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## Franchises Blog: New Green Franchise Opportunity - 'g' Green Design Center

By Don Daszkowski, About.com Guide to Franchises  
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According to Ode Magazine, the 'g' Green Design Center is announcing franchise opportunities for eco-minded individuals looking to open a responsible business. 'g' Green Design Center, focused on providing a user-friendly experience to going green, is a combination retail shop and showroom on a mission to provide customers with all they need to create green, sustainable environments that are both beautiful and responsible to our earth. Currently offering franchises in 29 of the 50 states, 'g' hopes to attract passionate entrepreneurs interested in joining the growing environmental movement.

'g' serves as a one-stop shop, containing items that range from green building materials and home improvements to lifestyle products. With a commitment to make going green a simplistic process, the flagship store - located on Cape Cod in Mashpee, Massachusetts - has grown into a position as a community leader providing affordable and accessible materials under one roof. With continued success in the marketplace of environmentally conscious consumers, 'g' Green Design Center offers the opportunity to capitalize on a growing industry.

"Franchise businesses can be very lucrative, even in a time of economic struggle," said Nicole Goldman, founder of 'g'. "Green has gone mainstream, and it is hard to ignore the benefits and advantages for businesses to be leading the way. Market research indicates that by 2012, the green building market is expected to double to 12-20 percent of the current market share, or \$40 to \$70 billion."

The green building sector shows even more growth during uncertain economic times. For homeowners, motivations include energy-efficiency, cost savings, increased durability and a higher quality product. Builders seek to benefit from reduced operating costs and optimized life-cycle performance. A trusted resource for environmentally sound products and information, 'g' Green Design provides customers with everything they need to make responsible choices. As a franchise, 'g' presents an unprecedented opportunity for individuals to combine environmental commitment with an entrepreneurial drive. 'g' is seeking those who are interested in sharing a vision of greater consciousness that values the environment and embraces the good of the community.