

SOCIAL MEDIA IS AN INTEGRATED PART OF THEIR LIVES.

THEY ARE THE MOST EDUCATED GENERATION YET.

MILLENNIALS GREW UP WITH TECHNOLOGY.

THEY'RE LOOKING FOR AN AUTHENTIC WAY OF LIFE.

THEY ARE BORN BETWEEN 1980 AND 2000.

THEY ARE HARD-WORKING AND WANT TO SUCCEED.



MEET THE Millennials

What's next when it comes to franchising? Look no further than the next generation of franchisees. These young people are keen to work hard and have something that they can be proud of and call their own. There are a lot of misconceptions out there about millennials, whether it be that they aren't self-directed or that they don't know the value of hard work, but these franchisees are proving that this generation has what it takes to succeed in whatever they do – from teaching kids soccer to having a successful burrito restaurant! So read on to hear from eight young people who have gone into business for themselves, given it their all, and found success before age 35.



DAVID MOFFAT age: 25
4 Pillars, Halifax, Nova Scotia



I wanted to own my own business because...

I wanted to challenge myself and let my own efforts dictate my success. The risks are definitely there, but so are the rewards – which makes every day exciting. I came from an extremely structured military background and I wanted to begin a new life where I was ultimately in charge.

The franchise business model appealed to me because...

Knowing that the business has already been through the struggles and hardships common to start-ups gave me a ton of confidence. The jump from a steady paying job to running your own business is definitely not an easy one to make.

I chose my particular franchise because...

I have a passion for finance so I was looking for a business in the financial services. I was immediately drawn to 4 Pillars because they help Canadians build a stable financial future. I knew after only a few conversations that the culture, ethics, and morals of the company matched my own. I'm very pleased with my decisions and I have not regretted it at all.

The benefits of being a franchisee are...

I do not have to guess about any aspect of the business. It is all clearly laid out. If I have any questions I simply email or call any of the managing partners and I receive a prompt response. While I am running my own business, I am not alone. It is a wonderful feeling knowing everything has been dealt with in the past and there are no surprises.

The best part of owning my own business is...

I am my own boss. I know my success will be a direct reflection of my efforts. I wake up every morning knowing that I have scheduled and prioritized the tasks that need to get done. This gives me the freedom to book time off when I need it.

My advice to other young people considering franchise ownership is...

Don't let anyone tell you that you cannot do something. If an opportunity presents itself, jump on it! Being young has certain advantages – if whatever you choose to pursue doesn't work out, you have your entire life to build back up!



JASMINE KAUR age: 33
A&W, Montreal, Quebec



I wanted to own my own business because...

I wanted to be in charge of my career: I wanted to be able to control my schedule, to work for myself and be my own boss.

The franchise business model appealed to me because...

As a young entrepreneur, the franchise model really appealed to me because it takes off a lot of the pressure. A&W guides you so you are not left alone. For someone who is starting in the business world, it is very helpful to have a company that can lead you with a clear vision.

I chose my particular franchise because...

I worked as a part-time employee for my father, who has been with A&W for almost 20 years. I saw the relationship he had with the company and I felt that A&W had a good relationship with their franchisees. A&W's values also really appealed to me.

The benefits of being a franchisee are...

The benefit is that you don't have to do everything on your own. I don't need to have multiple degrees in marketing, business administration, etc. A&W does all the research and development, while I focus on my business and growth.

The best part of owning my own business is...

The best part is that I am in total control of my workload. Yes, I work a lot, but I really enjoy doing what I do – a big part of that is to see my team grow with me. I'm in a great industry that is constantly changing and never gives us a minute to get bored.

My advice to other young people considering franchise ownership is...

Go ahead without hesitation. Franchising is a growing market with lots of opportunities to grow personally and professionally. Join a company like A&W where you know that you are in good hands and find one that you share a common vision with.

MEET THE MILLENNIALS



RENEE HE age: 33

Hand & Stone Massage and Facial Spa,
Thornhill, Ontario



I wanted to own my own business because...

I wanted to achieve financial freedom. I want to know that I will not be struggling from paycheck to paycheck.

The franchise business model appealed to me because...

I didn't have previous experience running a business or managing people, so I saw the franchise business model as an ideal way for me to learn and grow. There is always a professional team to support me whenever I need help.

I chose my particular franchise because...

I love the spa industry and had been looking at becoming a franchisee for a long time. I chose Hand & Stone Massage and Facial Spa because it's a membership-based business model. Also, it has had proven success in the U.S., and I saw the potential for growth to happen here as well.

The benefits of being a franchisee are...

As a franchisee it's easy to be successful because you have lots of opportunities to learn and grow. There's access to professional advice and support, and you can share ideas and experiences with other franchisees.

The best part of owning my own business is...

The opportunity to achieve financial freedom, and the availability of resources that allow me to be constantly improving myself and my business.

My advice to other young people considering franchise ownership is...

Choose an industry that you are interested in, and do research on the franchise industry as well as specific franchisors. After that, do financial projections to ensure the franchise meets your lifestyle needs. Finally, once you have your business, work towards improving your time management and communication skills in order to maximize efficiency and profitability.



ERIC DAO age: 25

Kumon Math and Reading Centres, Brampton, Ontario



I wanted to own my own business because...

I considered the options of teaching abroad or to continue networking through classroom volunteering opportunities. Working overseas would take me away from my family and volunteering presented its own financial difficulties. I saw a career path that allowed me to support both myself and my family.

The franchise business model appealed to me because...

It provides rich opportunities for professional development. As a Kumon Franchisee, I perform in equally important capacities of education and business. The tried and true systems, alongside corporate support, allow me to focus on my own strengths as an educator.

I chose my particular franchise because...

I believe in Kumon because I consider myself a Kumon success story. My parents enrolled me in Kumon in the second grade. The training at head office and Kumon University also further convinced me that this is not only the program I grew up with but also a program I look forward to continuing to grow alongside now.

The benefits of being a franchisee are...

One advantage of a franchise is that the system has been successfully replicated before. Head office not only helps its franchisees with day to day operations but also arranges for routine meetings where we can plan initiatives and share our experiences.

The best part of owning my own business is...

It's the best of both worlds between business ownership and the use of a franchise's system. I love the support for continual learning. Kumon provides a wide variety of experts alongside ample guidelines and best practices. Fellow franchisees also share experiences and insights.

My advice to other young people considering franchise ownership is...

It is very important for young people to do research. Looking back at the two years it took me to prepare for my business, I realize that I didn't get very much done on my own in that first year. Only when I started to look for ways to work with others did I gain momentum; it may be a good idea to look for networking opportunities as you prepare.



GRAHAM WARE age: 29

Little Kickers, Ottawa, Ontario



I wanted to own my own business because...

I liked the idea of building something new and exciting.

The franchise business model appealed to me because...

Becoming a franchisee offers the flexibility of running my own business, but with support and guidance from the franchisor with a proven business model.

I chose my particular franchise because...

From day one I felt like I was a valued part of Little Kickers. Before set-up they provided a comprehensive training program, along with supporting materials. It's the ongoing support that has been so impressive. I know I can pick up the phone or email any of the other franchisees or the franchisor to query aspects of our business and ask for advice.

The benefits of being a franchisee are...

Before I became a Little Kickers franchisee, I had considered setting up soccer classes on my own, but the benefits of having a well-established brand and years of market knowledge convinced me to go for franchising.

The best part of owning my own business is...

It's challenging, fun, rewarding, and doesn't feel like work – especially since I love what I do.

My advice to other young people considering franchise ownership is...

Even with a strong brand like Little Kickers, who have a superb business model and proven success, it still takes total dedication, determination and a lot of hard work to succeed. Never underestimate the time and effort needed to ensure the quality control and the growth of your business.



PAUL ROBERTSON age: 29

Restoration 1, Niagara region, Ontario



I wanted to own my own business because...

After completing my MBA I had a great job, but felt I was capable of doing so much more. I thought about staying in my current job versus venturing off on my own into a franchise. I projected these two situations out one, five, and 10 years. I realized I would rather take the chance and fail 100 times on my own terms, then work one someone else's.

The franchise business model appealed to me because...

The franchise business model appealed to me for many reasons but mostly because of the support of the franchise. Throughout my growth the franchise has provided consistent support, from training my employees to marketing our services. The franchise has helped me to carve out a niche market and allowed me to be successful.

I chose my particular franchise because...

I considered several factors such as sustainability, competitiveness, autonomy, and market strategy. I felt confident that Restoration 1 had the same vision as I did and was positioned for growth. I operate the business using their model, but also get to incorporate parts of my own personality into marketing tactics that gain awareness within my territory.

The benefits of being a franchisee are...

Becoming a franchisee allows you to learn the ropes without having to endure the impact of the issues the franchise encountered during its growth. In my business every disaster is different. The scope of work we do is very wide and having the franchise's support and experience in dealing with all different situations has instilled the confidence in me that no matter what the situation from flood, to fire, to extraordinary circumstances I will be able to solve the clients issues.

The best part of owning my own business is...

The satisfaction of feeling self-made. To me being an entrepreneur is not a title, it's a lifestyle and as soon as I got my first taste I was hungry to keep going.

My advice to other young people considering franchise ownership is...

Unlike what you see on TV, owning your own business is not always easy. There are moments when things are not going to go your way but the franchise business model will be there to help guide you through.

MEET THE MILLENNIALS



JUSTIN PRITTIE age: 26
TWO MEN AND A TRUCK, Cambridge, Ontario



I wanted to own my own business because...

Owning a business and becoming an entrepreneur always sparked my interest. My father has been a part of and involved in many businesses and franchise organizations, and I have always admired his many accomplishments. Like him, I'm a leader and team player who enjoys the challenge of building something significant.

The franchise business model appealed to me because...

I liked that I could become part of an already-established company with brand name awareness, and systems and procedures in place. While there was still a large learning curve for me, the franchise system provides great knowledge, expertise and support to get franchisees up-to-speed very quickly. I have been able to focus on sales, marketing and customer service. Why start something from scratch when you can learn from others who have gone before you?

I chose my particular franchise because...

During high school, I worked for TWO MEN AND A TRUCK in Hamilton as a mover. Then, while studying for my business degree at Wilfrid Laurier University, I chose TWO MEN AND A TRUCK for a project in my Entrepreneurial Finance class project. I thought I'd excel in the Waterloo Region, based on the market analysis I prepared.

The benefits of being a franchisee are...

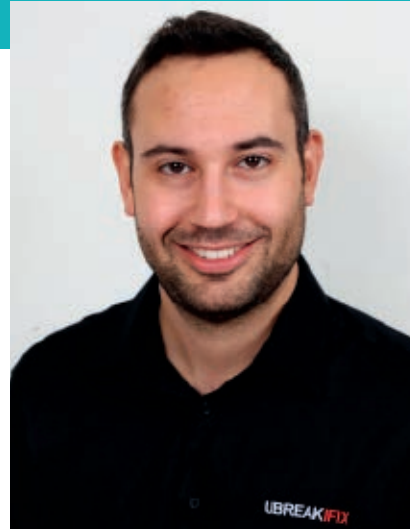
The number one benefit is that I am my own boss, but with the backing of the franchise system. I truly value the support, advice and encouragement of the other franchisees.

The best part of owning my own business is...

My business is become a huge part of my life. Seeing my franchise grow and develop each year makes me proud. Helping my team learn, develop and mature has been significant. Giving back to the community through the Mikey Network is also extremely satisfying.

My advice to other young people considering franchise ownership is...

Find a business you love and can be passionate about. Involve your family as they can help you get started. If you get excited about the opportunity, they will as well! Also, don't be afraid, just go for it. I truly believe good things come to those who work hard and honestly. And, if you are not sure about something, just ask!



DANIEL SOHMER age: 27
uBreakiFix, Toronto, Ontario



I wanted to own my own business because...

I wanted to have a flexible schedule sooner rather than later in my career to open up doors for opportunities. I don't like the idea of being tied down to a large corporation.

The franchise business model appealed to me because...

Branding and company infrastructure really go a long way to help your franchise succeed. People know they can trust a franchise more than a mom and pop shop especially when difficult situations arise.

I chose my particular franchise because...

For the past two years, I was working as a manager at uBreakiFix. I am very confident in the concept's ability to be successful. The most appealing part about uBreakiFix is the heavy focus on customer service. I really enjoy helping people and thought this was a way to do that, while making a living from it! Also, uBreakiFix has valuable systems and support channels in place to help new franchisees hit the ground running.

The benefits of being a franchisee are...

Training, brand recognition, an established reputation and company infrastructure. You feel part of a family – a family with healthy competition.

The best part of owning my own business is...

The best part of owning my own business is that it allows me to create very close relationships with employees and customers, while meeting new people every day. One of the most satisfying things is receiving positive feedback from customers who have had an incredible experience. It is very enriching to hear about how great of a job my staff did and how they impacted someone's day.

My advice to other young people considering franchise ownership is...

Be prepared to work extremely hard and set an example for your staff. You are a leader, but be open-minded and listen to what your employees say. 🍁