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# Frequently Asked Questions

## **Q. What is franchiseadvice.com?**

A. franchiseadvice.com is a Franchise and Business Services Directory

## **Q. Who will use franchiseadvice.com?**

A. Anyone researching franchising for instance, members of the public, professional advisers and business advisers throughout the UK and the ROI

## **Q. What benefits will these people achieve by using franchiseadvice.com?**

A. They will have constantly maintained information on franchising and essential business services to consider or pass on to their clients

## **Q. Why is franchiseadvice.com particularly useful?**

A. Access to franchiseadvice.com is unrestricted, there is precise information on franchises available, franchising and essential business services. Additionally, franchisors would use the site to feature their opportunity when searching for their "ideal" franchisee

## **Q. How will business advisers find www.franchiseadvice.com?**

A. By following our continually evolving marketing campaign, such as

- magazine advertisements and inserts
- internal newsletters
- franchise trade magazines
- e-mail & direct mail
- the daily press
- PR activity

## **Q. How will the public find franchiseadvice.com?**

A. Again by following our continually evolving marketing campaign, such as

- the daily press
- franchise trade magazines
- franchise exhibitions
- PR activity

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