Growing Concepts Offer Opportunity for Franchisees of All Types

With nearly three-quarters of a million franchise establishments in the United States, according to the International Franchise Association (IFA), there is a business opportunity to fit the requirements of almost any franchisee.

Cruise Planners is a home-based travel business that trains franchisees – including those with no travel industry experience – to become professionals who can book all types of vacations. “The mobile tools make it easy to work from anywhere in the world with internet and a smart device,” says Michelle Fee, CEO of the Coral Springs, Florida-based franchiser.

A flexible format lets franchisees work part time or full-time with no employees or inventory. “Now is a great time to get into the travel industry as baby boomers are retiring and are able to travel since they have more time,” Fee says.

Cruise Planners franchises operate in all 50 states. “We are looking to expand nationally but concentrating our efforts out west,” Fee says.

Snap Fitness is a proven fitness club concept that makes it easy for franchises to succeed, according to Peter Taunton, CEO and founder of the Chanhassen, Minnesota-based company. “Features such as a simple, turnkey system, low startup costs, and support from the corporate office attracts very talented people,” Taunton says.

More than 2,500 Snap Fitness clubs are open in 24 countries. By the start of 2018 the company anticipates having more than 3,000 locations around the globe.

Discovery Map franchisees publish hand-drawn maps to guide visitors to local attractions. The home-based business offers low startup costs and flexible scheduling. “It’s genuinely a lifestyle business,” says President Peter Hans. Waitsfield, Vermont-based Discovery Map has more than 130 locations and anticipates adding eight to 10 more next year.

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