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ORIGINAL ARTICLE

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FRANCHISING ENTREPRENEURSHIP – FUTURE PROSPECTS

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ABSTRACT

The main aim of this paper is to discuss the franchising strategies, and study the link between Franchiser and Franchisee, Customer relationship Strategies, and Problems & Prospects of Franchising Entrepreneurship. Due to Globalization, there has been a several changes in Financial Resource revenues. The developed Nations Promoters striving to develop new financial Products and Services. To promote the new companies, one among them is Franchising Entrepreneurship. Through this new investment technique, amazing the wealth is a new business concept. But, this is not an easy as we think.

Article Indexed in



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REVIEW OF THE ARTICLE

Franchising Entrepreneurship – Future Prospects

J. Arun Kumar

Abstract :

The abstract was complete and essential details were presented. The main aim of this paper is to discuss the franchising strategies, and study the link between Franchiser and Franchisee, Customer relationship Strategies, and Problems & Prospects of Franchising Entrepreneurship.

Introduction:

Franchising is an established business expansion strategy that has proven to deliver rapid growth – with arguably reduced risk. Some popular examples consist of MacDonald's, Singer and Coca Cola, KFC etc. Introduction was justifying. Significance of the area under study mentioned clearly in Introduction.

Reference to the Literature and Documentation:

The literature review was up-to-date. The number of references were appropriate and their selection is judicious.

Methodology:

Author collected the data from various sources and mainly they were secondary sources.

Presentation of Results:

Government should play a key role in supporting all the franchise industry stakeholders including franchisors, franchisees, financial institution, banks and industry associations. It should encourage banks and financial institutions to increase financial incentives to support innovative franchise models in India. Tables, graphs, or figures were used judiciously and agree with the text. The result was congruent with the earlier studies.

Scientific Conduct:

There are no instances of plagiarism. Ideas and materials of others are correctly attributed.

Relevance:

The study was relevant to the mission of the journal or its audience.

SUMMARY OF ARTICLE

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers	✓				
2.	Originally & Novelty of the ideas		✓			
3.	Importance of the proposed ideas	✓				
4.	Timelines		✓			
5.	Sufficient information to support the assertions made & conclusion drawn			✓		
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)		✓			
7.	References & Citation (Up-to-date, Appropriate Sufficient)		✓			

FUTURE RESEARCH SCOPE:

- 1.A Comparison of Entrepreneurial Traits among Franchisees, Franchisors & Franchise Executives: A Surprising Finding
- 2.Franchising: a literature review on management and control issues .
- 3.Franchising in Inadequately Protected Markets-Inhibiting Factors in Entrepreneurial Market Entry.
- 4.Entrepreneurship: Past Research and Future Challenges.
- 5.Franchising Research: Major Milestones, New Directions, and Its Future Within Entrepreneurship

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