Your Name _____

Franchise or Business Opportunity?

Franchise

- Operates under franchise name
- Features the seller's trademark;
- More expensive
- Has ongoing royalty and advertising fees
- Restrictions on geography and operations
- Offers a continuing supportive relationship
- Has a higher rate of compliance with government disclosure and registration

Both

- Offer a packaged good, service or businesses
- Have risk
- Are subject government disclosure and registration requirements

Business Opportunity

- Operates under owner's name
- Less expensive
- No restrictions on geography and operations; very flexible.
- No continuing relationship
- Has a lower rate of compliance with government disclosure and registration requirements

© Council for Economic Education