

You're Invited to

SO YOU WANT TO OPEN A FRANCHISE IN THE SOUTH BRONX?

EVENT DETAILS

Where:

Lincoln Hospital Auditorium
234 East 149th Street (at Morris Avenue); The Bronx, NY

When: Thursday, September 24, 2009

Registration, Networking, Exhibitors: 6:00 – 7:00 pm

Discussion Panel: 7:00 – 8:30 pm

ADMISSION IS FREE AND SEATS ARE LIMITED!

DESPITE THE CURRENT ECONOMIC SLOWDOWN, THE SOUTH BRONX CONTINUES TO BUZZ WITH ACTIVITY. Groundbreakings for new residential Center at Bronx Terminal Market and Yankee Stadium; and the recently approved rezoning of the Lower Grand Concourse to foster mixed-income housing, open space, and retail development will ultimately lead to increasing demand for restaurants, gyms, and other neighborhood services in the South Bronx.

While some major retailers have suspended their expansion plans, franchises are expected to grow by 20 million SF nationally in the next year. Savvy entrepreneurs who understand local retail markets may be able to open and operate successful new enterprises. However, there are many issues to consider before “taking the plunge” into franchising.

Please join us for a networking event featuring industry champions who will discuss the ins and outs of franchising, with a focus on the opportunities and challenges to a franchise operation in the South Bronx.



Sponsored by:

NEW YORK CITY ECONOMIC DEVELOPMENT CORPORATION,
Bronx Overall Economic Development Corporation &
South Bronx Overall Economic Development Corporation

AGENDA

Opening Keynote

Ruben Diaz, Jr.

Bronx Borough President

Moderator

Michael Einbinder, Esq.

Founding Member, Einbinder & Dunn, LLP, a franchise attorney, will introduce the panel discussion with a "Franchising 101" presentation.

Panelists

Giorgio Kolaj

Co-Founder, Famous Famiglia Pizzeria (Franchisor), will tell the story of how his family-owned business grew from one location on 96th Street and Amsterdam Avenue to 113 locations in 21 U.S. states, Mexico and China; he will also offer insights on what franchisors look for when screening potential operators.

Jeff Innocenti

Co-Owner / CEO, Planet Fitness New York (Franchisee) &

Michael Mehiel

COO, Four M Capital LLC for Buffalo Wild Wings (Franchisee) will share their experiences and advice on opening a franchise.

Speakers will also address questions including:

- What are the advantages of franchising, and what are its risks and limitations?
- What franchising opportunities are there in the South Bronx?
- What kind of issues should you research and consider before purchasing a franchise?
- How much capital do you need to start a franchise operation?

Please RSVP by 5 pm on Friday, September 18, 2009 to evonnstapleton@sobro.org with your name, company (if applicable), email address, and phone number.