25 February 2008

Choose Your Own Business Adventure

Around 50 Territory business operators have attended an information seminar in Darwin to find out more about opening a franchise.

Minister for Business and Economic Development, Kon Vatskalis, today opened the 2008 Darwin Franchise Seminar with similar forums to be presented across the Northern Territory in coming weeks.

“As the Territory’s economy continues to grow and diversify, many new business opportunities are created by the increased demand for products and services,” said Mr Vatskalis.

“That’s a demand that can be met by astute business people opening appropriate and viable franchises.”

The Minister said franchising in Australia represents a dynamic small business sector, contributing some $128 Billion or 14% of the national gross domestic product of Australia.

“The Northern Territory has the opportunity to reach that same level of contribution. With the Territory’s booming economy, business opportunities in areas such as franchising presents immense potential for investments and business partnerships,” he said.

“It may not be for everyone, but it is an option that should be explored by anyone thinking about going into business for themselves.”

Minister Vatskalis said the seminars will explore the exciting prospects of franchising in the Territory and give people a clearer picture of what franchising is and to provide them with information to aid them in making their decisions.

A line up of specialist speakers and successful franchise operators will give a first hand account of operating a franchise in the Territory.

To raise awareness of the economic opportunities in the Northern Territory and to encourage franchisors to consider the Territory as a potential market, Minister Vatskalis will also be visiting the Sydney Franchising Expo in March.

The Northern Territory seminars will be held on the following dates:

Katherine: Thursday 21 February
Darwin: Monday 25 February
Alice Springs: Monday 10 March
Tennant Creek: Tuesday 11 March


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