**About Franchising**

Within a relatively short period, modern-day franchising has evolved to become the most popular business concept ever created. Essentially, franchising is a marketing and distribution system. Franchising is well established in every free market economy across the globe. Your chances of success as a franchise are much higher than as a business that is operated by a lone entrepreneur in isolation.

The success of franchising is based on the premise that most people will find it a lot easier to build a new business under the guidance of an established organization, using proven methods and procedures, rather than by trial and error.

The success of franchising rests furthermore upon exact duplication of the franchisor's blueprint. Individuals who thrive on "doing things their way" are unlikely to be happy as franchisees.

To call something a "franchise", however, does not automatically turn it into a blueprint for success. For a concept to merit duplication, it should have been extensively tested by the franchisor before it is packaged as a franchise and sold to others.

It follows that the franchisor must have the patience, foresight and sufficient capital to operate the business for a reasonable period, preferably in several locations, and hone its systems and procedures to perfection.