

Las Franquicias como Oportunidades de Negocio para Jovenes Empresarios

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¿Establezco mi propio negocio o compro una franquicia relacionada?

Una franquicia es un modelo de negocio comprobado, lo cual sirve para reducir el riesgo relativo de crear una nueva empresa



Datos sobre Franquicias en USA

- Sobre 1,500 franquicias en sobre 30+ diferentes industrias
- 8 millones de personas se emplean en negocios de franquicias
- 1 de cada 12 unidades al detal son franquicias
- ROI promedio de “Food Franchises” es 20%

Los Protagonistas



Franquiciador – El dueño de la marca o el servicio

Franquicio – El que obtiene o adquiere el derecho no exclusivo por el producto o el servicio

Desarrollador de Area – Adquiere el derecho exclusivo para desarrollar la marca en un area especifica



Entrepreneur 2013 Franchise 500®

Our annual ranking of America's top franchise opportunities



RANK		FRANCHISE NAME	STARTUP COST \$
1	NC	Hampton Hotels	\$3.7M - 13.52M
2	NC	Subway	\$85.2K - 260.35K
3	▲	Jiffy Lube Int'l. Inc.	\$196.5K - 304K
4	▼	7-Eleven Inc.	\$30.8K - 1.5M
5	▲	Supercuts	\$103.55K - 196.5K
6	▲	Anytime Fitness	\$56.3K - 353.9K
7	▼	Servpro	\$134.8K - 183.45K
8	▼	Denny's Inc.	\$1.18M - 2.4M
9	▼	McDonald's	\$1.03M - 2.18M
10	▼	Pizza Hut Inc.	\$295K - 2.15M

Source: <http://www.entrepreneur.com/franchise500/index.html>

FRANCHISE OWNERSHIP CENTER

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Welcome to the USA Today Franchise Ownership Center. Here you can search hundreds of *franchise opportunities* and businesses for sale with our franchise directory.

Sales by *franchises* account for more than 40 percent of sales by all U.S. businesses. There are over 1,500 franchise companies operating domestically through more than 320,000 retail units.

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Fast Food & Restaurant Franchises



MARBLE SLAB CREAMERY

Franchise Opportunities

Ranked in Entrepreneur Magazine's "Top 500 Franchises". Marble Slab offers a turnkey store design. Learn more about the [Marble Slab Creamery](#) Food & Restaurant Franchise.



Teriyaki Madness
Own an affordable Teriyaki Madness franchise in the growing Asian quick-casual restaurant category.
Cash Required \$80,000



FroZenYo
Own a low-overhead, high-profit-margin Fro.Zen.Yo self-serve frozen yogurt franchise.
Cash Required \$120,000



Menchie's Frozen Yogurt Franchise
Join a fast-growing, global frozen yogurt franchise looking for people with entrepreneurial spirit.
Cash Required \$90,000



Wholesome Tummies
A complete healthy food solution to private and public schools with focus on healthy organic foods.
Cash Required \$30,000



VooDoo BBQ & Grill
Fill the high demand for barbecue in this recession-proof fast-casual dining industry with VooDooBBQ
Cash Required \$80,000 - \$120,000



Dickey's Barbecue Restaurants, Inc.
Operating a Dickey's restaurant is simple, efficient, easy to learn and requires only a small crew.
Cash Required \$50,000



Marble Slab Creamery
Ranked in Entrepreneur Magazine's "Top 500 Franchises". Marble Slab offers a turnkey store design.
Cash Required \$100,000



Maui Wowi
Break free from the corporate lifestyle with one of Maui Wowi's affordable and scalable models.
Cash Required \$65,000



SUBWAY
A great opportunity in a healthier food concept – low start-up, simple operations, strong support.
Cash Required \$15,000

Pros y Cons de las Franquicias

- Pros

- Operacion “Turnkey”
- Apoyo al franquicio
- Marca reconocida
- Apoyo de mercadeo
- Economias de escala
- Reclutamiento de personal
- Facilmente replicable
- No estas “solo”



H&R BLOCK®

Pros y Cons de las Franquicias

- Cons

- Menos libertades
- Costos de regalías
- Inversion inicial mas alta
- Promesas no cumplidas



Consideraciones al escoger una franquicia

- Experiencia e historial de éxito
- Procedimientos operacionales bien documentados
- Programas de adiestramiento
- Unidades exitosas
- Apoyo al franquicio
- Especificaciones de construcción y decoración
- Planes efectivos de mercadeo
- Sistemas de monitoreo y control
- Plan de desarrollo bien definido



Preguntas...