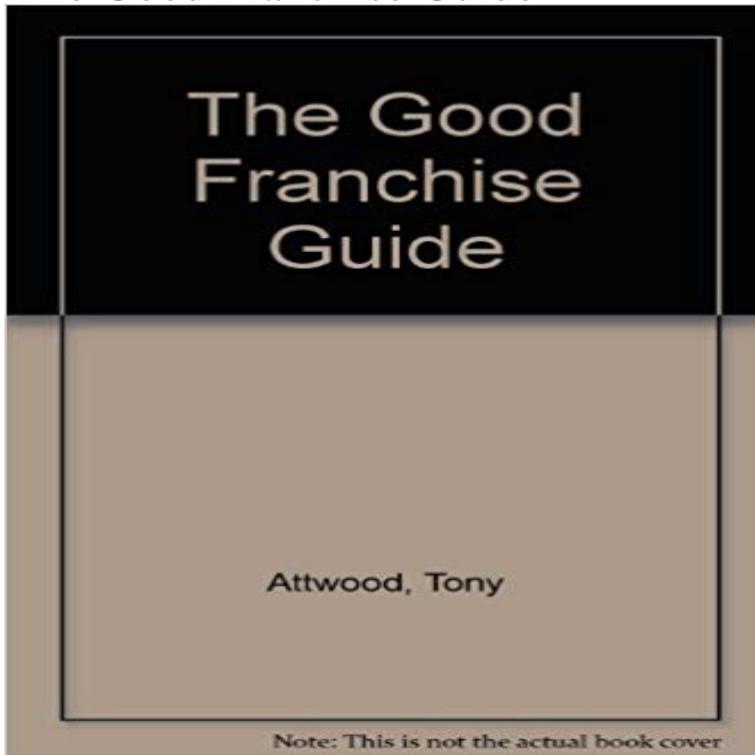


The Good Franchise Guide



In the new, revised edition of this directory, the authors have followed up all franchises currently on offer at around #250,000 or under. Their findings are reported in a format designed for easy comparison, one with another. Each franchisor was invited to complete a questionnaire, the results were checked and where franchisees names were supplied, they were approached for information on whether the franchise lived up to its expectations, its good and bad points. The result is an independent survey of over 400 UK franchises.

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