

Bin There



That™

Residential Friendly Dumpsters

## Franchise Business Vs. Independent Business

### What Is A Franchise?

A franchise is a license agreement that gives an entrepreneur the right to market and sell a proven product or service under an existing business's recognizable trade name, using a franchisor's proven business model.

### What Is An Independent Business?

A new-concept business venture uses an original model created from scratch by an entrepreneur to go to market for the first time.

## Getting Started

### FRANCHISE BUSINESS



**Business Model**  
Established and proven. When you invest in a franchise, you're also investing in a tried-and-true business model that many before you have found success with.



**Branding**  
Don't want to reinvent the wheel? Proven brand standards have already been set for a franchise, which means getting your branding off the ground is plug-n-play.



**Marketing**  
Like any new business, you'll have some work to establish yourself in your community, but in many cases, your franchise's national brand will have enough of a following that locals will be ecstatic just to hear you're opening a location in their neighborhood!

### Business Model

Brand new. There are no constraints on your freedom to create and test a business model of your own design — but because it's untested, there are extra risks involved.



### Branding

Bring the vision of your new business to life. Designing a logo and other branding around your own creative inspiration is the name of the game here.



### Marketing

Time to use all the local connections you have! Marketing is a grassroots effort for most small businesses, so feel free to try anything you think might work, as long as you can afford the investment required to test things out. Facebook and Twitter engagement, Google ads, giveaways and more.



### INDEPENDENT BUSINESS

## Hiring And More

### FRANCHISE BUSINESS



**Autonomy**  
You will follow your company's proven business model, but in terms of hiring, firing and the day-to-day operation of your business, the autonomy is there.



**Employee Training**  
As a franchise operator, you'll likely attend a corporate training session, but it'll be up to you to train your staff on what you've learned. The home office will support you with training materials and continuing education.



**Corporate Support**  
Within a strong Franchise Business, the home office will be there to support your efforts as long as you're doing your part, too!

### Autonomy

It's all about you! If you're the pioneering sort, you'll love the 100 percent freedom of your own, brand-Independent Business offers. Of course, there's a greater risk of failure if you get it wrong.



### Employee Training

Though there's a good chance you'll be doing the work of many employees in the first couple of years, employee training is crucial as your business begins to grow. You'll need to develop training processes and materials to bring new hires up to speed.



### Corporate Support

There's no corporate support when you're starting from scratch — for better or worse, you're on your own here.



### INDEPENDENT BUSINESS

## Logistics And Finances

### FRANCHISE BUSINESS



**Startup Costs**  
Franchise Businesses have some fixed startup costs, including your licensing fee. A Bin There Dump That single-territory operation program, for example, comes with about \$75,000 in startup costs. You'll benefit from lessons learned by the mistakes made when the business model was developed.



**Ongoing Costs**  
These costs all depend on how much you intend to grow your Franchise Business in time — Bin There Dump That employs a flat monthly royalty, for instance — but because you're working within an established business model, there will be fewer surprise costs!



**Exit Strategy**  
Ask yourself how you're getting out — even before you get in. Successful franchises are the ones that sell, so work to make your operation grow, and you're more likely to find a buyer when it's time.

### Startup Costs

Building the foundation of a business on a bootstrapped budget is slightly more realistic with a brand-new concept. How much money you invest depends on how quickly you want to ramp up, how aggressively you'll market and, of course, where you're located. And don't make any mistakes!



### Ongoing Costs

Ongoing costs running your own new business will depend on how much you intend to grow, as well as the volatility of your industry in local and national markets. Bottom line: You'll need cash on hand — and lots of it, especially if there are stumbles along the way.



### Exit Strategy

An exit strategy is almost as important as your initial business plan. Knowing your ideal endgame may help you forge a clearer path for your business through the years.



### INDEPENDENT BUSINESS

*Think a Franchise Business might be the right path for you?*

*Take the time to speak to a representative today. [Schedule a call.](#)*