

## Franchising as a Business Opportunity

RSVP by

**Monday, October 17, 2005**

609-292-9279 or [www.njeda.com/eti](http://www.njeda.com/eti)

### Registration Form

Name (s) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**FEE:** \$65 per person - pre-registration

\$75 per person - at door

#### TO REGISTER:

Complete a registration form or register online at  
[www.njeda.com/eti](http://www.njeda.com/eti)

**REGISTRATION IS NOT CONFIRMED UNTIL  
PAYMENT IS RECEIVED.**

Make check or money order payable to NJDA/ETI

Mail completed registration form & payment to:

ETI for Franchising

NJ Economic Development Authority

PO Box 990

Trenton, NJ 08625-0990

#### FRANCHISORS INTERESTED IN EXHIBITING?

Contact Vivian Pepe at NJEDA at:

(609) 292-9279 or [vpepe@njeda.com](mailto:vpepe@njeda.com)



New Jersey Economic Development Authority  
Entrepreneurial Training Institute (ETI)  
PO Box 990  
Trenton, NJ 08625-0990

FIRST-CLASS  
MAIL  
US POSTAGE PAID  
TRENTON NJ  
PERMIT NO. 21

**ETI for Franchising**  
**Saturday, October 22, 2005**  
Rutgers University - Camden Campus  
326 Penn St, Campus Center Bldg.  
Camden, NJ 08102

  
Entrepreneurial Training Institute

## ENTREPRENEURIAL TRAINING INSTITUTE (ETI)

# FRANCHISING AS A BUSINESS OPPORTUNITY

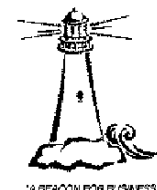
*Educational Conference*

*Saturday, October 22, 2005*

**Sponsored by:**



Cooperative Business  
Assistance Corp.



# Franchising as a Business Opportunity

## WHAT IS ETI for FRANCHISING?

A one-day educational conference designed to present critical information in an unbiased, non-sales environment.

## WHAT WILL I LEARN ABOUT FRANCHISING?

- Business Concept and History
- Advantages and Challenges
- How to Assess and Differentiate
  - ⇒ *Myth vs. Reality*
- Self-Evaluation
  - ⇒ *Will you make a good franchisee?*
- Key Legal Questions
  - ⇒ *What should I ask?*
  - ⇒ *How can I get the answers I need?*
  - ⇒ *What must I do vs. what I can expect from a lawyer*
  - ⇒ *What are the SBA's parameters for funding?*
- Financing
  - ⇒ *What does the lender need from you?*
  - ⇒ *What can you expect from the lender?*
- How to Buy a Franchise?
- The all-important UFOC (Uniform Franchise Offering Circular)

## WHY CONSIDER FRANCHISING?

- Rapidly growing sector of economy
- Trend in large corporations to displace experienced managers
- Control and influence the results
- Lifestyle issues
- Personal wealth creation

## WHY ATTEND?

To understand the issues prospective franchisees should consider before signing a franchise contract.

***When: Saturday, October 22, 2005***

***Time: 8:30 A.M. - 3:30 P.M.***

***Where: Rutgers University - Camden  
326 Penn Street, Campus Center Bldg.  
Camden, NJ 08102***

***Use Parking Lot 14 at 3rd & Pearl Streets***

***Continental breakfast and lunch provided***

***To register contact ETI :  
609-292-9279 or [www.njeda.com/eti](http://www.njeda.com/eti)***

***Franchisors interested in exhibiting contact:  
Vivian Pepe at 609-292-9279 or  
[vpepe@njeda.com](mailto:vpepe@njeda.com)***

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**Phone: 609-292-9279 Email: [eti@njeda.com](mailto:eti@njeda.com)**

## WHO WILL PRESENT?

- Larry Feierstein  
An expert in the franchising field who has years of experience as a franchisee, a franchisor and speaker for the International Franchising Association (IFA).
- SBA and SBDC representatives
- Legal counsel
- Lenders - EDA, bank and microlenders

## WHAT WILL I TAKE AWAY?

- Resources and information
- Discount for future ETI registration to create a business plan
- Network of franchise contacts including approved SBA lenders and EDA finance officers.



***Entrepreneurial Training Institute***

## Entrepreneurial Training Institute (ETI)

is sponsored through the New Jersey Economic Development Authority (EDA) and New Jersey Development Authority for Small Businesses, Minority's and Women's Enterprises (NJDA). ETI is an innovative training and technical assistance program which assists prospective entrepreneurs create a business plan and learn the basics of operating a business. Completion of the program can lead to financing. Graduates receive 18 months of free mentoring services to help them start, run and grow their businesses.

**Pursue the American dream  
Make a choice  
Own your business**

**Building Better  
Small Businesses  
In New Jersey**