

7 steps to becoming a successful franchisee



Step 1

Be very clear what is really important to you so you end up doing something you can really put your heart and soul into. Be clear what abilities you have and what abilities you want to develop further.



A Replico profiling session can help you to clarify what's important to you in your working life, your working style and how you prefer to work with other people. You'll have a much clearer picture of yourself that will make it easier to identify suitable opportunities.

Step 2

Be absolutely clear that as a franchisee you are performing a very special role: your job is to live and breathe the values of the franchise in a business that you own and are solely responsible for. You have to follow a system that is already laid down, and at the same time suggest improvements and enhancements to that system. You have to run an independent business that is also a representative of a chain. You have to delight your own customers, but you are also a customer of your franchisor. All of this can only really work well if you, your franchisor and your fellow franchisees share core values.



Take our franchisee test to find out if owning a franchise could be right for you. Take a look at the opportunities offered through Replico. You'll only find franchisors who understand how a successful franchise really works – that their franchisees are their customers, and that their job as a franchisor is to enable franchisees to be as successful as possible by running a flat-packed business that delivers on its promises.

Step 3

Identify which kinds of franchise are most likely to enable you to use and develop your abilities to achieve what you want from life.



Get a selection of franchises from our portfolio that match your requirements as closely as possible. If we can't find a match right away, you can stay registered with us and we'll notify you if new opportunities come through that we think you'll like.

Step 4

Identify candidate franchises in these categories that appear to match your core values.

Step 5

Do thorough background research on your candidate franchises. Talk to other franchisees. Talk to customers. Mystery shop the franchise. Google them and see what comes up – blogs, forums, news.



Get a franchise evaluation pack that you can use to measure up every franchise you consider – whether they've come through Replico or not. You can be reassured that our franchisors have already measured up.

Step 6

Approach your chosen franchisor(s). If you find their core values do not match yours, walk away. If they do, make your choice.



Included in your franchise evaluation pack is a questionnaire you can use in meetings with franchisors. If you prefer you can have one of us come with you to ask the questions.

Step 7

Start your new life as a business owner and franchisee.

