

Minority Organizations Pushing For Black-Owned Franchises



Harvey Gantt
Political activist

Mayor Harvey Gantt Is Celebrate Now Dinner Speaker

Mayor Harvey Gantt will be the featured guest speaker at the annual Celebrate Now dinner sponsored by the Charlotte chapter of the National Organization for Women to be held on February 21 at the Unitarian Church on Sharon Amity Road North.

A jazz ensemble is featured for the evenings entertainment.

For ticket information, call Ann Hobson at 536-2692.

Junior Garden Club

The Druid Hills Garden Club has taken under its wing, a fledgling club called the Bridlewood Junior Garden Club.

This new organization consists of young girls from the ages of 10-16, and is open to persons interested in gardening and beautifying their own area and other premises undertaken by the organization.

Officers for the Bridlewood Junior Garden Club are: Lasheta Price, president; Tameron Coaston, vice president; Felisha Love, secretary; Tiffany Bynum, assistant secretary; Tiffany Love, treasurer; Stacy Price, chaplain and Tiffany Barksdale, scrapbook chairman.

Already the junior club has planned their agenda for the year. They encourage any young girls to join by contacting Lasheta Price at 535-2232 or Felisha Love at 536-2263.

The club meets every third Tuesday of the month at the home of one of the club members. They have adopted the colors, red and white, the state's flower and bird—the dogwood and the cardinal and the motto—'Esse Quam Videri'.

Lois Love is the president of the Druid Hills Garden Club.

Beauty Of The Week

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Interested in the academic aspects of college. Lolita constantly refers to the fact that she will make the most of this opportunity. "I want more than anything to go forward and achieve my goals," she insists, and she lists several reasons why she is so determined.

First, there is her family and especially her mother, all of whom she wants to make proud of her. "I truly love my family. They have done so much for me," says Lolita about her parents, two brothers and one sister. "I'd like to show them that their love and contributions are worth a lot to me. It was my mother especially who impressed upon me to go to school. She told me stories of how she made it. I want to do as well as she's done and do better."

Second, Lolita feels a need to assist people, in general. Similar to the way that Mr. W.W. Jackson reached out to help her and other young people. She feels her education will better equip her in aiding others. "I am useless if I don't try to do something for people," she comments. Her plans are to acquire a degree in biology then go on to get a master's. "I want to own a medical business," projects Lolita. "Its purpose would be to develop and distribute medicines for people and animals," she's decided.

Overall this young lady says she is very interested in people. "I enjoy being around people and I like getting along with them," she explains. "I try to be open and understanding with anyone who has problems and need to talk."

That is why Lolita is now concerned with such issues as hunger. "Our people are starving. They have no money, food or clothes on their back and people with all these things will not help them," she laments. Lolita claims this is one of the areas she would like to see addressed by everyone.

Whether Lolita will stay in Charlotte after graduation she hasn't decided yet. Will she go back to Chicago? "Only to visit," she assured. "But I know Chicago is still home."

Special To The Post
Franchising, one of the most lucrative business ventures around, has traditionally been a difficult realm for the black entrepreneur to enter. But various equal opportunity pressure groups, such as Operation PUSH and the NAACP, are rallying for signed covenants and fair-share agreements from franchisers which would increase the number of opportunities available to blacks, according to an article in the February issue of "Black Enterprise."

In 1984 the nation's 462,000 franchised establishments had \$457

million in sales — one third of all retail sales. Black consumers were responsible for a healthy percentage of those sales, (for example, 15 percent of all fast-food sales). But black franchise owners constitute less than .9 percent of the total industry.

George Riddick, executive director of Operation PUSH, told "Black Enterprise" that the biggest stumbling blocks for black would-be franchisees are red tape, financing, location, and expenses. Aside from the initial costs to secure a franchise, black-owners are usually placed in inner-city stores which

causes operating expenses to soar. Payroll expenses are roughly 1.5 percent higher in black neighborhoods since they require more counter help; training and security costs are higher; and returns on revenues can be as much as 3 percent lower than those of a suburban store.

Burger King Corporation is one company which has come to an agreement with Operation PUSH to increase its number of black-owned franchises from fewer than 100 to 540 by 1987. Burger King is allowing qualified minority members to put up \$25,000 of the \$125,000 needed to

secure a franchise, and the owners are arranging the remaining financing themselves.

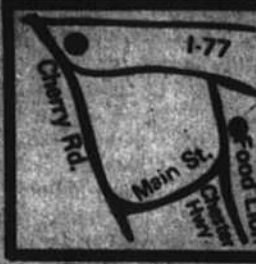
However, the fast-food industry is currently the only franchising industry that has special financing available for the black entrepreneur. An informal survey of computer retailing franchises done by "Black Enterprise" failed to turn up one black franchisee.

Southland Corporation, owners of 7-Eleven convenience stores, has also signed agreements with Operation PUSH, the League of United American Citizens, and the National Hispanic Leadership

Conference, which are trying to increase minority ownership of franchises to 23 percent by 1990.

Franchisees with multiple locations make most of the profits in the franchising business, but Eugene Brown, a minority owner of a 7-Eleven Store in Landover, MD, feels that his request to open another store was unfairly denied by Southland. Brown, whose store has grossed revenues of over \$1 million, told "Black Enterprise," "They have no problems opening another store less than a mile away. But they would not even discuss giving it to me."

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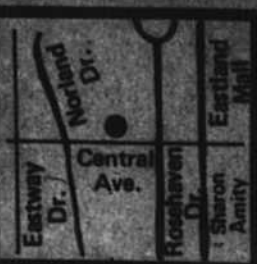
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1270 Albright Rd.
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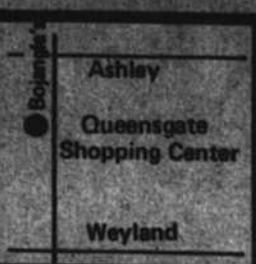
Gastonia
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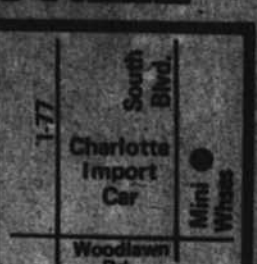
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CONCORD	742 Coleridge Ave.	780-0161	CHARLOTTE	Wilkinson Blvd. (Next to Bojangles')	536-2100
SALISBURY	520 South Main Street	833-1376	CHARLOTTE	Little Rock Rd. at Tuckasee Rd.	536-2100
HICKORY	2361 Hwy. 64-70 S.W.	326-5135	CHARLOTTE	S. Blvd. (Across from Charlotte Import Car.)	537-9810
GASTONIA	1965 East Wilkinson Blvd.	867-3666	STATESVILLE	2711 Signal Hill Dr. (Food Lion Super Center)	875-7559
SPARTANBURG, S.C.	Ashville Hwy. at Coll.	582-7459	ASHEBORO	S. Church St. at Chestnut St.	535-2300
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