

## COVERSTORY



# SHREVEPORT MARKET PRIME FOR FRANCHISE OPPORTUNITIES

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**A**cross Louisiana, there are approximately 11,000 franchises that have created 115,900 jobs according to the International Franchise Association. Several franchises have an eye on the Shreveport-Bossier/northwest Louisiana market.

“We need to be reminded that the economy works on two levels, Wall Street and Main Street,” said FranNet Franchise Consultant Bob Breaux. “Wall Street gets the headlines but Main Street is where I work and play. Small business is Main Street. It is our neighbors starting and building businesses or franchises to work in their community and serve their communities. On Main Street there are always opportunities for entrepreneurs to take control of their destiny and success.”

FranNet specializes in matching individuals with franchise ownership opportunities. Founded in 1987, FranNet has more than 100 experienced consultants across the United States, Canada and Germany. FranNet uses a proprietary profiling and consultative process to determine a business model unique to each client’s goals, skill sets and interests, and has matched thousands of prospective business owners to rewarding small business franchise opportunities.

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very overwhelming for someone looking for the right opportunity. As a Certified Franchise Consultant with FranNet Louisiana, we work with our clients on a no fee basis to help them determine their goals, resources and opportunities in franchising. We help find them the right fit for their goals and dreams. FranNet corporate has a team that vets out only the best franchise opportunities, franchises that are financially strong and work for their franchisees to help them succeed and build success and wealth,” Breaux said.

On that note, he discussed why Shreveport is a great market for franchises looking to expand growth.

“2019 and 2020 should be growth years for the Shreveport area, according to the LSU Economic Outlook presented by Economist Loren Scott. It is expected

that 600 plus jobs will be added in 2019 and in 2020. The Louisiana Workforce Commission also forecasted improved job numbers. Not as stellar as we might like, but growth all the same,” Breaux summed up.

Taking a larger view of industries in the area, he added that the area should keep an eye on Warehouse and Storage and Information Services, as well as manufacturing and metal and machine manufacturing industries for growth this year.

“(The manufacturing) sector is looking great with some of the highest numbers being posted for the region. Some good opportunities here are also for opening small manufacturing businesses in this area,” Breaux said.

He also said that some growth and good numbers are to be expected the oil and gas sector.

“This is a market that is always volatile though,” Breaux added.

Potential trouble spots ahead are keeping those manufacturing jobs mentioned above local.

“Some manufacturing is always an issue as we move to more toward more technological advanced manufacturing. We should always be concerned with outsourcing to other countries and so we need to be vigilant and focused on keeping these jobs in the community.”

Narrowing back down to franchises looking at northwest Louisiana, Breaux noted that wellness, health, and service based franchises are some of the categories that have been strong for his company in Louisiana.

“Ranging from home-based, to warehouse and retail based, B2B (Business to Business), B2C (Business to Consumer) and B2B2C. There are a lot of franchises looking to expand in Louisiana with opportunities in the Shreveport area,” he said.

He went on to note that the Shreveport-Bossier is a solid metro area with great opportunities with the right fit for those with vision and willingness to “make it happen.”

“Shreveport-Bossier is a solid metro area with a great population of people with strong work ethics and values that offer lots of small business/franchise opportunities to the right entrepreneur,” Breaux concluded.