



SHE'S THE BOSS

Seven female entrepreneurs who rise and shine

BY GINA MAKKAR

Female entrepreneurs are on the rise. In 2018, 1,079,000 self-employed women accounted for 37 per cent of all self-employed people, and over 35 per cent of Canadian women rank 1st in their involvement in newer businesses.

As we celebrate International Women's Day on March 8, *Franchise Canada* takes a closer look at what it takes to be a femme de carrière. Read on to find out how seven franchise mavens forged a path to success.

photo: Evan Eisenboott



KARI CAMPBELL
TWO MEN AND A TRUCK
Canada

When long-time friends considered a TWO MEN AND A TRUCK Canada franchise, they asked seasoned customer service representative Kari Campbell to come on board. "Being an integral part of a team, building something from scratch based in an area where I grew up, seemed very exciting," says Campbell. Today, she's the franchisee and general manager of the Oshawa, Ontario location, and has a satellite office in Peterborough.

For Campbell, a big benefit of franchising is gaining the knowledge needed to run a successful moving business by executing a proven, step-by-step model. There's no need to start from scratch or reinvent the wheel, and a proven model offers seasoned processes and systems. "With TWO MEN AND A TRUCK, we have access to company software and digital tools that we may not have been able to afford on our own."

At first, sceptics were wary of Campbell's ability to perform in a male-dominated industry, but she persevered. "Once you go and help them out and they realize you can more than hold your own, the challenges become fewer and fewer. In my current franchisee role, the knowledge and experience I have accumulated speaks volumes and really helps with any challenges, whether real or perceived."

Campbell suggests that women consider franchise systems that pique interest and capitalize on skill sets. "You have the ability to shop around and find the franchise organization that offers you the most opportunity, and maybe even more important, real support."

Her advice to prospective franchisees? "Make sure you are passionate about the franchise company you choose. Be ready to work hard, because it will become your business path to success." 🍁



MORE FEMALE FRANCHISING SUCCESS STORIES

Beyond the seven women featured in this article, there are so many more women contributing to the Canadian franchise community. If you want to hear from more women in franchising, head to www.FranchiseCanada.Online.

Here, you can find an all-new exclusive look at successful female entrepreneurs from around the country in a range of different sectors, including food service, the performing arts, education, and more.

And, if you're seeking further inspiration, you can also find previous profiles of successful female franchisees on www.FranchiseCanada.Online by searching "Women in Franchising."

Women in Franchising: Trio of Franchising Trailblazers



Today is International Women's Day and in honour of that, we're recognizing outstanding women, who are leading successful businesses while conquering destiny.

Yvonne Barker, STOR-X Organizing Sys

1. Can you tell us why you decided to start your business?

I had been searching for a business opportunity for several years and discovered STOR-X Organizing Systems when I saw a presentation in the fall of 2018. After attending a seminar, I was inspired by the opportunity to start my own business and the support provided by the company.

2. How did you get started?

I started by attending a seminar and then I was able to start my own business. I was able to start my own business and I was able to start my own business.

3. What are your goals for the future?

I want to continue to grow my business and I want to continue to grow my business. I want to continue to grow my business and I want to continue to grow my business.

4. What advice do you have for other women?

I would advise other women to be confident and to be confident. I would advise other women to be confident and to be confident.

5. What is your favorite part of your business?

I love the fact that I can work from home and I love the fact that I can work from home. I love the fact that I can work from home and I love the fact that I can work from home.

6. What is your biggest challenge?

My biggest challenge is finding time to do everything and my biggest challenge is finding time to do everything. My biggest challenge is finding time to do everything and my biggest challenge is finding time to do everything.

Women of the Franchising World

As the world's largest International Women's Day on March 8, honoring the social, economic, cultural, and political achievements of women, FranchiseCanada recognizes the female members of the Canadian franchising community.

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7. What is your biggest achievement?

I have been able to start my own business and I have been able to start my own business. I have been able to start my own business and I have been able to start my own business.

8. What is your biggest lesson learned?

I have learned that I need to be confident and I have learned that I need to be confident. I have learned that I need to be confident and I have learned that I need to be confident.

9. What is your biggest source of inspiration?

I am inspired by the women I know and I am inspired by the women I know. I am inspired by the women I know and I am inspired by the women I know.

10. What is your biggest source of motivation?

I am motivated by the women I know and I am motivated by the women I know. I am motivated by the women I know and I am motivated by the women I know.

11. What is your biggest source of support?

I am supported by the women I know and I am supported by the women I know. I am supported by the women I know and I am supported by the women I know.

12. What is your biggest source of encouragement?

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