

**FRAN**NET® Asks

What do you want to **BE**?

Dwight wanted to

**BE** an entrepreneur



## BUSINESS VETERAN JUMPS ON T-SHIRTS FRANCHISE OPPORTUNITY

*Local Man Opens "Big Frog Custom T-shirts & More" in Round Rock*

A Fortune 500 business veteran, Dwight Miles had lived all over the country and traveled around the globe. Yet, in the back of his mind, he always knew that if the opportunity ever presented itself, he someday wanted to go into business for himself. Today, Miles sits atop his very own business, Big Frog Custom T-shirts & More, in Round Rock.

Big Frog Custom T-shirts & More, a national franchise based in Dunedin, Fla., specializes in designing and printing custom t-shirts, apparel and other promotional items. With the company's direct-to-garment technology, customers can print individual shirts, a unique trait for retail t-shirt shops. The rapidly growing franchise has more than 30 locations across the country. This is Big Frog's third location in the Austin area, with other Texas locations already open in Houston and Dallas.

From the early beginnings of Miles' corporate career, hard work and managing a full load were never difficult for him. He started his ascent up the corporate ladder rather low-key as an intern at packaged food giant, Kraft Foods, while also playing baseball for the University of North Texas. Following several promotions, mergers, company moves and an M.B.A. later over the next 25-plus years, Miles eventually blossomed into the global marketing chief for Golf Pride Golf Grips.

He admittedly "took every job ever given to me," but was finding the burden of the travel and extended stays away from his family taking their tolls. After leaving Golf Pride and landing at consumer goods purveyor, ConAgra, the downsizing reality of corporate America caught Miles and he found himself out of work. But he knew his years in executive sales and marketing roles had prepared him for a leap into business ownership.

"My Dad was an entrepreneur, so it was always in my blood," said Miles. "I knew it was only a matter of finding the right fit and taking the leap. I knew if I took my same work ethic I've always had, and apply that to my own business, that I could be successful."

But Miles learned business success is more than simply desire. While attempting to launch a start-up business, Miles remained undeterred and continued to work the professional connections he had built throughout his career. In a stroke of fortuitous good fortune, Miles heard a speech about franchising opportunities by Kyle de Haas, a business consulting expert with FranNet of Central Texas, at one of his local networking meetings.

FranNet works with budding entrepreneurs to aid in their search for a franchise business and to sort through the plethora of information available and steps necessary.

"Dwight had an incredible skill set and great experience," said FranNet's de Haas. "I knew we would find a great fit for Dwight and he was so focused through the entire process."

After narrowing down his research to a handful of concepts, Miles began to focus on the Big Frog franchise.

"Kyle found Big Frog for me and it matched perfectly with what I knew – the consumer experience," admitted Miles. "Plus, with a franchise business, the franchise has already stubbed its toes to learn how to best operate its business. They present you with a plan to follow – and it really presents itself as a business kit. Couple that with outstanding customer service, and you're set up to succeed."

Miles is not alone in his business-owning aspirations. According to the International Franchising Association, the governing body for all franchises, nearly 14,000 franchise outlets will be added this year across the country. That number marks a two percent increase over 2011 and will pump an additional \$37 billion into the nation's economy. FranNet has actually seen even better results with a 33 percent increase in new franchise placements in the first quarter – all signs that a struggling economy is potentially on the mend.

Miles may know the key to a successful business. "I have everyone focused on outstanding customer service," said Miles. "About 70% of our business comes from referrals and repeat business, so our best salesperson is our customer."

Miles' Big Frog outlet is located at 2051 Gattis School Road, Round Rock, Texas, 78664. Or you can reach his store at (512) 341-0701 or online at [www.bigfrog.com/roundrock](http://www.bigfrog.com/roundrock).

## **About Big Frog Custom T-shirts**

Big Frog Custom T-Shirts is a retail franchise concept offering environmentally friendly, direct-to-garment custom-imprinted items with no minimums, no art charges and 24-hour turnaround. There are currently more than 30 Big Frog franchises in 11 states throughout the U.S. The parent company is headquartered in Dunedin, Fla.

## **About FranNet**

FranNet is North America's most respected leader in matching individuals with franchise opportunities. Based in Louisville, Ky., FranNet has more than 80 consultants across North America who use a proprietary profiling and consultative process to determine a business model unique to each client's goals, skill sets and interests, and have matched thousands of entrepreneurs to rewarding small business opportunities. Recognized by INC magazine as one of the top 500 fastest growing private companies in America in 2011 and 2010, this year marks the 25th anniversary for FranNet.