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Franchise Management For Dummies Cheat Sheet - dummies

Running a Franchise for Dummies is a clear and concise guide for anyone who wants to be their own boss and stand on the shoulders of franchise giants both big and small. Author Information Michael H. Seid is the founder and Managing Director of MSA Worldwide, the leading strategic and tactical advisory firm in franchising.

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Franchising is, in a word, a license. It is a system for independently owned businesses to share a common brand, distribute products and services, and expand. It's a contractual relationship between a brand owner (the franchisor) and an independent local business owner (the franchisee). For example, Bright Star Care doesn't "franchise" medical and non-medical home care assistance, FASTSIGNS does not franchise printing, Wetzel's Pretzels does not franchise pretzel shops and Dat Dog ...

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