

# Franchise Business Models Explored

## Vancouver's Clark College offers helpful insight

If you have ever seriously thought about owning a franchise, Clark College is offering a class to guide you in the process.

"Essentials of Franchising" will be held at Clark College at Columbia Tech Center on Saturday, Sept. 26 and Saturday,

Oct. 3. Both sessions will take place from 9 a.m. to 2 p.m. Clark College at Columbia Tech Center is located at 18700 S.E. Mill Plain Blvd., Vancouver.

The course will be taught by business entrepreneur Robert MacLellan. Participants will learn about the advantages of the franchise business model versus the non-franchise model.



Robert MacLellan

Discussion areas will include: criteria in selecting a franchise, the typical franchise contract and its important components (fees, royalties and geographic territory), how to value the business, profit margins, multi-unit benefits and requirements and site selection criteria.

Three case studies will be utilized covering name brand franchises (Taco Bell,

MacDonald's and Wendy's), their national expansion and why they continue to succeed after 30 years. In addition, participants will learn why Subway sandwich sales are increasing during this current recession. A field visit to a regional Starbucks outlet will aid in understanding site selection criteria.

The fee for the two-day session is \$149. For additional information, call 360-992-2484. Information about all Corporate and Continuing Education classes is available at [clark.edu/cce](http://clark.edu/cce).

# Placing Women in Good Paying Jobs



Melissa Jackson uses the claw of a hammer to tear down part of an old wall. Before enrolling in Oregon Tradeswomen, Inc. training program, Jackson worked in mortgage services. PHOTO BY JAKE THOMAS/ THE PORTLAND OBSERVER

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the mortgage services. As the financial industry began to meltdown, she decided it was a good time to jump ship and try her hand at something else. She had always enjoyed doing repairs on her own home, and liked the idea of working in

carpentry, which prompted her to sign up for Oregon Tradeswomen Inc. pre-apprentice program.

At the works site, wearing a hardhat and goggles, she uses the claw of a hammer to tear the drywall covering the buildings frame.

"This is something I've always wanted to do," she said. Now she is.



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Two women trainees enrolled in a pre-apprentice program with Oregon Tradeswomen, Inc. erect a metal frame for a wall.

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