

Name \_\_\_\_\_

## Franchise Magic: Building Your Business Kingdom

### Short Answer Key

1. Owning a franchise benefits from a proven business model by reducing the risks associated with starting a new business, as the model has already shown success.
2. An advantage of the support and training provided by franchisors is that it prepares franchisees for success, while a disadvantage is the potential restriction on decision-making.
3. Brand recognition plays a significant role in the success of a franchise by attracting customers more easily and building trust in the business.
4. An example of an upfront cost could be the initial franchise fee, while an ongoing fee might include royalty payments to the franchisor.
5. Challenges for franchisees when following the rules and guidelines set by the franchisor include limited independence and less flexibility in decision-making.

