

New European Franchising Magazine Launch

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European Franchising magazine is launching at the European Franchise Expo in Belgium on March 13. The magazine is totally dedicated to promoting new opportunities and famous brands to European franchise investors.

UK based, Franchise Development Services, the world-renowned franchise consultancy and publisher, spotted the need for a publication addressing European-wide issues. Europe is the world's largest single franchise market with the highest density of franchised outlets.

FDS managing director Roy Seaman, explained, "Successful franchise businesses are a major contributor to the wealth of the European economy and many operate across all countries. European Franchising magazine is aimed at investors seeking master franchise rights, area development agreements and multiple/single unit franchises."

The new magazine will be published quarterly and distributed in every European country. It will be available at newsstands in capitals, business centres, airport lounges and business hotels. It will also be distributed at all key European franchise exhibitions and other major business opportunities/European franchise and investor related expositions. In addition, it will be mailed to all known franchise investors and e-zine emailed to 12,000 databased investors.

Franchise Development Services Limited is a worldwide franchise consultancy group. Famous brands such as Domino's, Subway, Jani-King and Levis have all benefited from their services.

The group are also publishers of The Franchise Magazine, The United Kingdom Franchise Directory, Franchise International, Irish Franchise Magazine and other International publications, which support consultancy offices in the UK and around the world.

To find out more about franchising and available publications then visit www.franchise-group.com.

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