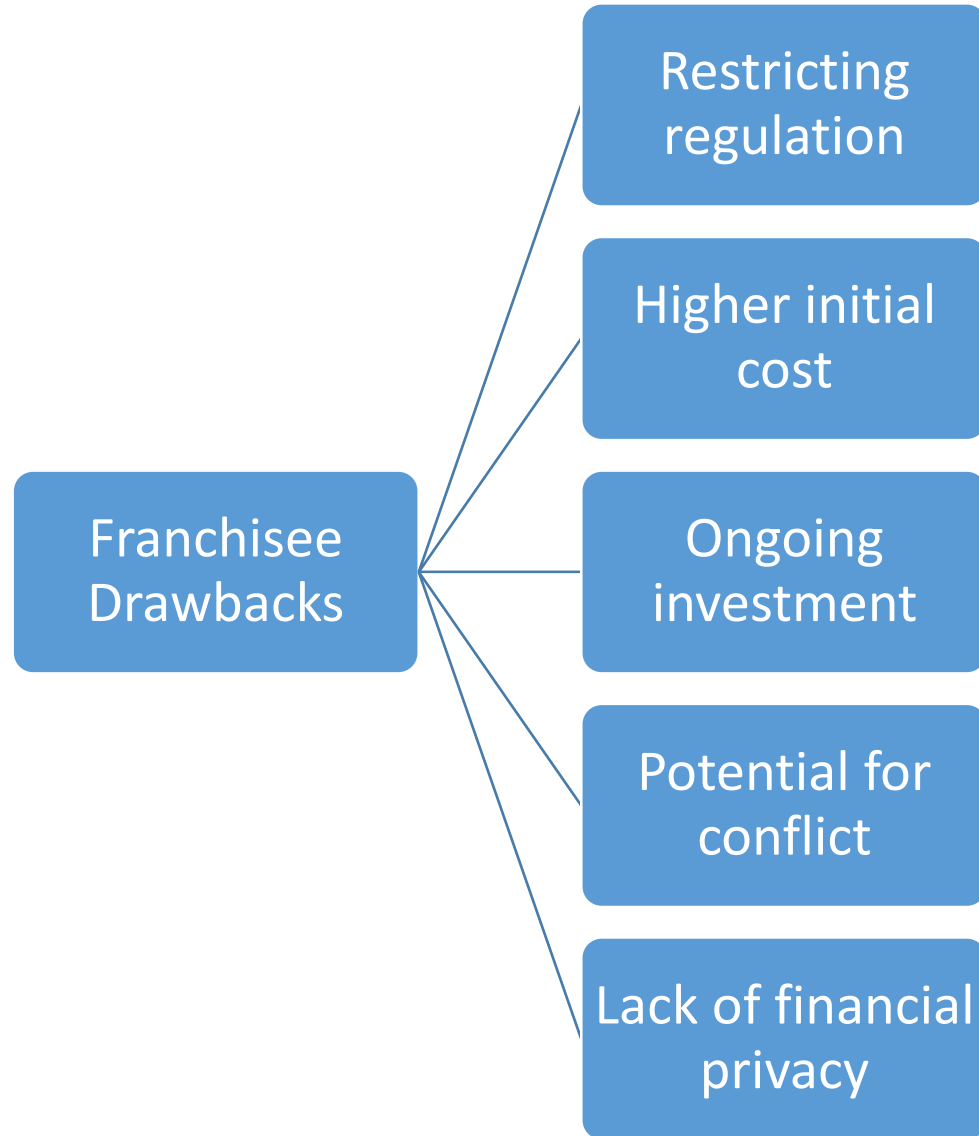


Franchising

A franchise is a type of license that grants a franchisee access to a franchisor's proprietary business knowledge, processes, and trademarks, thus allowing the franchisee to sell a product or service under the franchisor's business name.





Franchisor Advantages

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graph TD; A[Franchisor Advantages] --- B[Access to capital]; A --- C[Efficient growth]; A --- D[Minimal employee supervision]; A --- E[Increased brand awareness]; A --- F[Reduced risks];
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Access to capital

Efficient growth

Minimal employee supervision

Increased brand awareness

Reduced risks