



## Licensing

VS



## Franchising

### #1. Business Model

#### Licensing



Deals with products and goods.

#### Franchising



Deals with providing services.

### #2. Ownership

#### Licensing



Ownership of the outcome is with the licensee. He only buys the right to use the licensor's certain patented / original product for a royalty.

#### Franchising



Ownership of the business is with the franchisee. They purchase the right to run the same company on behalf of the franchisor for fees.

### #3. Legal Regulations

#### Licensing



Standard agreement governed by contract law between the parties.

#### Franchising



Stricter compliance requirements are governed by companies and other federal laws of international business (if dealing with a party outside the country).

### #4. Advantages

#### Licensing



Licensor gets vertical integration without **heavy capital investment** and enhances its brand value. Licensee receives access to the market relying on a strong brand and eliminating competition.

#### Franchising



Franchisor receives access to the geographically diversified marketplace without compromising on brand value. In addition, the franchisee gets continual support from the franchisor to extend an already successful business.

### #5. Disadvantages

#### Licensing



Licensor does not control the ultimate use of its intellectual property rights.

#### Franchising



The heavy initial investment by the franchisee to meet the franchisor's quality standards. In addition, the degree of autonomy is very less for the franchisee in the operational matters of the business.

# Franchising Licensing

**Andrew P. Loewinger, Michael K.  
Lindsey**



## **Franchising Licensing:**

*Franchising & Licensing* Andrew J. Sherman, 2004 Annotation For more than a decade this book has been the definitive guide to franchises and licensing programs In this third edition author and prominent attorney Andrew J Sherman expands his in depth coverage to include international franchising initiatives In addition every chapter has been thoroughly updated to reflect new information on market responsiveness compliance and other key issues The result is a truly global reference that will prove indispensable to companies and entrepreneurs alike If you re involved in any aspect of franchising and licensing you can t afford to be without the latest edition of this book It became the industry standard immediately upon its original publication opening up enticing opportunities for entrepreneurs as well as presenting new strategic options for corporations Now the third edition gives it truly global reach Expanded to include international as well as domestic U S franchising and licensing it comprehensively covers the strategic legal financial and operational aspects of these complex but highly profitable business structures

**Franchising and Licensing** Andrew Sherman, 2011-04-13 Comprehensive and applicable to domestic and international franchising initiatives alike this go to guide remains the industry standard for insights on expanding your business As an experienced corporate and transaction lawyer author Andrew Sherman offers insider insights into unique opportunities for business growth specifically leveraging your intellectual capital through franchising and licensing By helping you understand what intellectual capital is what revenue your company is entitled to and how to manage these intangible assets he provides knowledge and tools to keep your business not only operating but growing in any economy Filled with examples stories from the field and forms for drafting franchising agreements and licensing programs Franchising create market responsive sales marketing and globalization strategies establish quality control and compliance measures and assess opportunities for mergers and acquisitions joint ventures and other alternatives to franchising This book also incorporates up to the minute information on regulations best practices web strategies branding techniques and global trademark laws the new FDD disclosure format and the latest franchising trends

MODULE OF FRANCHISING & LICENSING (Penerbit UMK) Norfazlirda Hairani, 2021-09-26 Module of Franchising and Licensing is specially written for business students at the local tertiary institutions Spanning twelve chapters this book presents fundamental aspects of franchising and licensing in an easy to understand and accessible manner Furthermore this book reinforce student s grasp of the topics taught through discussion questions at the end of each chapter Each chapter is also accompanied by examples from Malaysia and other countries for enhanced learning

*Franchising & Licensing* Andrew J. Sherman, 2004-01 This third edition is applicable to domestic and international franchising initiatives alike Every chapter has been brought up to the minute with timely and detailed information on subjects such as Creating market responsive sales marketing and globalization strategies Raising capital structuring agreements and protecting intellectual property Meeting regulatory legal and employment standards Establishing quality control and compliance measures Assessing opportunities

for mergers acquisitions joint ventures and other alternatives to franchising      Fundamentals of International Franchising Richard M. Asbill, Steven M. Goldman, 2001      Franchising and Licensing Andrew Sherman, 2022-11 Growing your business doesn't have to be messy or complicated This indispensable reference provides legal insider insight into how to leverage the intellectual capital of your company to generate new revenue      **International Business** Riad A. Ajami, 2006 Useful for undergraduate and graduate students of international business this work features coverage of the Asian financial crisis and the European Union Its treatment of such topics as foreign exchange international trade policy and economic development introduces students to techniques for analyzing national economies      *Franchising Hospitality Services* Conrad Lashley, Alison Morrison, 2007-06-07 Franchising in the Hospitality Industry provides an overview of the issues debates and challenges associated with business franchising In two parts this text firstly looks at the issues from both an academic and practitioner perspective The second part looks more closely at service sector groups in the hospitality industry such as hotels leisure and catering using national and international examples and illustrations These demonstrate how the theories and debates discussed in the first part are tackled in real life situations Examples used are from well known companies such as McDonalds Baskin Robbins Burger King Choice Hotels Holiday Inn Domino Pizza Pierre Victoire amongst others

**Franchising and Licensing** Andrew J. Sherman, 1999 This is a comprehensive guide to setting up and running a franchise or licensing operation with particular emphasis on how to use these two techniques as powerful business growth strategies      **The Internationalization of US Franchising Systems** Ilan Alon, 2014-06-03 This book reviews both the environmental and organizational factors of international franchising but focuses on the latter because environmental factors can not adequately explain why some franchisers within a particular industry internationalize This study finds that organizational factors such as the size age growth rate pricing strategies and the geographical dispersion of the firm collectively affect the franchising firm's decision to internationalize However the individual variables are different in significance and magnitude for the retailing hotel and motel and professional business service industries      **Strategic Management of the Manufacturing Value Chain** Umit S. Bititci, Allan S. Carrie, 2013-06-05 Today the Scottish electronics industry employs 40 000 people directly and a further 30 000 in the supply infrastructure There are now more than 550 electronic manufacturing and supplier companies in Silicon Glen In terms of the contribution to the economy electronics is by far the most valuable industry Its value in 1996 was approximately 10 billion and accounted for more than half of Scotland's exports The major product groupings within the industry include PCs laptops and workstations Disk drives cable harnessing Printers keyboards and peripherals Semiconductor devices and PCBs TV VCRs CDs stereos and other consumer electronics Cellular phones and telecommunications products A TMs and funds transfer systems Networking and security systems Navigation and sonar systems Microwave products Power supplies Software and compilers Many of these companies are multi national OEMs who came to Scotland as inward investing companies Early inward investing companies were from USA

followed by companies from Japan and more recently from Taiwan and Korea An important segment of the industry is involved in the manufacture of computers including IBM Compaq Digital and Sun In fact approximately 40% of the PCs sold in Europe are built in Scotland With five of the world's top eight computer manufacturers locating a manufacturing base in Scotland there has been an attraction for foreign companies keen to provide service for these multinationals In 1995/96 the supply base output was worth 1      *The SAGE Handbook of International Marketing* Masaaki Kotabe, Kristiaan

Helsen, 2009-01-05 Over the past two decades the nature of international marketing has faced huge change Increasingly challenged with the unprecedented emergence of globally integrated yet geographically scattered activities multinational marketing has had to respond accordingly The SAGE Handbook of International Marketing brings together the fundamental questions and themes that have surfaced and promises to be an essential addition to the study of this critical subject area In an internationally minded and detailed analysis the contributors seek to examine the state of the art in research in international marketing with particular emphasis on the conceptual framework and theory development in the field Looking at new research formative and fundamental literature and the nature of strategic alliance and global strategy this timely and comprehensive handbook offers the reader a compelling examination of the central concerns of marketing for an international community

*Foreign Operation Methods* Lawrence S. Welch, Gabriel R. G. Benito, Bent Petersen, 2008-01-01 New insights and a provocative perspective characterized this book by Professors Welch Benito and Petersen Managers will find the framework of this book very appealing and relevant to their everyday international efforts and inquiries The book is mandatory reading for academics and graduates in business international marketing and international business Carlos M Rodriguez International Marketing Review Numerous books and articles on entry strategies and entry modes explain why companies choose a certain mode and how companies should enter foreign markets This book however deals with the strategic decision making process when deciding which mode to use on entering a new market The approach in this book is novel in that it discusses and suggests how companies can use a mixed mode approach to achieve success in foreign markets Moreover it deals with issues such as how and when to move from one mode to another which has always been an important question for firms as well as for scholars To summarize this is a timely publication which based on solid theoretical grounding provides excellent guidelines for managers formulating strategies to enter new markets as well as expanding their operations in foreign markets Pervez N Ghauri Manchester Business School University of Manchester UK Also known as entry modes or foreign market servicing methods foreign operation methods are critical criteria for companies ability to function in the international business arena This comprehensive and accessible textbook explores the characteristics choice utilization and management of foreign operation methods The book provides an extended analysis of the various foreign operation mode options including those that have until now received relatively cursory treatment Issues such as international licensing franchising outsourcing project operations and management contracts are also discussed In addition to providing

an overview of the various theoretical perspectives on foreign operation mode choice a treatment of emerging strategy concerns such as mode combinations and mode switching is included Featuring a thorough overview of the various theoretical perspectives on foreign operation mode choice and use and treatment of emerging strategy concerns such as mode combinations and mode switching this textbook provides a somewhat broader coverage of foreign operation methods than current literature has offered until now It will prove invaluable for a wide ranging readership encompassing undergraduate and postgraduate students academics and practitioners in the field of international business

**International Franchising** Dennis Campbell, 2006-10-06 This publication is an index of all articles published in the yearbook from its first year 1977 to 2004

**International Franchise Sales Laws** Andrew P. Loewinger, Michael K. Lindsey, 2006

UGC NET JRF Commerce Book - Business Environment & International Business ( Self-study and online classes Series) Dheeraj Kumar Singh, This book is specially written for UGC NET JRF Commerce Examination The Book consists of a chapter wise bifurcation of the previous Year s question paper of UGC NET JRF since 2005 and covers a large number of questions for practice asked in different examinations Special feature of this book Self study and online classes Series The book is divided into small Chapters The book is prepared on the basis of UGC NET JRF standard Each Chapter is supported by a large number of questions such as Previous year s NET JRF Examination questions other different different levels of examinations questions and questions prepared by our subject expert faculty Unit wise Chapter wise material

**International Business** Debra Johnson, Colin Turner, 2003 Taking neither an economic approach nor a purely managerial approach to its subject matter this work offers students an integrated resource on the subject of international business Its main theme is the process of globalization which the authors address in great detail

*Overseas Business Reports* , 1993

The franchise formula Marcos Schneider, 2023-12-09 Successfully Operating Franchising The All in One Handbook for Franchisors and Franchisees Do you have a brilliant business idea and want to scale it through franchising Or are you an aspiring franchisee looking to benefit from a proven business model Then this handbook is your indispensable companion on the road to success This comprehensive guide takes you into the world of franchising providing practical instructions strategies and sample forms that cover the entire franchise lifecycle From the basics of franchising and legal frameworks to advanced topics such as market expansion quality assurance and risk management everything is explained step by step with numerous examples Fundamentals and Business Models Legal Aspects and Contracts Marketing and Sales Strategies Scaling and Development Quality Assurance and Risk Management Long Term Strategies and Exit Plans Whether you are a franchisor or a franchisee this handbook provides you with the tools you need to succeed in the complex world of franchising Don t miss this unique opportunity to take your franchise business to the next level

*Basics of International Business* Neelankavil, 2015-05-18 The field of international business is dynamic complex and challenging vulnerable to fast breaking events such as economic shifts political turmoil and natural disasters This concise and affordable textbook will help

future international business executives acquire the skills to function effectively under these challenging conditions Basics of International Business incorporates coverage of the ongoing turmoil in the world financial markets It s designed to familiarize students with the external environments that affect international businesses to show them how to recognize the processes in identifying potential foreign markets and to help them understand the functional strategies that can be developed to succeed in this highly competitive environment The text focuses on must know core concepts in international business The concepts theories and techniques are organized around seven major topical areas introduction and overview of international business environmental variables of culture politics and economics entry strategies for new markets and countries international trade and foreign direct investments integration of functional areas specific functioning areas marketing finance accounting etc global outsourcing and its role in international operations The text is filled with helpful charts chapter summaries exercises and applied cases A detailed instructor s manual including course outlines classroom exercises and a complete test bank is available to adopters on the MES website

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