



## Franchise Fit: How Franchises Select the Ideal Franchisee

Even the best franchise concept may not be a success if matched with the wrong franchisee. With that in mind, franchisers strive to identify traits of franchisees most likely to succeed with their concept and to recruit that type of businessperson to join their systems.

Cruise Planners is a fit for people who have a passion for travel and want to

become entrepreneurs in the industry without having to start from scratch.

"We're a business in a box," says Michelle Fee, CEO and co-founder of the Coral Springs, Florida-based franchiser. "When you invest in Cruise Planners, you have a team of people behind you to help you grow your business."

The company provides technology,

business development coaching, turnkey marketing, and more to help franchisees launch full-service travel businesses. Entry costs are low, since there is no requirement for inventory or a bricks-and-mortar facility. With about 1,800 units in operation, Cruise Planners is in all 50 states. During the next year, Fee anticipates onboarding hundreds of new franchisees. The company is particularly interested in adding West Coast and Midwest units.

Franchisees of Snap Fitness are investors looking to enter the fitness industry smoothly and efficiently. "Prospects are also encouraged by our low start-up costs as well as the expert assistance that comes with opening a new club," says Steele Smiley, chief development officer for parent company Lift Brands of Chanhassen, Minnesota.

Snap Fitness has more than 2,000 clubs open or in development, offering high-quality workouts at a great value in 18 countries. The company expects to open more than 400 domestic and international franchise locations during the next year.



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