



To what extent do you agree with the view that franchising is the salvation of people starting and operating a small business

By Christian Bacher

GRIN Verlag Aug 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2005 in the subject Business economics - Company formation, Business Plans, grade: A, University of Otago (Department of Management), course: Small Businesses, 31 entries in the bibliography, language: English, abstract: Franchising as a way of starting or operating a small business that is more likely to be successful than engaging in an independent small business. This was the predominant opinion during the last decades (Hoy, 1994). The common view towards franchising merits a closer look into situations franchising and non-franchising small businesses could face to finally answer the title-question of this essay 'To what extend do you (do I) agree with the view that Franchising is the salvation of people starting and operating a small business'. To provide a sound answer the initial question requires some clarification. The basic notions of 'franchising' and 'small business' are defined and described in the first chapter. The second chapter, however, focuses on the person who starts or runs the small business, the entrepreneur or small business owner. The understanding of the entrepreneur's personality shall be...

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