



Franchising As a Win-Win Strategy for Business Growth

Given the current economic uncertainty, franchising can be a viable business model for both budding entrepreneurs seeking low start-up costs and for established companies seeking overseas expansion. Franchises can be easy to run and replicate with proper documentation of processes and procedures, are exposed to relatively less business risks and help franchisors enhance brand value in new markets. Foreign franchisors - such as 7-Eleven and Carl's Jr - are attracted by Singapore's good intellectual property protection, talent pool and globalised workforce to set up local franchises. On the other hand, overseas franchisees are drawn to the integrity, trustworthiness and excellent management practices associated with Singapore brand names, such as BreadTalk and Tung Lok. With 30,000 local franchisees generating nearly S\$5.6 billion in revenue in 2007, Singapore's franchise industry is burgeoning and projected to create 14,400 jobs by 2013.

For start-ups looking for franchising opportunities and successful entrepreneurs interested in expanding through overseas franchises, the Lee Kong Chian Reference Library (LKCR) offers practical handbooks and case studies on franchise operations and management in its Business and Singapore Business collections on the 8th and 11th floors respectively.

You may search for the above library resources using our online Catalogue, accessible at <http://catalogue.nlb.gov.sg>, using keywords such as: Franchises (Retail trade); Franchises (Retail trade) Law and legislation. Alternatively, you may wish to browse the shelves around shelf numbers: [381.13] and [658.8708] for more titles.

Some recommended readings on running franchises are:



All rights reserved, Rank Books, 2008.

Success In Franchising
 Author: Gabriel, Vincent A.
 Publisher: Singapore: Rank Books, 2008.
 Call Number: RSING 658.8708095957 GAB



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Asia's Top Investments & Franchise: To Make Your First \$1 Million
 Authors: Aminordin Bin Omar & Chan, Timothy.
 Publisher: Singapore: Certified Consultants Network, c2008.
 Call Number: RSING 381.13095957 AMI



All rights reserved, Entrepreneur Press, c2007.

Franchise Bible: How To Buy A Franchise Or Franchise Your Own Business
 Author: Keup, Erwin J.
 Publisher: [Irvine, Calif.]: Entrepreneur Press, c2007.
 Call Number: RBUS 658.8708 KEU



All rights reserved, Asiawide Trends Pte Ltd, 2006.

Asia Pacific Franchise Directory
 Publisher: Singapore: Asiawide Trends Pte Ltd, 2006.
 Call Number: RSING q381.130255 APFD



All rights reserved, Pearson/Prentice Hall, c2005.

From Ice Cream To The Internet: Using Franchising To Drive The Growth And Profits Of Your Company
 Author: Shane, Scott Andrew, 1964-
 Publisher: Upper Saddle River, N.J.: Pearson/Prentice Hall, c2005.
 Call Number: RBUS 658.8708 SHA



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Developing And Managing A Franchise
 Authors: Kong, Albert & et al
 Publisher: Singapore: LexisNexis, 2004.
 Call Number: RSING 343.59570887 DEV