

## **Franchising Hot Spots (excerpt from)**

By Sara Wilson | Entrepreneur Magazine - January 2009

**Which franchise categories hold the most promise for 2009? We break it down and give you the first look.**

**Personal care:** A little bit of pampering goes a long way, especially among men's salons/barbershops and massage services franchises, which have enjoyed vigorous growth over the last year. One new player in the franchising world is The Boardroom Salon for Men. The company, which offers hair and grooming services, just started franchising in 2007 and is currently targeting the South and Southeast. Says Bruce Schultz, CEO and co-founder with his wife, Heather, "The Boardroom's service offering is a necessity for our clients, in that they need to get regular haircuts and stay well-groomed to look good and remain competitive during good and not-so-good economic times."

The full text can be found at <http://www.entrepreneur.com/magazine/entrepreneur/2009/january/199082.html>.