

The Franchise Magazine reveals Government should back UK franchise industry

Submitted by: Franchise Development Services

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The February/March edition of The Franchise Magazine (<http://www.thefranchisemagazine.net>), on sale from 27 January, exclusively announces that a new report has revealed how underdeveloped the UK's franchise sector is compared to other countries and how with the Government's backing it could help the British economy.

Professor Roy Seaman, CFE, Managing Director of Franchise Development Services (<http://www.fdsfranchise.com>) – publisher of The UK Franchise Industry and International Franchise Markets report and the magazine – said: "This report acts as a wake up call for the UK Government to make the most of the opportunities that franchising can do to help the economy nationally and internationally. Currently there are around 20 MPs who are supporters of the franchise method of starting a business by owning a franchise, as well as encouraging owners of successful businesses to expand by franchising."

As well as more findings from the survey, the new edition of The Franchise Magazine includes an interview with McDonald's UK Senior Vice-President and Chief Operations Officer, Richard Forte, who discusses the franchise giant's plans for its network and the London 2012 Olympic Games.

In every copy there are also complimentary tickets to The National Franchise Exhibition and British & International Franchise Exhibition worth £30, plus vouchers worth more than £3,000 for established franchisors and owners of successful companies that are considering franchising their businesses.

Elsewhere in the 158 pages of the February/March edition you will find previews of UK and international franchise exhibitions, as well as the latest news, guidance features, real life franchisee stories, and information about more than 50 business format franchises actively recruiting new investors.

For further information call Fraser McKay, 01603 620301 or email editorial@fdsltd.com