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Franchising is a method for those who desire to create their own business but do not want to from the scratch in international business contexts. It is the process of using established services, brands and products to start a business. McDonald's and Holiday Inn are well-known franchises all over the world. It will be argued here that a franchise can certainly guarantee a franchisee business success.

However, it has to be acknowledged that franchises may confer some <div style="display:none">hidden</div> dangers, especially for some small and not famous companies. In fact, franchisors will provide some management assistance to franchisees but it could be orders sometimes. The oppressive management may lead to the conflict between them. Additionally, franchisees have no choices to choose their franchise fellows but franchisors have the power. Thus, there is no equity between them. which may cause franchisees' incentives loss. Equally, to be one's own boss is hard to find motivators which can gain personal improvement. The most serious disadvantages with franchises is the problem with costs. It can be seen that after franchisees paying for the franchises, they also need to give extra 10 percentage of the next profits to the franchisors. Some people may not consider it carefully so that the possibility to have money conflict is increasing. Furthermore, the gender-gap in franchising <div style="display:none">ownership</div> is another problem that the franchisors will invest less to female franchisees. These factors drive franchising into a dangerous status and it can be a warn for franchisees to decide carefully.

There is stronger evidence to think that franchising is the quickest and most effective way to start a business. Because the services, the model to implement a company and the products are already established, so the risks to fail has been decreased. Moreover, the support from franchisors can help them manage better. For instance, McDonald's will send the franchisees and managers to 'Hamburger University' <div style="display:none">annually</div> to study how to provide a better service to consumers. Meanwhile, it can be convenient because people can create a business at home. Due to this, they will be more flexible to do what they want. It will be a useful tool for couples work together as well. Apart from these, franchising has <div style="display:none">risen</div> up to a level of global business. For example, a well-known bakery in the USA has also established in China and these franchisees will adapt to the local <div style="display:none">origious{x}</div> to produce more attractive bread. Moreover, franchisees will work in a cooperative environment because fellows will help each other. The most important factor to franchisee's success is the system is correct and stable also the products have been established so they can have better performance.

Overall, it seems that franchises can not only guarantee franchisees business success, but also be an effective and profitable tool. It can save people's time to use established products and specific management. Due to its convenience, more and more people participate in this business context but franchisees still need to be careful about its negative effects. It can be concluded that the obvious advantages are larger than its shortages so this method may be a wonderful choice to build up a business.