

Business Opportunity Through Storage Franchise

The United States and Europe are seeing an exceptional growth of the Portable Storage industry. Traditional trucking companies are losing popularity because portable storage services are far more flexible and convenient for the customers. However, starting out afresh is not an option for most entrepreneurs save a few who have very deep pockets. A more sensible way forward is to acquire a Storage Franchise. The advantages of signing up for a Storage Franchise are many. Hardware and auxiliaries such trucks, fork lifts, lend lease modalities are a necessity for all portable storage companies. Franchises are usually offered by well established self storage companies that have a comprehensive infrastructure in place. Since the parent company has these facilities already in service, the new franchise owner can simply tap into these resources. An entrepreneur signing up for a franchise can make use of the various facilities offered by the parent company. The parent company has an established reputation which sells without advertising on the part of the franchisee, and encourages a good clientele.

Advertisement and marketing infrastructure of the parent company is typically available for the Storage Franchise owner to exploit. The dreadfully expensive billboards, TV commercials, advertisements in magazines and a host of other advertising media are taken care of by the franchiser. Yet another advantage of buying a Storage Franchise is that the parent company delineates the territory of each of its members so that clash of interests does not take place. Internet marketing, which naturally requires appropriate hardware, software and a specialized portal, are all handled by the parent company has and thus available for the new Franchise owner to net in. And, as if that were not enough the Franchiser, already established, is likely to have a set number of suppliers who because of the volumes offer hefty discounts for packing material and support services. The Franchise owner can simply tap into this facility.

Documentation and ancillary expenditure on hiring corporate staff and legal advisors can be shared with the parent company. Acquiring a franchise requires only a modest start up investment. There are many Storage Franchises available in the country each having its unique selling point. A thumb rule would be a minimum investment of about \$ 70,000. On such an investment, it is estimated that the owner can make \$90,000 net profit before taxes in the initial years. This profit margin goes up substantially as the Franchise starts delivering and rises in popularity. Evidently, a Storage Franchise is the fastest way to earn your million bucks.

About the Author

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