

**Topic: Franchise: the cases of 24 PHO company and 24/7 company and some suggestions for small and medium enterprises in international economic integration in Vietnam**

**The third prize about scientific research in University of Economics and Business- Vietnam National University, Hanoi**

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**Prize :** The third prize about scientific research in University of Economics and Business- Vietnam National University, Hanoi

**Research aims and tasks :**

Researching franchise situation in 24 Pho company and 24/7 company and giving suggestions for Vietnam small and medium enterprises to develop based on franchise business in international economic integration.

**Topic's structure :**

Except preface and conclusion, my research consists of 3 chapters :

- Chapter 1 : Some basic factors about franchise
- Chapter 2 : Situation about franchise activities in 24 Pho company and 24/7 company
- Chapter 3: some suggestions for Vietnam's small and medium enterprises to develop based on franchise business in international economic integration.

**Research achievements:**

- Finding out the franchise situation in 24 Pho company and 24/7 company.
- Contributing some suggestions for Vietnam's small and medium enterprises to develop based on franchise business in international economic integration.