



The *Excitement & Passion* of an **EMERGING BRAND**

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As a franchise consultant I really get excited and passionate about showing emerging franchise brands to my clients. What these franchises lack in historical revenue history they make up for in excitement and passion. Now emerging brands are not for everyone, but if you are an early adopter, someone who wants to get in on the ground floor and grow with a concept, it may be for you.

With an emerging brand you may have the opportunity to make suggestions on products or services that you wouldn't have with a more established franchise.

In the early 1960's Lou Green, a McDonald's early franchisee in Cincinnati, was faced with a problem. Cincinnati at the time was a very Catholic area and Catholics were not supposed to eat meat on Fridays. Lou's McDonald's came to almost a complete stop every Friday. That was the birth of the Filet-O-Fish Sandwich. Lou Green came up with the idea and convinced Ray Kroc to allow him to sell it in his Cincinnati McDonald's. Ray Kroc was initially against the idea but finally came around. They had to figure out how long to cook it and what kind of tartar sauce to put on it. One of Lou Green's young crew members even suggested putting a piece of cheese on it. It was so popular that in 1965 they made it a permanent item on the menu. The Big

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Mac, Hot Apple Pie and Egg Mc muffin all came from franchisors' suggestions. Now, I'm not suggesting that all emerging brands will turn into McDonald's. Most won't come anywhere close, but don't discount an emerging brand that has the potential to grow to 200, 300 or 500 locations. They can be very successful and profitable. Think of the excitement of being the 5th, 10th or 20th franchisee in a 500 franchise concept. The same person that would have bought Apple, Microsoft or Amazon when they first went public may be the same person that is interested in an emerging brand.

When buying an emerging brand, you may be able to

lock up a larger territory than a more mature brand. As an early franchisee you may have much more influence on the direction of the company than someone who purchases a more mature brand. You may be more of a risk taker. If you have a concern, issue or want to make a suggestion with a mature franchise you are going to call the district or regional manager. With an emerging brand, you are going to call the founder.

As a franchise consultant with the Franchise Consulting Company, I have seen brands go from 1 or 2 locations to 100 territories sold in one year. We are currently showing a brand that has grown to 400 territories sold in less than one

year. Many clients purchasing emerging brand come back and purchase additional territories once they realize that this is turning into a rocket ship and they want to be on board for a larger piece of the pie.

Many equity firms are purchasing franchise brands and are always on the lookout for the next big franchise.

As I stated at the beginning of this article, emerging brands are not for everyone. If you are looking to make an investment and looking for a steady predictable rate of return an emerging brand is not for you. If you are looking for the excitement of being in on the ground floor with a great product or service, one that has a sound management team, a vision for the future and unlimited growth potential you may want to ask your franchise consultant to show you 1 or 2 emerging brands as they present you with franchise opportunities.

ABOUT THE AUTHOR

Mitchell is a Franchise Consultant with industry experience as a Certified Project Manager. He is also a former UPS Store franchise owner, and a franchise area developer. He brings a unique perspective on purchasing a franchise. Mitchell can help you find the right franchise that fits your life style, goals & budget. He can be reached at Mitchell@thefranchiseconsultingcompany.com or 954-242-4891

