



Business ownership - what are my options?

If you are considering becoming a business owner or entrepreneur you have three options – start your own business from scratch, buy an existing business or buy the rights to a franchise.

Below is a table that captures the three options and then attempts to lay out the different risks or variables associated with each choice. Use this table as talking or thinking points to see if you can find the option that makes more sense to you than the other. The list below is not exhaustive so please use the table on the next page to add other ideas that are important to you. It may create action items for you to research further so write them down as well. If you have questions, challenges, suggestions or simply want to vent, please email me at andrew@rogersonbusinessservices.com

| | <i>Start a new business</i> | <i>Buy an existing business</i> | <i>Buy a franchise</i> |
|---|------------------------------|---------------------------------|---|
| Availability | None | Limited | Many |
| Established business methodologies | None | Hopefully | Yes |
| Documented processes | None | Limited - if at all | Yes |
| Training | None | Initial 2 weeks or so | Initial and ongoing |
| Investment V Profit | None | Yes | Limited |
| Support during ownership | None | None | Yes |
| Risk | Highest | Unknown until you're the owner | Many variables |
| Finance availability | Very difficult | Yes | Yes |
| How to predict success | Success based on projections | Success comes from history only | Success based on feedback from current owners |
| Decision maker | Owner | Owner | Follow the system |
| Instant cash flow | No | Yes | No |
| Established customer relationships | No | Yes | No |
| Established relationship with suppliers | No | Yes | Maybe |
| Established reputation | No | Yes | Yes |
| Established brand | No | Yes | Yes |

Use the table below to write down additional ideas you consider important to include when deciding which business option to pursue.

Write down any ideas you want to research further.

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