

What's the Difference Between Franchising and Starting a Business from Scratch? Plenty!

If you're ready to be in business for yourself and are wondering where to start, there are two ways to get there: Start from scratch and go it alone, or invest in a well-established brand like Baja Fresh™. There are some important differences. Let's take a look at them.



When You Start Your Business from Scratch, You May Not Have:

- ✗ Access to proven marketing materials
- ✗ Help locating and leasing the best place to set up your business
- ✗ A business model in place to help you navigate the ups and downs of ownership
- ✗ Training on how to recruit qualified and enthusiastic staff
- ✗ The strength of an established brand name under which to operate



When You Start Your Business as a Baja Fresh Franchisee, You'll Enjoy:

- ✓ A time-tested business model (built on nearly three decades of experience) that takes a lot of the guesswork out of day-to-day operations
- ✓ Food vendor relationships that grant you access to delicious ingredients that'll make your fresh-never-frozen menu items pop with flavor
- ✓ Assistance with finding, leasing, and outfitting your perfect restaurant location that'll feature a comfortable, welcoming, and relaxed atmosphere
- ✓ Ongoing training and support that keeps you on track and prepared for success
- ✓ Ready-made marketing materials that are proven effective and that reach your target customers
- ✓ Guidance in finding talented and dedicated staff who love making and serving fresh, healthy food
- ✓ Access to cutting-edge resources that help you stay competitive
- ✓ The power of the Baja Fresh brand name (and Kahala Brands™ resources) behind you



As you can see, there are plenty of important differences between starting from scratch and becoming part of a well-established franchise brand like Baja Fresh— and we think the choice is clear! [Contact us today](#) for more information.

BAJA FRESH
MEXICAN GRILL

