

## **Topic: Developing franchise consultation - experiences from typical countries and lessons for Vietnam**

**The third prize in ministry level, Vietnam National University, Hanoi and VIOTEC prize in academic year 2006 - 2007.**

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**Group:** QH-2004-E, International Economics

**Prize:**

- The first prize about scientific research in University of Economics and Business - Vietnam National University, Hanoi
- The third prize in ministry level, Vietnam National University, Hanoi and VIOTEC prize 2006- 2007

**Research aims and tasks:**

**\* *Research aims:***

- Systematizing theoretical knowledge about franchise and franchise consultation
- Analyzing franchise consultation in relation with franchise system in general in typical countries in the world and give experiences and solutions to develop franchise division and franchise system in Vietnam
- Preparing to set up companies specializing on franchise consultation in Vietnam

**\* *Research tasks:***

- Explaining contents and roles of franchise consultation activities for franchise buyers, potential franchise buyers, franchise seller, potential franchise sellers and franchise system in a country.
- Analyzing and comparing development situation in typical countries and Vietnam generally.

- Analyzing and comparing franchise consultation activities in some countries and Vietnam, and gaining experiences and solutions to build and develop consultation in particular and franchise in general in Vietnam.

### **Research objectives and scope:**

#### ***Research objectives:***

- Activities of franchise consultation in franchise system in countries in the world and in Vietnam; in details:
- Consultation division belongs to franchise models in countries in the world and Vietnam
- Experts, companies and independent organizations specialize in franchise consultation in other countries in the world and in Vietnam

#### ***Research scope:***

- About space: the topic limits analysis about franchise consultation activities only in typical countries that developed and have been developing franchise like the US, England, and Singapore.
- About time: since 1980s when franchise became a popular system

### **Research methods:**

Using basic research methods such as analysis, comparison, collection, observation, statistics, interview and survey.

- Making a survey about 24 Pho model and Vietnam KFC
- Interview Nguyen Quang Hien- Director of business development , 24 Pho joint stock company

Eric Cheong- business consultant, Asian Buzan centre (Singapore): franchise model about training

Le Thi Luong- manager of Lyly flower shop

- Statistics: post-graduation Group of HSB business administration  
Post- graduation group in economics faculty, Vietnam National University, Hanoi

Managers 24 Pho Restaurants in Hanoi

**Predicting topic's new contributions:**

- Finding out contents and important roles of franchise
- Finding out situation of franchise activities in some typical countries and gain experiences for Vietnam.
- Suggest solutions to develop franchise in Vietnam.

**Topic's structure:**

- Chapter 1: Common factors about franchise and franchise consultation
- Chapter 2: Researching and comparing franchise consultation activities in some countries and experiences for Vietnam
- Chapter 3: solutions to develop franchise consultation in Vietnam

**Research achievements:**

In over 80 pages done in nearly 4 months, the topic answers all its questions and achieve its purposes and task; in details:

- Systematizing theoretical knowledge about franchise and franchise consultation. Finding out contents and roles of franchise consultation for franchise buyers, potential franchise buyers, franchise seller, potential franchise seller and franchise system in every country.
- Generally analyzing and comparing development situation of franchise in some typical countries and in Vietnam
- Analyzing franchise consultation in relation with franchise system in general in developing countries in the world and giving experiences and solutions to develop consultation division and franchise system in Vietnam.

Through analysis, it can be shown that:

- Franchise is a good business technology that is easy to succeed and contributes to national economics.
- Franchise consultation has a relation with and roles in developing franchise system.
- Franchise in developed countries has developed for tens of years. It covers many fields, brings huge profit and attracts a large number of labour.

However, in Vietnam franchise is a new and young field and do not contribute much to Vietnam's economy

- With franchise, franchise consultation in typical countries develops about both quantity, content and ways of service supply. Franchise consultation will become a key factor in the development process of franchise system. However, in Vietnam, franchise is still new and young. It does not develop about both quantity and service quality and does not contribute to the development of franchise field.

- Experts forecast that there is franchise booming in Vietnam in the next period. Together with franchise's development, franchise consultation will develop quickly and become a key factor in franchise.

- To develop franchise consultation, Vietnam need to focus on:

- + Developing franchise consultation in all franchise system.

- + Encouraging establishment and development of professional franchise consultation organizations

- + Founding and developing information channel, evaluation and quality checking systems in franchise system

- + Completing laws about franchise in general and franchise consultation in particular

The author believes in development of franchise as well as franchise consultation in Vietnam in the coming years and hopes to make contributions to development and prosperity of trademarks in Vietnam and in the world through franchise.