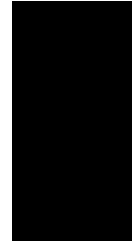


Table of Contents



Preface	3
Table of Contents	5

Section One — Industry Background

1. 30 Minute Overview	8
2. How to Use The Data	19
3. Recommended Reading	31

Section Two — The Franchisor Profiles

4. Automotive	36
5. Baked Goods	59
6. Beauty-Related	71
7. Building & Construction	82
8. Business-Related	97
9. Child-Related	118
10. Clothing & Accessories	134
11. Computer Products and Services	138
12. Decorating & Home Design	144
13. Education-Related	157
14. Fast Food Restaurants	165
15. Frozen Desserts	229
16. Health & Fitness	240
17. Lodging	254
18. Maintenance Services	264

Table of Contents

19. Party-Related Goods/Services	297
20. Personnel Services	299
21. Pet-Related Products/ Services	308
22. Photographic Products/Services	313
23. Printing	317
24. Publications	324
25. Real Estate	327
26. Restaurants (Sit-Down)	337
27. Retail Food	360
28. Retail Stores	373
29. Security-Related	396
30. Services-General	399
31. Sports & Recreation	417
32. Travel	426

Section Three — Appendix

Appendix — Original Franchisor Questionnaire	431
--	-----

Section Four — Index

Alphabetical Listing of Franchisors	435
-------------------------------------	-----