# WHAT IS THE FRANCHISE



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Franchising is also a Contractual Relationship. While from the public s vantage point, franchises look like any other chain of branded businesses, they are very different. In a franchise system, the owner of the brand does not manage and operate the locations that serve consumers their products and services on a day-to-day basis. Serving the consumer is the role and responsibility of the franchisee.

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From a legal perspective, a franchise basically consists of a defined type of license granted by one business owner to another. At its core, though, franchising is really about the relationship the franchisor has with its franchisees.

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## Franchise Investopedia

Franchise contracts are complex and vary for each franchiser. Typically, a franchise contract agreement includes three categories of payment that must be made to the franchiser by the franchisee.

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## What is franchising definition and meaning

Arrangement where one party (the franchiser) grants another party (the franchisee) the right to use its trademark or trade-name as well as certain business systems and processes, to produce and market a good or service according to certain specifications.

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#### What Is a Franchise Business Small Business Law Free

What is a Franchise Business? by FreeAdvice staff A franchise business is a business in which the owners, or "franchisors", sell the rights to their business logo, name, and model to third party retail outlets, owned by independent, third party operators, called "franchisees".

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## Franchise definition of franchise by The Free Dictionary

2. A special privilege given by government to a corporation or an individual to engage in a particular activity using public facilities, especially to provide a public service such as transportation or communications. http://ebookslibrary.club/Franchise-definition-of-franchise-by-The-Free-Dictionary.pdf

## Franchising Wikipedia

Franchise fees are on average 6.7% with an additional average marketing fee of 2% However, not all franchise opportunities are the same and many franchise organizations are pioneering new models that challenge antiquated structures and redefine success for the organization as well as the franchisee.

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#### **Franchising Definition Entrepreneur Small Business**

Franchising is a form of business by which the owner (franchisor) of a product, service or method obtains distribution through affiliated dealers (franchisees).

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