Military Veterans PROGRAM

Finding Small Business Ownership

As a military veteran, you already have the tools needed to become a successful franchise owner – strong work ethic, commitment, and the willingness to succeed!

That's why the Canadian Franchise Association and the Department of National Defence launched the CFA Military Veterans Program (MVP), an initiative helping honourably released veterans transition into business ownership! Through unique deals and special incentives offered by participating franchise brands, we're making it easier for you to meet the requirements of a franchise investment and to be in business for yourself but not by yourself.

From one meaningful career to another, join the ranks of franchise ownership with the MVP today!

What you get:

- **Special offers and savings:** Exclusive incentives for honorably discharged Canadian Forces members.
- **Boundless employment opportunities:** Access to employment opportunities at both corporate head offices of franchise systems and within franchise locations themselves.
- **Best-in-class resources:** Relevant and essential resource articles to help Canadian Forces personnel prepare for franchise success.

If you have any other questions, please contact **Alexandra Mann**, Coordinator, Operations at 416-695-2896 ext. 290 or amann@cfa.ca

Canadian Franchise Association™

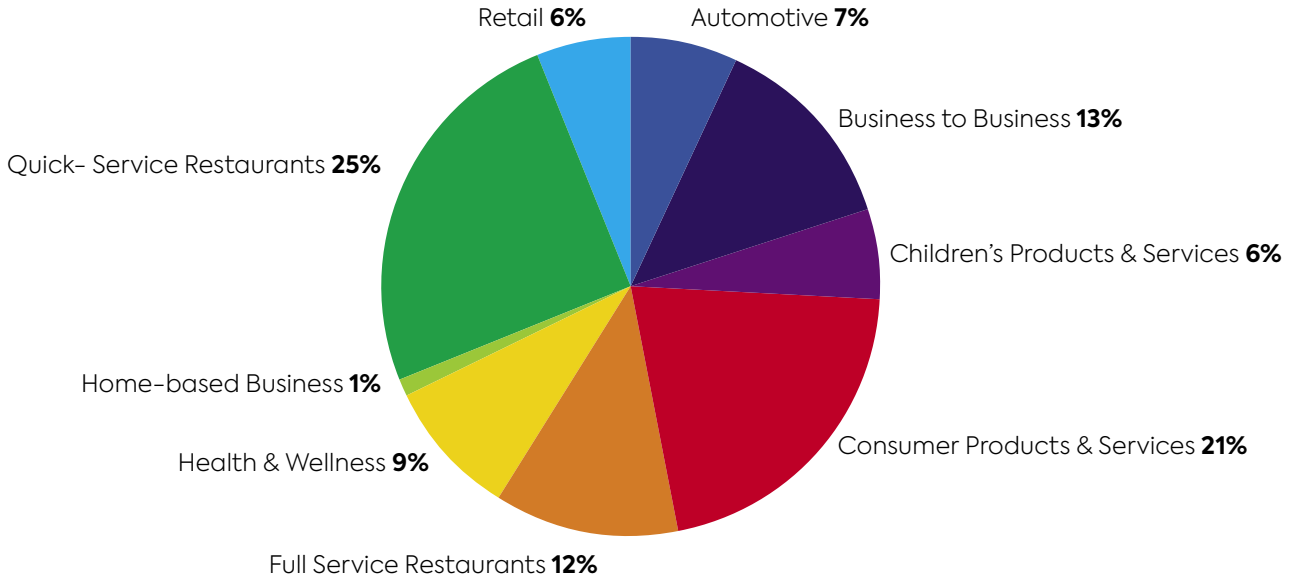
Franchising 101:

1. **What is a franchise?** Franchising is a business relationship in which a franchisor grants a franchisee the license to operate a business using the franchisor's concept, brand, and operating system.
2. **Why become a franchisee?** It gives entrepreneurs an opportunity to achieve success as a small business owner with the support and assistance of a franchisor. For some, it's a way start their careers and for others, it may be a second career or retirement investment.
3. **How to discover franchise opportunities?** Franchising provides opportunities in a range of industries. When you explore our online directory, lookforafranchise.ca, you access the nearly 50 different franchise categories within the CFA's franchise system membership.

Franchising is For Everyone:

When people think about franchising, their first thought is often of fast food. What they may not realize is that franchising can be found in nearly every industry. This is the power of the franchise business model – any business that can be exactly replicated in a new location can be a franchise! As the chart below shows, franchising provides opportunities in a range of industries. These large sectors encompass the nearly 50 different franchise categories within CFA franchise system membership.

Principle Sectors in Franchising



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How do I search for franchise opportunities?

The CFA Military Veterans Program homepage (lookforafranchise.ca/cfa-military-veterans-program/) and the back cover of this brochure contain a list of CFA Member franchise brands participating in this program.

STEP 1: **Explore!**

Explore the participating brands. These franchise brands are participating in the MVP and are committed to supporting Canadian military veterans to become business leaders through franchising.

STEP 2: **Select a Franchise! Go to lookforafranchise.ca and select a franchise you'd like more information about by tagging the request information check box.**

In the search results, this is in the upper right-hand corner of each listing preview. In a company listing, it is in the red bar with the white arrow.

STEP 3: **Request Information!**

Once you've selected a franchise (or franchises), complete the Franchise Information Request Form on the right-hand side of the page. You can review and edit the franchise opportunities you've selected at the bottom of the form before you request information.

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Military Veterans Program: Finding Small Business Ownership

Participating CFA Franchise Members

We've made it our duty to connect veterans with the right franchise opportunity.

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