

# Ausprägungsformen Nationaler Franchise-systeme - Martin Keßler

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Die Franchise-Wirtschaft verzeichnet entgegen dem allgemeinen Trend stetes Wachstum. Dies ist die freudige Nachricht des Deutschen Franchise Verbands e.V. (DFV). Wie kein anderes Vertriebssystem hat sich das Franchising in seiner weiterentwickelten Form nach dem zweiten Weltkrieg in den USA, Europa und anderswo verbreitet. In Deutschland verzeichnete der DFV im Jahre 2003 ca. 830 Franchisegeber, denen 43.000 Franchisenehmer gegenüberstehen. Durch das kontinuierliche Wachstum wurden allein im Jahre 2003 18.000 neue Jobs geschaffen. Und auch für die Zukunft erhofft sich der DFV die Schaffung neuer Arbeitsplätze. Doch was ist Franchising überhaupt, was bedeutet es? In welchen Formen tritt es auf, wie funktioniert es und was macht es so erfolgreich? Diese Fragen sollen in dieser Arbeit beantwortet werden. Dazu wird zunächst seine Entstehung beleuchtet, um dann den Begriff und die wesentlichen Merkmale des Franchising zu erläutern. Nachdem die unterschiedlichen Arten behandelt wurden und die Vor- und Nachteile des Franchising erläutert sind, wird auf die wirtschaftliche Bedeutung für Deutschland eingegangen. Author: Keßler, Martin Publisher: GRIN Verlag Illustration: N Language: GER Title: Ausprägungsformen nationaler Franchise-Systeme Pages: 00029 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638348096 Category: Business & Economics : Marketing - General

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