# FRANCHISING

in Nigeria



*Financing* 



Comprehensive Listing of Nigerian and International Franchises

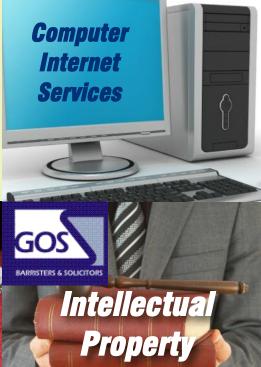
Answers to the Most Frequently Asked Questions about Franchising

Sources of Legal Advice and Franchise Development Consultants

Franchise Regulatory, Trademark and SME Agencies

African Development Bank
Program for Financial Support to
Franchising in Africa





Attorneys





### Guide to

# FRANCHISING

## in Nigeria



#### Guide to Franchising in Nigeria

is a one-stop shopping resource for investors interested in exploring opportunities in the fast-growing Nigerian franchise sector. It contains reference listings of Nigerian and international franchises, Nigerian franchise regulatory, trademark, small and medium enterprise agencies, sources of legal advice and

franchise development consultants, financial institutions and suppliers. Answers to the most frequently asked questions about franchising uncover what investors need to know before buying a franchise.

The publication features a section on trends and events in international franchising, including a report on the programs of the African Development Bank to provide financial support to franchising in Africa.

**Guide to Franchising in Nigeria** is a collaboration of the Nigerian International Franchise Association, National Office for Technology Acquisition and Promotion, and Franchise Development and Expositions Nigeria Limited.

#### **READERSHIP**

Guide to Franchising in Nigeria is published annually. Total circulation is 10,000 with a pass along readership rate of 5%. Total readership is estimated at 50,000.

#### **DISTRIBUTION**

#### 1. Nigerian International Franchise Association

**The Guide** is distributed through a 1,000-strong member network of the Nigerian International Franchise Association, Head and Regional Offices of the National Office for Technology Acquisition and Promotion.

#### 2. Newsstand / Bookstore

**The Guide** is available in all major bookstores and newsstands in Nigeria.

#### 3. Franchise / SME Trade Events

**The Guide** is distributed at franchise seminars, small and medium enterprises events, and trade and commerce expos (CTO – Nigeria's #1 Technology Marketplace).

#### **ADVERTISING RATES**

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