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## **TARJI CARTER**

### Pathways Certified Franchise Executive

The Multicultural Foodservice & Hospitality Alliance

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Tarji Carter is a franchising consultant for Pathways to Black Franchise Ownership, a signature initiative from the Multicultural Foodservice & Hospitality Alliance (MFHA) that aims to expand the number of Black-owned restaurants across the U.S. As a passionate advocate for entrepreneurs in underrepresented communities, Tarji's primary responsibility with Pathways is to identify aspiring entrepreneurs who may need assistance with financing and training to successfully operate high-performing restaurants.

With more than a decade of experience in franchise sales and development, Tarji has helped hundreds of small business operators realize their dream of owning a franchise while expanding the footprint of some of the world's most delicious brands, including Cinnabon, Dunkin, Wingstop, Edible Arrangements and Bojangles'.

Tarji is the President and Founder of Guest First Services, Inc., (GFS) a franchise consulting boutique located outside of Atlanta. GFS offers a fresh viewpoint on franchising by taking the guesswork out of the process and arming aspiring franchisees with easy-to-follow instructions for building wealth for themselves and generations to come. The company is also responsible for developing and executing strategic franchise expansion plans and lead generation tactics for brand partners.

Tarji's work is driven by her love of community and a commitment to help increase Black entrepreneurship by providing education about the benefits of franchise ownership and how to navigate the industry from a position of strength.