

Franchise Direct

Ten Fun Years of Franchising

The last 10 years have changed the world enormously; we now use the word "Obama" on a regular basis, as well as words like Anthrax, Carbon Footprint, Climate Change, Recession and Brangelina. Subway is now the largest sandwich franchise in the UK and it is believed that there are now over 800 businesses operating as franchises across the UK today.

We now know that the Millennium Bug was not capable of bringing on a global systems crash. We have gained iPhones but lost Michael Jackson. We now have hybrid cars which display a more developed approach to environmental friendliness, but we've almost lost our grasp of the English language in favour of "txt spk".

In 1999, SimCity revolutionised the gaming world with their introduction of simulation gaming, we were all listening to Ricky Martin's "Livin' La Vida Loca" and The Matrix was the highest grossing movie in the UK.

Throughout all these changes two things have remained the same....McDonald's is still the world's largest franchise and Franchise Direct (www.franchisedirect.co.uk) have been bringing you the best franchise opportunities available on the market!

This year, Franchise Direct (www.franchisedirect.co.uk) are celebrating their tenth year in operation. That's ten years of bringing the UK the best franchise and business opportunities. To celebrate, we're going to eat lots of cake and also reflect on how we've improved our websites over the years and on how we plan to improve even more over the next 10 years.

This year alone saw the launch of two new franchise websites for the Canadian and Irish markets, which makes 7 the total number of franchise websites we now have operating within the happy Franchise Direct family, which already includes websites for the US, UK, Spanish, French and German markets. Over the last ten years, the numbers of franchises featured has now grown to nearly 300 featured on the UK site, along with the addition of franchise videos featuring interviews with franchisors, franchisees and industry representatives. We also send regular newsletters, and features news, success stories and a comprehensive information centre with a wealth of helpful information and advice on precautions to take before investing in a franchise opportunity.

2009 has been a busy year for Franchise Direct, as the economic downturn took a hold on the UK economy and more individuals opted to start their own business using a proven business method along with the support of an experienced franchisor. We have seen the number of franchises featured on our site grow, as well as a fresh approach by many franchisors to encourage new business start-ups during the economic downturn with special offers on financing and falls in minimum investment costs. This summer's Recession Buster offer was a huge success with over 50 UK franchises offering special offers on their franchise opportunities.

And we don't plan to stop here, as the UK economy gains its foothold again; we look forward to another 10 years of successful franchising in the UK!

About Us:

Franchise Direct is one of the leading's online portals for franchise and business opportunities. Established in Dublin in 1999, the company has grown and developed its operation from one single site (for the US market) to now feature 7 sites

for the US, the UK, Canada, Ireland, France, Germany and Spain. We have a passion for and a knowledge of the global franchising industry and our sites feature a wealth of information on all aspects of franchising in varying forms of interactive media such as a regular blog, franchise video interviews and podcasts as well as a comprehensive information centre. Franchise Direct has offices in Atlanta and Dublin and with an international team featuring staff from eight countries, we are one of the most experienced and respected names in the world of franchising.