

TABLE OF CONTENTS

EXECUTIVE SUMMARY	5	4.6 Shops geographical allocation 2017 (business and franchise).....	34
INTRODUCTION	6	4.7 Shops geographical allocation 2017 (business and franchise), per category.....	35
1. GENERAL INFORMATION	7	4.8 Stores indicators, per region (2017).....	41
1.1 Franchising definition.....	8	4.9 Percentage allocation of franchising, population & G.D.P, per geographical region(2017).....	42
1.2 Categories of franchising.....	9	4.10 Stores structure per category franchise size (2017).....	43
1.3 Duties and services of franchisor and franchisee.....	10	5. MARKET	45
1.4 Franchising general facts & figures.....	11	5.1 Domestic market size (2017).....	46
2. INSTITUTIONAL FRAMEWORK	14	5.2 Estimated amount of initial investment	47
3. DEMAND	19	5.3 Indicative entry fee and other fees.....	48
3.1 Determinants of demand of franchising from franchisees.....	20	6. INTERNATIONAL MARKET	49
3.2 Determinants of demand of franchise customer companies	22	6.1 Franchising market in specific European countries.....	50
3.3 Analysis of selected determinants of demand....	23	6.2 Franchising market in France.....	54
4. SUPPLY	27	6.3 Franchising market in Spain.....	56
4.1 Active franchise systems, per activity category (2017).....	29	6.4 Franchising market in Poland.....	58
4.2 Accumulative index degree of active franchise systems, per activity category (2017).....	30	6.5 Franchising market in Germany.....	59
4.3 Total shops of active franchise systems (2017)...	31	6.6 Franchising market in Italy.....	60
4.4 Accumulative concentration degree of shops (2017).....	32	6.7 Franchising market in UK	61
4.5 Structure of shops (2017).....	33	6.8 Store index/ chain of selected European countries.....	62

TABLE OF CONTENTS

6.9 Franchising market in the U.S.A.....	63
7. CONCLUSIONS - PROSPECTS	65
7.1 SWOT Analysis.....	66
7.2 Main Findings - Prospects.....	67
8. SOURCES & BIBLIOGRAPHY	69