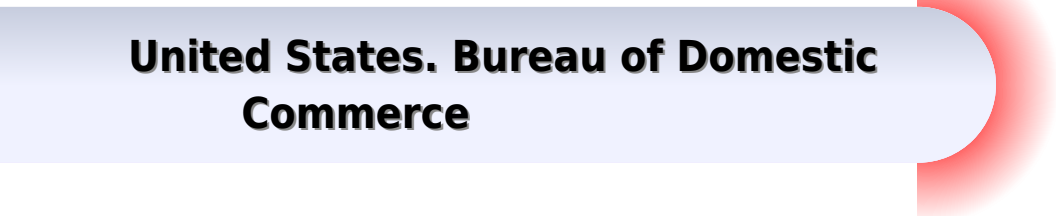


# CREATE A **FRANCHISE** **OPERATION** MANUAL



# Franchise Manual Operative

**United States. Bureau of Domestic  
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Marketing Advances Elsevier Science Distinguished Scholar Award      **Hearings, Reports and Prints of the Senate  
Select Committee on Small Business** United States. Congress. Senate. Select Committee on Small Business,1972

Franchising Strategies Ed Teixeira,Richard Chan,2022-07-01 A comprehensive and accessible companion to a proven business model this book shows how to franchise an existing business supported by case studies data and research reports on the franchise industry For small to medium sized businesses franchising can lead to successful and profitable growth and plays an important role within the US economy Utilizing a proprietary dataset with the most up to date statistics regarding a range of franchising trends this analytical guide is based on management research frameworks that will lead to better understanding of a range of franchising strategies Issues covered include The franchising business model including its history economic impact and regulations Critical factors that significantly influence franchising success enabling a comprehensive feasibility analysis of franchising potential or existing business ideas Implementation components of franchising strategies such as different franchise structures regional development plans and future trends With its clear focus and practical orientation this book will be a valuable resource for entrepreneurs as well as undergraduate and postgraduate students interested in acquiring the knowledge skills and abilities to succeed in franchising

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