



Planning a new venture – Start-up, franchise or buying an existing business

Route to market entry

Consider a *new business start-up* as an option. Conduct an audit of the advantages and disadvantages of this option for your specific idea, carrying out any necessary research.

Consider the development of your business opportunity using a franchise network with you as the *franchisor*. List the advantages and disadvantages.

Consider taking up a franchise as a *franchisee* as a possible way of developing your business opportunity. List the advantages and disadvantages, if appropriate.

Consider *buying an existing business* as a way of entering the market with your idea. List the advantages and disadvantages.

Use this worksheet to record your findings:

ROUTE TO MARKET	ADVANTAGES	DISADVANTAGES
New business start-up		
Franchisor		
Franchisee		
Buying an existing business		