

Name _____

Franchise Magic: Building Your Business Kingdom

Multiple Choice Questions

1. What is a franchise?
 - a) A type of food
 - b) A business structure where individuals own and operate a business under an established brand and guidance
 - c) A small, independent business
 - d) A type of fast transportation

2. What is one advantage of owning a franchise?
 - a) Complete independence with no rules to follow
 - b) Proven business model and support from the franchisor
 - c) No upfront costs or fees
 - d) Lack of brand recognition

3. What type of support and training do franchisors typically provide to franchisees?
 - a) None, as franchisees are expected to figure things out on their own
 - b) Extensive support and training in areas like marketing and operations
 - c) Only financial support, but no training
 - d) Support in marketing, but no training

4. What is one disadvantage of owning a franchise?
 - a) Proven business model
 - b) High upfront costs and ongoing fees
 - c) Complete independence in decision-making
 - d) No competition with other franchisees

5. Why might some individuals choose not to invest in a franchise despite the advantages?
 - a) They prefer high upfront costs and fees
 - b) They enjoy complete independence in decision-making
 - c) They want to start a business from scratch
 - d) They value the established brand recognition of franchises

