Business opportunity analysis pdf

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December 1, 1996 6 min read This story appears in the December 1996 issue of . The bait of a private enterprise can be strong. Striking out on their own promises of independence, the possibility of financial security - even wealth - and the ability to grow a business from scratch. But almost from the very first time thought enters your mind, there are a million questions that need to be answered. One such question is: Should I start a business from scratch, buy an existing business, or buy a franchise or business opportunity? This question is not an easy one, and its answer will depend on your individual goals and resources. Each choice has its own unique advantages, according to Tom Gillis, who spent 50 years as a business owner, entrepreneur, lawyer, CPA and management consultant in Houston. He is the author of Guts and Borrowed Money: A Direct Conversation for The Start and Growth of Small Business (due in February 1997 from Bard Press, \$19.95, 800-945-3132). Starting a business from scratch can give you a sense of accomplishment and ownership that buying an existing business or franchise just can't match. The downside is that you won't have instant name recognition or a established track record with customers or vendors. Acquiring an established company, Says Gillis, becomes attractive in three situations: when you don't find an idea that really involves you, and you find it in your existing business; When vou have more money than you have time to start a business from scratch: When you want to grow but lack a compatible product, service, location or specific benefit that is available from the owner who wants out. The critical guestion, according to Gillis, is what can I gain by purchasing this business that I couldn't achieve on my own? From the point of view of franchising, the primary advantage is also the main drawback. As Gillis says: You won't be alone in business. While this may be good news in terms of name recognition and influence, this can be bad news in terms of your independence. Somewhere between buying a franchise and buying an existing business is a business opportunity that takes advantage of franchising (e.g. giving you a packaged approach to managing a particular business), not burdening you with some of the pitfalls of franchising (e.g., limited to certain advertising or marketing approaches, or having to pay franchise fees). All franchises are business opportunities. For example, an owner of a successful home cleaning business may decide to package and sell a specific, unique process used along with his or her proven marketing strategy. Buyers will be free to market and manage their either way they choose. Business Opportunities one of the easiest and least expensive ways to start a business. Kay Bauer is a Eau Claire, Wisconsin entrepreneur who successfully owns and operates three businesses: Impact Advertising (an existing business she acquired) that sells promotional products such as mugs, pens and other trinkets that companies use to promote their business names; Balloon Connection (a business that she started on her own and then sold), which offers an alternative to flowers using balloons to create bouquets and other decorative items; and Trophies (a company she also started on her own and continues to work on) that sells plagues and rewards. One tip that Bauer will offer for new entrepreneurs who have to choose between starting from scratch, buying an existing business, or buying a franchise or business, or buying a franchise or business. She hired financial advisers to help her make informed choices. And she made a lot of legs. I had to get all kinds of figures together on what it would cost if I started my own business: the fees that were needed; How much it will cost to get new customers compared to the cost of existing customers: How long it will take me to develop my reputation, develop contacts: Since Bauer knew exactly what she was able to compare the value of that purchase with the cost of going it alone, she was able to make an informed decision. The same considerations that you would make when buying an existing business are applicable when considering a deductible. With a franchise, however, it pays to be especially careful and be sure that you understand the different provisions in the franchise contract. What does your money cover? What's not on? One of the main reasons Bauer evaded franchising was the issue of control. I just felt like I had a lot more control over what I did,' she says. I was lucky that I had enough financial resources that I could do it without the support of someone else. Bauer offers three additional tips for those considering which option is best for them:1) Don't skimp on research. I see a lot of people who start a business because they think it's 'neat.' If there are 100 companies in the same city that do what you do, chances are you are not going to be extremely successful. You have to find out how unique your company is. Check out your competitors. 2) Invest in expert advice. I used the same consultants every time I started a business. As much as it cost me, it Every time. I got more information from them than I could get from anyone else. 3) If you buy an existing business, business opportunity or franchise, give a specific specific to the established reputation of the business. Buying a bad reputation is not a smart way of doing business - it takes a hunt to learn about business reputation. There are several ways to do this. First, ask around; chances are you'll be able to unearth the information simply by word of mouth. You can also get a list of the company's suppliers and collect information from them. You should also contact the Better Business Bureau and your local chamber of commerce. Regardless of the route you follow, Bauer stresses that any business is your reputation. Take your decision seriously and rely on the many resources available to help you make informed choices. FoodForThought How to Buy Business: Entrepreneurship Through Acquisition, by Richard A. Joseph, Anna M. Nekoranec, and Carl H. Steffens (Dearborn Publishing, \$19.95, 800-235-8866). Startup and Stay Up, Shari Posey. Successful entrepreneurs share their secrets. \$52.95, postage paid. Order through the Small Business Resources Center by phone or fax inquiries at (818) 359-0103. The Small Business Start-Up Guide, by Robert Sullivan (Information International, \$14.95, 800-536-6162). The opinions expressed by the participants of the entrepreneurs are their own. Business opportunities offer tools or training to help you start your own business, but usually at a lower price and with less restrictions than a deductible. You will find business opportunities in the various industries listed here, divided into three main categories: dealers and licensing opportunities, network marketing/direct sales, and trading machines. For more information, be sure to check out our guide as well as the FTC's page on how to explore business opportunities. Auto repair and maintenance ServicesColorado Springs, Colo.Windshield RepairNO. LICENSEES: 150COST: \$1K-\$4KFINANCING: NOPortland, Ore.Auto Appearance Services, Automatic Car WashNO. LICENSEES: 300COST: \$500-\$500KFINANCING: YESEast Sandwich, Mass. Mobile Oil-change servicesNO. LICENSES: 704COST: \$10KFINANCING: YESSaginaw, Mich. Auto. LICENSEES: 500COST: \$5KFINANCING: YESSpring Hill, Kan. Auto chip and scratch repair. OF LICENSEES: 250COST: \$6.99K-\$49KFINANCING: NOAuto Sales/MarketingNO. FROM DEALERS: 50COST: \$995FINANCING: NOFort Myers, Fla. Used-car box stickersNO. LICENSEES: 428COST: \$99-\$459FINANCING: YESAlbany, N.Y. Graphic and mobile marketing for car dealersNO. LICENSEES: 12COST: \$10k-\$20kFINANCING: NOTruck-Bed LinersPalmer, Mass.Clear Truck-Bed LinersNO. LICENSEES: 428COST: \$9.8KFINANCING: YESCloverdale, Ind.Spray-on-truck-bed liners, box filmNO. LICENSEES: 2500 EURO: \$199-FINANCE: YESAdvertising/Marketing ServicesKing Prussia, Pa.SMS MarketingNO, LICENSEES: 150COST: \$ 1.5KFINANCING: Forest, Ill, Discount-program stickers for business Сосны, Fla.Newspaper/magazine publishingNO. LICENSEES: 18COST: \$1KFINANCING: NOWilmington, Del.Digital couponsNO. ЛИЦЕНЕС: --COST: \$25KFINANCING: YESOak Forest, Ill.Discount cardsNO. ЛИЦЕНЗИАЛЕС: 0COST: \$0ФИНАНСИРОВАНИЕ: NONewton, АйоваПродвиженные продуктыNO. LICENSEES: 600COST: \$200FINANCING: YESHolly Springs, Бизнес-каталоги Ga.OnlineNO. LICENSEES: 7COST: \$100FINANCING: NOHuntington, N.Y.Daily-deal websitesNO. LICENSEES: 150COST: \$3.99KFINANCING: YESRaleigh, N.C.Directmail реклама, рассылка поздравительных открытокNO, LICENSEES: 80COST: \$5,99KFINANCING: YESEureka, Calif.Magazine для пожилых людейNO, ЛИЗАТЕС: 3COST: \$3,1KFINANCING: YESLouisville, Kv.Local city directoriesNO, LICENSEES: 75COST: \$140FINANCING: NOLouisville, Ky.Local программа дисконтных картNO. LICENSEES: 15COST: \$200FINANCING: NOMiscellaneous Business ServicesParker, оценка Colo. Employee, обучение и управление производительностью NO. LICENSEES: 8COST: \$7K-\$19KFINANCING: YESScottsdale, Ariz.Business consultingNO. LICENSEES: 15COST: \$15KFINANCING: YESLas VegasPostal и бизнес-услугиNO. LICENSEES: 3500COST: \$30KFINANCING: YESLubbock, TexasMail и центры обслуживания копирования, signsNO. LICENSEES: 940COST: \$91K-\$138KFINANCING: YESLubbock, TexasMail и центры обслуживания копирования, signsNO. LICENSEES: 940COST: \$91K-\$138KFINANCING: YESLubbock, TexasMail и центры обслуживания копирования, signsNO. 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LICENSEES: 142COST: \$4KFINANCING: NOMiscellaneous Детский БизнесАрлингтон, Продукты безопасности Va.Children и услугиNO. LICENSEES: 2000COST: \$349-\$1.7KFINANCING: NOIrmo, S.C.Children's cooking classes, вечеринки, лагеряNO. LICENSEES: 185COST: \$500-\$1KFINANCING: NOMonrovia, Calif.Preschool фитнес-программыNO. LICENSEES: 40COST: \$9.99K-\$19.99KFINANCING: YESMilford, Conn.Science образовательные продукты и услугиNO. LICENSEES: 5COST: \$25KFINANCING: YESMIlford, Conn.Science образовательные продукты и услугиNO. LICENSEES: 5COST: \$25KFINANCING: YESMIlford, Conn.Science образовательные продукты и услугиNO. LICENSEES: 5COST: \$25KFINANCING: YESMIlford, Conn.Science образовательные продукты и услугиNO. LICENSEES: 5COST: \$25KFINANCING: YESMIlford, Conn.Science образовательные продукты и услугиNO. LICENSEES: 5COST: \$25KFINANCING: YESMIlford, Conn.Science образовательные продукты и услугиNO. LICENSEES: 5COST: \$25KFINANCING: YESMIlford, Conn.Science образовательные продукты и услугиNO. 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LICENSEES: 28COST: \$7.5KFINANCING: услуги NOLas VegasMerchant, обработка кредитных карт, аванс наличными. ДИЛЕРЫ: 37COST: \$2.99KFINANCING: NONew York, N.Y.Loan brokerageNO. ИЗ DEALERS: 500COST: \$ 19,95KFINANCING: YESLos AngelesLoan brokerageNO. ИЗ DEALERS: 1200COST: \$13.8KFINANCING: YESDelivery ServicesDenverRestaurant служба доставки едыNO. ЛИЦЕНЗИАТОВ: 105COST: \$17.5KFINANCING: YESSt. Облако, Доставка и маркетинг Minn.RestaurantNO. ДИЛЕРЫ: 5COST: \$0FINANCING: NORestaurantsWinnetka, Ill.Pop-up cafesNO. LICENSEES: 0COST: \$100K-\$150KFINANCING: YESBrookline Village, Mass.Ice cream, замороженный йогурт, коктейли, шоколад. ДИЛЕРЫ: 40COST: \$75K-\$150KFINANCING: NOSan DiegoBurgers, картофель фри, солод. ИЗ DEALERS: 0COST: \$350KFINANCING: NOAtlantaStainless стальные закусочныеNO. LICENSEES: --COST: \$395K-\$1M-FINANCING: NOMiscellaneous Food BusinessesLouisville, Ky. Chocolate и confectionsNO. ЛИЦЕНЗИАТОВ: 0COST: \$50KFINANCING: YESNO. ИЗ DEALERS: 5000COST: до \$ 10KFINANCING: YESGrove, Okla.Kettle popcornNO. ЛИЦЕНЗИАТОВ: 200COST: \$12K-\$38KFINANCING: YESSt. Петербург, Винный магазин Fla.TropicalNO. ИЗ LICENSEES: 10COST: до \$ 50000FINANCING: NOCumming, Ga.Ice-машина событие cateringNO. ИЗ DEALERS: 0COST: \$ 3KFINANCING: NOChamplin, Minn.Doughnuts, фаст-фудNO. LICENSEES: 15000COST: \$ 5,5KFINANCING: YESEast Уолпол, Mass.Business закуски routeNO. ИЗ DEALERS: 3COST: \$ 70KFINANCING: NOCincinnatiWine slushie смесь и хлеб погружения смесиNO. ИЗ DEALERS: 63COST: \$ 119FINANCING: NOIndianapolisCпециальность резные свечиNO. ДИЛЕРОВ: 100COST: \$433ФИНАНСИРОВАНИЕ: NONO. ДИЛЕРЫ: 1COST: \$6K-\$7KFINANCING: NOLas VegasPersonalized фото продуктыNO. ИЗ DEALERS: 745COST: \$1,99KFINANCING: YESPalm Спрингс, Calif.Art imaging servicesNO. LICENSEES: 7COST: \$220KFINANCING: NOVictoria, Британская КолумбияCustom головоломкиNO. ИЗ DEALERS: 540COST: \$ 9,1KFINANCING: NOWellington, ОгайоCandle, мыло и косметика решений классов и suppliesNO. ИЗ DEALERS: 100,000COST: \$0FINANCING: NOLa Verne, Calif.Personalized giftsNO. ЛИЦЕНЗИАТОВ: 500COST: \$249-\$995ΦИНАНСИРОВАНИЕ: NONO. ЛИЦЕНЗИАТОВ: 540COST: \$10KFINANCING: YESHome StagingNO. LICENSEES: 10000COST: \$1.5K/2.5KFINANCING: YESMiscellaneous Home-Improvement BusinessesGreensboro, Ga.Environmentally friendly fertilizationNO. OF 60COST: \$50KFINANCING: NOMission Viejo, Calif.Blinds μ shuttersNO. LICENSEES: 300COST: \$399FINANCING: NONatick, Mass. Hidden-fence pet-containment systemNO. ИЗ DEALERS: 200COST: \$20K-\$30KFINANCING: NOBobcaygeon, OntarioLog и деревянные каркасные домаNO. ИЗ DEALERS: 20COST: \$20KFINANCING: NOMansfield, Mo.Decorative бетонная гравировкаNO. ДИЛЕРЫ: 200-COST: \$5K-\$56KFINANCING: NOSmackover, Ark.Stone-veneer productsNO. ИЗ DEALERS: 130COST: \$12K-\$20KFINANCING: NOWesterville, OhioLeaf-free gutter systemNO. LICENSEES: 43COST: \$30K-\$100KFINANCING: YESScottsdale, Ariz.Garage и система организации шкафаNO. ИЗ DEALERS: 250COST: \$1KFINANCING: NORockville, Md.Patternкартина systemNO. ИЗ DEALERS: 500COST: 100FINANCING: NOReno, Nev.Ceiling-art systemNO. LICENSEES: 2000COST: \$3.5KFINANCING: YESNew YorkInterior дизайнерские услугиNO. LICENSEES: 838COST: \$1K/2.5KFINANCING: NOGettysburg, Pa.Replacement windows and doorsNO. ИЗ DEALERS: 39COST: \$40K-\$50KFINANCING: NOBurnaby, Британская КолумбияРечебная дверь и оконные экраныNO. ИЗ DEALERS 30COST: \$18KFINANCING: NOBlinds CleaningMission Viejo, Calif. Blinds, чистка оттенков и ставней, ремонт и продажа. LICENSEES: 1500COST: \$2.99KFINANCING: NOLancaster, N.Y.Ultrasonic blind cleaningNO. LICENSEES: 350COST: \$16K-\$68KFINANCING: YESPhiladelphiaUltrasonic слепой очистки и восстановления огняNO. ИЗ LICENSEES: 4000 EBPO: \$8K-\$70KFINANCING: YESCarpet CleaningAsh Flat, Apeнда и доставка Ark.Carpet-очистка машины. ДИЛЕРЫ: --COST: \$1.99KFINANCING: NORedmond, Wash.Carpet cleaningNO. LICENSEES: --COST: \$2.99KFINANCING: YESRacine, Wis.Carpet, обивка, очистка стен и потолка. LICENSEES: --COST: \$900FINANCING: YESMiscellaneous Обслуживание BusinessesHackensack, N.J.Barbecue-гриль cleaningNO, LICENSEES: 1.025COST: \$15K-\$20KFINANCING: YESRedwood City, Calif.Waterless автомойкаNO. ЛИЦЕНЗИИ: 0COST: \$1KFINANCING: NOBenton, Ky.RV холодильник восстановления и обслуживанияNO. LICENSEES: 25COST: \$10KFINANCING: NOOlympia, Ремонт и переработка Wash.BathtubNO. LICENSEES: 84COST: \$2.5K-\$4KFINANCING: NOCartersville, Ga.Cleaning servicesNO. LICENSEES: 401COST: \$1K-\$5KFINANCING: YESColorado Springs, Colo.Commercial cleaningNO. LICENSEES: 1100COST: \$379FINANCING: NOStratford, Conn.Dryer-vent cleaningNO. LICENSEES: 51COST: \$500-\$1KFINANCING: NOStuart, Fla.Wax, польский, реставрационные изделияNO. ИЗ DEALERS: 200'COST: до \$ 500FINANCING: NOChandler, Ariz.Stone, плитка и раствор очистки, реставрации и защитыNO. LICENSEES: 150COST: \$1.5KFINANCING: NOCalgary, AlbertaParking-lot cleanupNO. LICENSEES: --COST: \$500FINANCING: NOFitness BusinessesTemecula, Calif.Strength-тренинг фитнес-программы для пожилых людейNO. OF LICENSEES: 39COST: \$2.5KFINANCING: YESCrossville, Tenn.Fitness LICENSEES: 2000COST: \$4KFINANCING: YESHampton Falls, N.H.24-часовые фитнес-центрыNO. LICENSEES: 5COST: \$300K-\$500KFINANCING: NOSenior ServicesDenverLearning программы для пожилых людейNO. LICENSEES: 1COST: VariesFINANCING: YESSeminole, Fla.Safeguard посещения пожилых людейNO. LICENSEES: 642COST: \$159FINANCING: NOIrvine, Calif.Nonmedical home careNO. LICENSEES: 230COST: \$17.5KFINANCING: YESMiscellaneous Personal-Care Products/ServicesMississauga, ОнтариоСustomized тела, ванны и по уходу за кожей. LICENSEES: 250COST: \$5K-\$10KFINANCING: NOChester, N.J.Spa и оздоровительные продуктыNO. ИЗ DEALERS: 500COST: \$1KFINANCING: NOClarkston, Mich.Nutritional supplementsNO. LICENSEES: 6COST: \$1.3K-\$3.8KFINANCING: NOPhoenixCustomized ванна и продукты для телаNO. ДИЛЕРЫ: 20COST: \$5K-15KFINANCING: NOWoodbridge, Va.Mobile бутик ногтейNO. ЛИЦЕНЗИИ: --COST: \$2K-\$8KFINANCING: NOTravel AgenciesBoca Raton, Fla.Travel agencyNO. ДИЛЕРЫ: 600'COST: \$2.99KFINANCING: YESOldsmar, Fla.Travel агентство; билеты на концерт, спорт и театрNO. ИЗ DEALERS: 500COST: \$ 3,5KFINANCING: YESMiscellaneous Отдых BusinessesHonoluluSurf-симулятор rentalsNO. LICENSEES: 6COST: \$4.99KFINANCING: YESRacine, Wis.Racing eventsNO. LICENSEES: 9COST: \$1KFINANCING: YESScottsdale, Ariz.Golf турнир consultingNO. LICENSEES: 25COST: \$1.5KFINANCING: YESJessup, Pa.Miniature-golf coursesNO. LICENSEES: 3,330COST: \$6,9KFINANCING: NOHartwell, Ga.Trampoline парк оборудованияNO. LICENSEES: --COST: \$1.2MFINANCING: NOLas VegasDiscount партийные магазиныNO. ЛИЦЕНЗИАТОВ: 3500COST: \$30KFINANCING: YESNO. LICENSEES: 3500COST: \$30KFINANCING: yesElgin, S.C.Video игровые магазиныNO. LICENSEES: 14COST: \$90KFINANCING: NOLong Beach, Calif.Embroidered сумки и аксессуарыNO. ИЗ DEALERS: 100COST: \$499FINANCING: NOConway, Ark.Dollar, партийные и модные магазины. LICENSEES: 2870COST: \$54.9KFINANCING: YESLas VegasRetail магазины, ориентированные на подростков. LICENSEES: 3500COST: \$20KFINANCING: YESDental-Handpiece RepairsNovato, Calif.Dental-drill repairNO. LICENSEES: 30COST: \$35KFINANCING: NOKissimmee, Fla.Dental-handpiece repairsNO. ЛИЦЕНЗИАЛЕС: 275COST: \$500-\$19KFINANCING: YESLaundromatsOshkosh, Wis.Coinoperated laundryNO. LICENSEES: --COST: \$50K-\$250KFINANCING: YESKenner, La.Coin-operated laundryNO. LICENSEES: 1000COST: VariesFINANCING: YESMiscellaneous ServicesTarpon Springs, Fla.GPS отслеживания продуктов и услугNO. ИЗ DEALERS: 4COST: \$ 59,9KFINANCING: YESSan Луис Обиспо, Calif.Christmas украшения rentalsNO. LICENSEES: 810COST: \$ 1,5KFINANCING: YESSan Paфаэль, Calif.Divorce юридических услугNO. LICENSEES: 11COST: \$9K-\$50KFINANCING: YESAustinWedding и подарочные услугиNO. ЛИКИДЕС: 2,456COST: \$5K-\$25KFINANCING: YESIndianapolisVideo productionNO. LICENSEES: 10COST: \$75KFINANCING: YESLutz, Fla. Техt-alert системы безопасности и сигнализацииNO. ИЗ DEALERS: 50COST: \$1KFINANCING: YESSan Луис Аренда завода Calif.InteriorNO. LICENSEES: 810COST: \$1.5KFINANCING: YESSan FranciscoPersonalized поздравления с днем рожденияNO. LICENSEES: 10,000COST: \$200FINANCING: NORiver Vale, N.J.Yard-sign rentalsNO. LICENSEES: 72COST: \$999FINANCING: YESGreen Bay, Wis.Saw и заточку инструментаNO. ЛИЦЕНЕС: 650'COST: \$6.99KFINANCING: NOSuperior, Wis.Synthetic lubricantsNO. ASSOCIATES: --COST: \$30-\$75FINANCING: NOHigh Point, N.C.Hair-care и косметические средстваNO. ASSOCIATES: 150COST: \$49FINANCING: YESAddison, TexasAnti-aging creamNO. ASSOCIATES: --COST: \$499FINANCING: NODaly City, Calif.Nutritional, персональная уход и экологические продуктыNO. ASSOCIATES: 220,000COST: \$54FINANCING: NOKaysville, UtahHealthful закуски, напитки и первые торговые автоматыNO. ИЗ DEALERS: 5600COST: \$ 25K-\$200KFINANCING: NOIdaho Falls, АйдахоНealthful-фуд торговых автоматовNO. ИЗ DEALERS: 309COST: \$ 25KFINANCING: YESSan FranciscoAdult новинка и удобство пункта торговых автоматовNO. ИЗ ДИЛЕРОВ: 1COST: \$20K-FINANCING: YESIdaho Falls, АйдахоБулк конфеты торговые автоматыNO. ИЗ DEALERS: --COST: \$ 7,9KFINANCING: YESDes Moines, IowaSoda и закуски торговых автоматовNO. 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