

**Business third month**

**Live worksheet**

**Franchising**

Student name: Answer key

Grade :

**Activity 1: Fill in the blank with the right answer from the below box? (3 marks)**

|  |
| --- |
| **Franchise Franchisee Franchisor** |

* **Franchisee Is the business that pays the franchisor to use its name / products, etc.**
* **Franchisor Is the existing business the allows a new business to sell its products?**

* **Franchise Is when an established business allows another business to use its name, products, logos.**

**Activity 2: Are the below franchises available in Jordan? Answer using the words “yes” or “no”: (4 marks)**

|  |  |
| --- | --- |
| **Domino’s pizza** | **Yes**  |
| **Taco bell** | **No** |
| **seven eleven** | **Yes** |
| **Walmart** | **No** |
| **Burger king** | **No** |
| **Marriott hotel** | **Yes** |
| **Dunkin dough** | **No** |
| **Zara** | **Yes** |

**Activity 3: Complete the below tables (4 marks)**

**Below are advantages of franchisor or franchisee, if its an advantage of a franchisor writes the word “franchisor, if it’s an advantage of franchisee write the word “franchisee”.**

|  |  |
| --- | --- |
| **Advantages**  | **Answers**  |
| **The chances of business failure are much reduced because a well-known product is being sold** | **Franchisee** |
| **The management of the outlets is the responsibility of the franchisee** | **Franchisor** |
| **All products sold must be obtained from the franchisor** | **Franchisor** |
| **The franchisor pays for advertising**  | **Franchisee** |

**Activity 3: Complete the below tables (4 marks)**

**Below are advantages of franchisor or franchisee, if it’s a disadvantage of a franchisor writes the word “franchisor, if it’s a disadvantage of franchisee write the word “franchisee”.**

|  |  |
| --- | --- |
| **disadvantages** | **Answers**  |
| **License fee must be paid to the franchisor and possibly a percentage of the annual turnover.** | **Franchisee** |
| **Poor management of one franchised outlet could lead to a bad reputation for the whole business.**  | **Franchisor** |
| **Less independence than with operation a non-franchised business.** | **Franchisee** |
| **The franchisee keeps profits from the outlet.** | **Franchisor**  |

**Total: ---------------/15**

