

Internet Café Franchise Opportunities

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April 17, 2007 - [PRLog](#) -- Just ten years ago the internet was still a scary thing for the average consumer and PC user. While there were already many websites available, compared to today's vast quantity of information on the web, there is little comparison in the effect the internet has on people's lives.

It's hard to imagine but some critics panned the internet as a short-lived idea on its emergence in the mid 90s, and, despite the dot com boom of the late 90s, it was originally considered too slow, expensive and cumbersome to be of much use. Of course, with traditional dial-up connections clogging up phone lines and unable to transfer large amounts of data, there was an understandable concern.

But as home PCs became more common and, eventually, the uptake of broadband became widespread, the internet has become a vital part of the modern world, with ecommerce now featuring in millions of people's daily lives.

There is, however, still the issue that people do not yet carry their computers with them everywhere they go and that the idea of sitting on your own in a room, tapping away on the internet is a thing reserved for pale, skinny young men with a penchant for elves and goblins.

And so, until technology advances still further with the use of BlackBerrys and wireless laptops, internet cafes are generally considered the best place to relax and surf the web in a peaceful, trendy location.

Most internet cafes are situated in cities or large built up areas, taking in the maximum footfall from the surrounding region. An internet café, or cybercafé, generally offers metered access to the web via a pay as you surf method, top-level computers and equipment, and high-speed access, while also keeping internet users topped up with "real world" accessories such as coffees, drinks, food and comfortable seats based on the traditional café model.

The most obvious consumer targets for cybercafés are travellers, who use the services to keep in touch with family and friends while enjoying refreshments.

Anybody looking to enter what can be a lucrative market needs to bear all these considerations in mind. Franchising is often seen as the ideal method of getting involved quickly, although high set-up costs, to cover the cost of equipment, training, marketing and various other fees need to be considered.

Potential franchisees would need to carefully consider their chosen sector, researching the location of their cybercafé as well as the financial costs involved with running not only an IT suite, but also the food and drink side of the business. Many customers come to internet cafés for different reasons and for unique selling points, and these need to be considered when selecting a franchise or even deciding on the franchising model at all.

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