Name _____

Franchise Magic: Building Your Business Kingdom

Short Answer

1. Explain how owning a franchise benefits from a proven business model.

2. Describe one advantage and one disadvantage of the support and training provided by franchisors.

3. What role does brand recognition play in the success of a franchise?

4. Can you provide an example of an upfront cost and an ongoing fee that franchisees might encounter?

5. What challenges might franchisees face when they must follow the rules and guidelines set by the franchisor?

© ReadingDuck.com