Assignment Brief:

You started to expand your business a few months ago, based on the franchise system. During the initial stage of the expansion, you didn’t realize the importance of systematized strategies for a franchise system to become successful. Now, you are very keen to focus on developing some effective strategies.

Prepare a report on your franchising system, addressing the franchise relationship, social responsibility, legal matters and the future of this franchising system. In your report discuss the following areas from the standpoint of a franchisor: strategies for negotiation, innovation and emotional turbulence the possible social responsibilities involved in your franchise system the franchisor and franchisee’s obligations and dispute resolution strategies the future of your franchise system (e.g. information technology, stock control or green franchising etc.)

Justify your arguments by making references to relevant franchising theories. In terms of the number of references, your assignment should have 6-10 All references must be from credible sources such as books, industry-related journals, magazines, company documents and recent academic articles.