

Adv. of Franchising

- increases brand awareness
- royalty payments
- still your own business
- expand into multiple locations

Disadv. of Franchising

- could have different standards and quality
- might give the business a bad reputation
- can lose control
- you don't get the entire profits earned by the franchisee

Supply Factors

- Mainly concerned with the operating costs of the location, what is costs to produce or provide goods and services
- costs of the operation

Demand Factors

- Mainly affect customer service and revenues.
- type of customer service the business wants to achieve
- potential revenues that can be achieves from the location

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Wholesalers

Stock a range of products from several producers, sell onto retailers.

Retailers

A company whose business activity is to sell to consumers, an example would be a supermarket. They are the final link in the chain of distribution.

Distributors & Dealers

Take products from producers and sell them on

Profitability

Stronger means business is able to finance expansion through reinvesting profits rather than looking for external finance

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