



## The Future of Franchising

These are the major trends that we see in franchising in the near future.

- Conversion of Company-Owned Stores/Restaurants/Offices/Sales Rep to Franchising

As companies become increasingly aware of the benefits of franchising, we predict many will turn to it.

- The Entrance of Fortune 1000 Corporations into Franchising

Faced with a massive drain of the best talent and brains, large corporations will turn to franchising not only for its benefits but also to "keep" their best employees.

- International Franchising Will Boom

With the world getting smaller, many U.S. companies will embrace franchising to expand overseas. More foreign companies, with their desire to tap the huge American market, will start franchising in this country.

