

Minority Franchising: A Growth Strategy for NYC Small Business



Big Apple Franchise Initiative

Formulas for Minority Business Success www.minorityfranchisebuyer.com/bafi

Minority*Franchise
Buyers Conference

Why the Focus on Franchising?

- *Provides a proven system for operation.*
- *Vehicle for job creation.*
- *Recognized brand name.*
- *Support system in place.*
- *Funding options better than w/other start-ups.*
- *Lower failure rates.*



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Why the Link Between Franchising & Minorities?

- *Minorities are underrepresented in franchising.*
- *Many national franchisors have targeted urban centers for expansion.*
- *Many of the challenges minority firms face can be offset by franchising model.*



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What is the Minority Franchise Buyers Conference?

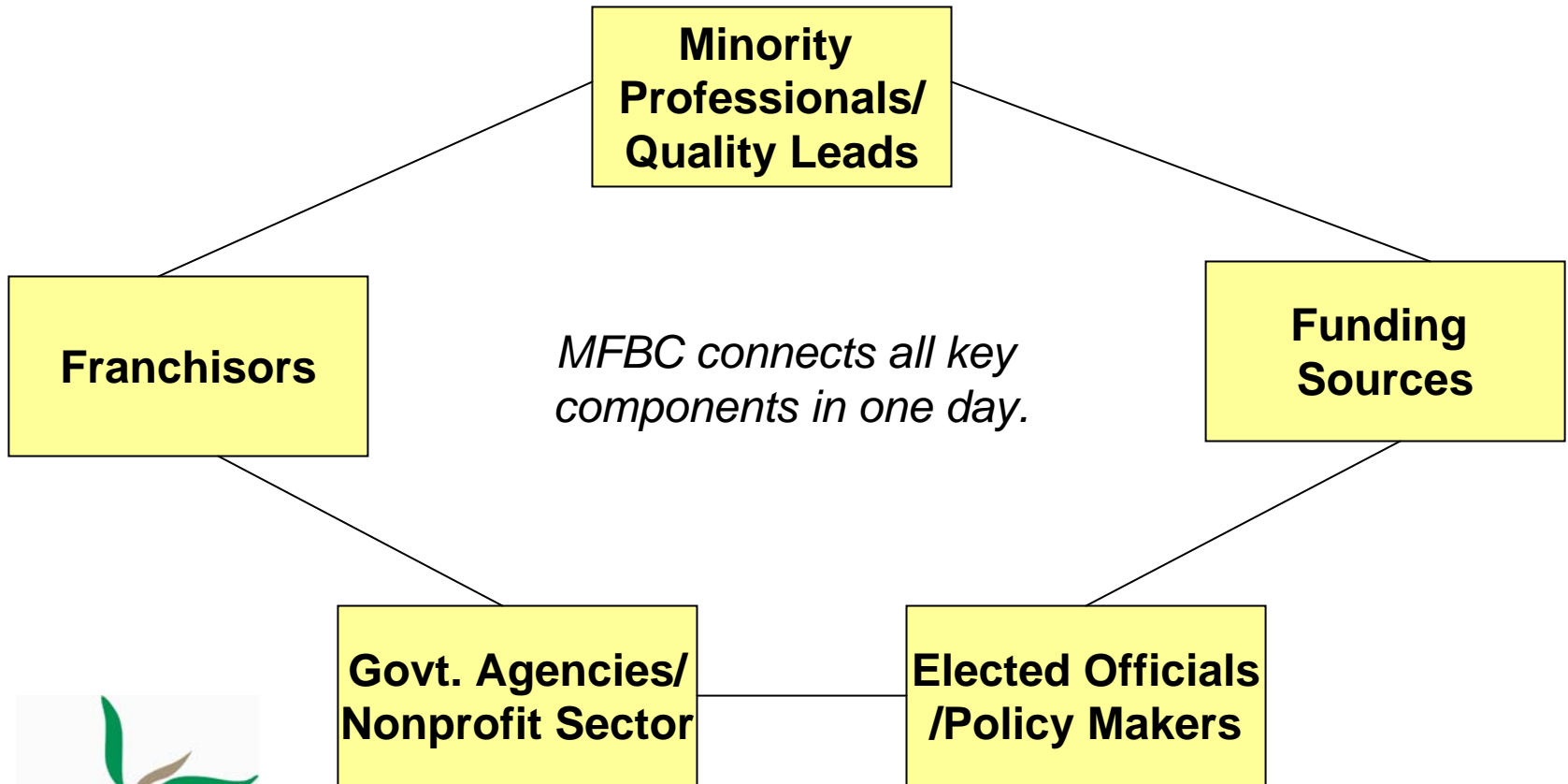
- *Day-long event that exposes minority professionals and investors to franchising as a model for business ownership & wealth creation*
- *Only event of its kind in the country.*
- *Started in 2005; More than 430 attendees locally; Attracted national attention.*



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What Makes MFBC Unique?



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The Event Features

- *12 breakout sessions & industry panels*
- *“How I Did It” Roundtable*
- *Virtual site tour*
- *“Meet the Franchisors” session*
- *Exhibits*
- *The Deal Room*
- *Networking*



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What is the Big Apple Franchise Initiative?

- *BAFI builds upon the success of the MFBC to create new businesses and generate jobs by providing year-round support and programs to aspiring franchise owners.*
- *A collaboration between The KIP Business Report newspaper and 18 community partners like JBRC, BEDC, QEDC, and CACCI.*



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What is the Big Idea Behind BAFI?

Use franchising as a catalyst for economic development, specifically to:

- **Boost** *minority business ownership*
- **Create** *more jobs*
- **Revitalize** *commercial strips in under-retailed and underserved neighborhoods*



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BAFI 5-Point Strategy

- 1. Create a “one-stop shop” where reliable information about franchising can be obtained.*
- 2. Create a citywide database of commercial sites suitable for franchise development.*
- 3. Conduct ongoing outreach to national franchisors to educate them and bring them into the NYC market.*



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BAFI 5-Point Strategy

4. *Establish an investment fund capable of doing debt & equity financing of bigger franchise deals with minority entrepreneurs---particularly large scale, multi-unit operations, acquisitions, etc.*
5. *Produce the Minority Franchise Buyers Conference (next date: May 19, 2007) and other educational & training programs.*



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The Critical Role of BAFI Partners

- ✓ **Educate** and inform the minority community about opportunities in franchising.
- ✓ **Inform** us of commercial development opportunities in your catchment area suitable for franchise development.



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The Critical Role of BAFI Partners

- ✓ **Send** *story ideas with a franchising focus about your organization, members or neighborhood to The KIP Business Report.*
- ✓ **Tell** *us about your programs & services to include in the MFBC Franchise Assistance database (referral service).*
 - *e.g.: training classes, technical assistance, funding, retail development, tax incentives, training grants, etc.*



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The Critical Role of BAFI Partners

- ✓ **Become** a MFBC/BAFI marketing partner.
 - *Help spread the word through email blasts, distribution of literature, Web site postings, mailings, speaking opportunities, etc.*
- ✓ **Mark** May 19th on your calendar and plan to join us at the MFBC.



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