

# ALIQANTUM

NETWORKING FOR WOMEN IN BUSINESS

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**Tuesday, 21 April 2009**

**6:15 p.m. - 9:00 p.m.**

**The Worsley Room, Worsley Old Hall,  
Walkden Road, Worsley, Manchester M28 2QT**

Guest Speaker: **STEPHEN OWEN, Smartway Franchising**

## *FRANCHISING - Could you? Should you?*

**Many people are looking at the alternatives available to them to grow their business or increase their income in the current economic climate, is Franchising something you would want to consider?**

Stephen Owen is the MD of Smartway Franchising, part of The Franchise Company Group. During his talk at ALIQANTUM this month Stephen will cover what a franchise is and what it means to be a franchisor or franchisee. A motivated and dedicated professional with extensive experience gained in both new-start and established franchises, Stephen has a proven track record of achievement in the development of franchise opportunities and underperforming businesses to positively position for future growth and development.

He will also examine:

- The rationale and advantages for using franchising as a means of business expansion compared to more traditional routes of business expansion;
- The type of businesses that can be franchised;
- The banks' view to lending;
- How a franchise operates;
- The steps needed to franchise your business;
- What you should look for if you are considering becoming a franchisee.

Stephen has extensive knowledge of developing franchise networks in tough economic environments and has developed successful franchises in widely diverse markets, from different business sectors such as the care sector to the construction industry.

**We also have a full networking for business session to enable you to market your business.  
Why not COME ALONG AND BRING A FRIEND OR COLLEAGUE?**

**Payment is made when booking on line: £10.00 for non-members (Payment on the door: £15.00)**

### DIRECTIONS

**M60** clockwise (from the **South and West**) - exit at Junction 13. At the end of the slip road go straight ahead at the roundabout (2<sup>nd</sup> exit) onto Walkden Road. The entrance to the Marriott Leisure Park is 250 yards down the road on your left. Worsley Old Hall is straight ahead at the right hand bend.

**M60** anti-clockwise (from the **North and East**) - exit at Junction 13. At the end of the slip road take the 4<sup>th</sup> exit off the roundabout. Follow the dual carriageway to the next roundabout and turn right (3<sup>rd</sup> exit) onto Walkden Road. The entrance to the Marriott Leisure Park is 250 yards down the road on your left. Worsley Old Hall is straight ahead at the right hand bend.

**A580** East Lancashire Road. From the West, at the Walkden junction turn right onto the A575. The entrance to the Marriott Leisure Park is about ½ a mile down the road on your right. If you reach the roundabout you've passed it!

### ORDER OF BUSINESS

6:15 - 6:45 p.m.	Registration, Tea and Coffee Informal networking
6:45 - 6:50 p.m.	Welcome, domestics and introductions
6:50 - 7:35 p.m.	Guest Speaker: <b>Stephen Owen</b>
7:40 - 7:50 p.m.	10 Minute Highlight - <b>Sarah Jackson</b>
7:50 - 8:20 p.m.	Networking In the round
8:20 - 8:35 p.m.	Members Buzz Non-members session
8:35 - 8:55 p.m.	Open 1:1 session
8:55 p.m.	Business Card Prize Draw
9:00 p.m.	Meeting Review and Close
9:00 - 9:30 p.m.	Informal networking

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