



**Newsline**  
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# FRANCHISING TODAY



## Franchisors make New Year's resolutions too

by Kelly Horn

For many people, including franchisors, the new year brings an opportunity for resolutions and goals.

### Franchising

Madison, Wis.-based Milio's Sandwiches has three goals for 2012: to increase revenues while driving down variable costs, to eliminate 70 percent of corporate debt, and to award 15 new franchise units.

"If we have highly motivated employees who are very conscious of driving down costs and increasing sales we will win," said Mike Liautaud, founder and president. "If we have an effective franchise sales plan and put on qualified strong franchise partners we will win. If we operate without debt and put that money toward strategic development we will win."

There are more than 40 Milio's Sandwiches in Wisconsin, Minnesota, Iowa and Nebraska. The company expects to have an additional six stores either open or in development by the end of 2012.

Neil Chyten, president and founder of Lexington, Mass.-based Chyten Education Services, has a goal to build the nation's first premium level full-service K through college private educational services company.

"Business success must start with a vision. I believe 2012 will be the year when Chyten's vision on educational excellence will catch the attention of parents all across America," Chyten said. "We want to help our students get into top choice colleges, top choice private schools

and qualify for as many merit-based scholarships as possible."

Chyten Education Services currently has 38 locations and expects to have several hundred in the next three to five years.

In 2012, Colors on Parade plans to create increased consumer awareness of their fast, convenient repair services for scratches, dents and dings. They also plan to identify qualified new area developer franchisees across the country.

"With about 50 areas currently in development we have plenty of opportunities for new area developer franchisees to step in to existing and new development territories," said Jeff Cox, president and CEO. "The new area developer franchisees will allow us to service and support the new operator franchisees needed to supply repair services to the retail market."

Approximately 200 franchisees and almost 300 Colors on Parade technicians service both commercial and retail customers in 26 states. Conway, S.C.-based Colors on Parade is focusing on the continued growth of its area developer program and is looking to add 30 new area developer franchises and 60 new operator franchisees during the next three years.

San Marcos, Calif.-based Submarina California Subs has made a New Year's resolution to exceed customer expectations at every visit at every franchise without exception.

"This will enhance franchisee sales and customer satisfaction in

2012," said Bruce Rosenthal, president and CEO. "Our goals for 2012 include aggressive growth of locations by 35 to 45 percent and continued enhancement of our already best-in-class menu offerings. We will also enhance our customer loyalty program, expand delivery options and launch on premises fresh baked bread at select locations."

Submarina currently has 53 locations and plans to have more than 500 in the next three to five years. They are launching aggressive expansion into Texas this year.

Phil Friedman, CEO of Salsarita's Fresh Cantina, never makes New Year's resolutions, focusing on multi-year plans and goals instead.

"Since we acquired the business in the middle of 2011, we've used the balance of the year to evaluate the current systems, meet face-to-face with every franchisee and plan for what it will take to make 2012 a year of reemergence of growth from Salsarita's Fresh Cantina," Friedman said.

The company's goals for 2012 include helping current franchisees grow to their potential, bringing aboard strong multi-unit developers, and focusing additional efforts on nontraditional partnerships to help them grow.

Charlotte, N.C.-based Salsarita's operates more than 80 locations in 21 states and Puerto Rico. Five to 10 locations will be added in 2012, with long-range projections calling for about 400 locations nationwide within five to six years.



Mike Liautaud, founder and president of Milio's Sandwiches, plans to focus on the basics in 2012 to increase revenue, eliminate corporate debt and award new franchise units.



Jeff Cox, president and CEO of Colors on Parade, hopes increased consumer awareness will lead to a very satisfied customer base and in turn drive growth for the company's 300-plus mobile operating units.



Salsarita's Fresh Cantina will help current franchises grow to their potential and bring on board strong multi-unit developers in 2012.