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Franchising is, in a word, a license. It is a system for independently owned businesses to share a common brand, distribute products and services, and expand. It's a contractual relationship between a brand owner (the franchisor) and an

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independent local business owner (the franchisee). For example, Bright Star Care doesn't "franchise" medical and non-medical home care assistance, FASTSIGNS does not franchise printing, Wetzel's Pretzels does not franchise pretzel shops and Dat Dog ...

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- Understand complex legal issues
- Work and communicate with ...

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Franchising is a way for
companies to expand

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and bring their products and services to consumers without the company owning and operating their locations directly. There are three basic types of franchising: Traditional or product-distribution franchising

3 Types of Franchising - dummies

The definition of franchising is simply when a business

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(franchisor) sells a well established and successful business model to other businesses (franchisees). This way the franchisor expands their business and brand without having to manage the new branches, and without the need to invest money and resources to expand.

**Franchising
Definition - What Is**

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Franchising for Dummies [With CDROM]...If you want to own your business but don't want to start from scratch, maybe buying into a franchise is the right choice for you Franchising can be a great way to get started in small business without taking the huge risk of founding and building a company on your own.

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