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Dear Reader

Thank you for your interest in *Franchise New Zealand*.

Franchising is one of the fastest growing areas in our economy, and it has enormous potential - in the US franchised outlets already account for almost 50% of all retail sales. Names such as McDonald's and Fastway Couriers testify to the potential of franchising, but many people understand little about the benefits and dangers involved. *Franchise New Zealand* provides advice to would-be franchisees and franchisors, and contains the most comprehensive list of franchise opportunities currently available in NZ. It is endorsed by the Franchise Association, the body which promotes ethical franchising here, and is the **only** regular source of information specific to New Zealand.

Every issue contains a lively mix of articles about franchising and profiles of new franchises. The magazine is published quarterly, and is available in many bookshops. However, if you would like to receive the magazine on a regular basis, I have a special offer for you:

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Simon H Lord

Publisher, *Franchise New Zealand*

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