE at 1-800-433-4636, ext. 822.