

Project title: The situation of franchising in Vietnam during economic crisis and recommendations to improve the effectiveness of franchising in economic post-crisis period

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Summary:

Objectives:

Franchise is considered as a business model in the crisis period, the reasons to choose this form of business is its capability of expanding markets and products without spending too much cost, capital investment for research, because most of the marketing support from franchisor. Moreover, before the franchise, the franchisor has been recognized in the market as well as in the consumers' awareness. Hence, the choice of this business model is one of the necessary and accurate conditions to concern in the economic crisis. However, in the last period, this model in our country seemed to have leveled off. Therefore, the paper aims to find out measures to develop franchising activities in economic post-crisis period.

Main contents:

Chapter 1: Franchising literature review

Chapter 2: The situation of franchising in Vietnam during economic crisis

Chapter 3: Recommendations to improve the effectiveness of franchising in economic post-crisis period

Results obtained:

Clarification of measures to develop the business by franchising from 2010 onwards as:

- Doing business environment research
- Brand building before franchising
- Protecting intellectual property
- Human resources training, building franchising processes, standardizing franchising contract
- Selecting the right partners, doing research about the products
- Self-assessment of business capability
- Being a franchisee of successful brands