

Franchising: Market Research Report

<https://marketpublishers.com/r/F604590C63BEN.html>

Date: December 2011

Pages: 189

Price: US\$ 1,450.00 (Single User License)

ID: F604590C63BEN

Abstracts

The global outlook series on Franchising provides a collection of statistical anecdotes, market briefs, and concise summaries of research findings.

The report offers an aerial view of the global franchising industry, identifies major short to medium term market challenges, and growth drivers.

The report provides a rudimentary prelude to the worldwide Franchising industry.

The discussion summarizes, in addition to other market variables, the advantages of franchising, and the impact of internet – the opportunities and challenges boded and the change in business models elicited.

The report offers a compilation of recent mergers, acquisitions, and strategic corporate developments.

Market discussions in the report are punctuated with fact-rich market data tables.

Regional markets briefly abstracted and covered include United States, Canada, Europe, France, Germany, Russia, UK, Asia, Australia, New Zealand, China, Hong Kong, India, Malaysia, South Korea, Taiwan, Middle East, Mexico, and Africa.

The report also includes an indexed, easy-to-refer, fact-finder directory listing the addresses, and contact details of 878 companies worldwide.

Contents

1.INDUSTRY OVERVIEW

Advantages of Franchising
Small and Medium Sized Enterprises
Small Businesses to Witness Recovery Post Recession
Factors Driving Franchising Business
Globalization Charges Up the Franchising Sector
Aging World Population Drives Up New Franchising Businesses
Franchising Booming Due to Baby Boomers
Franchising Sector Capitalizes on Online Learning Programs for Kids
Online Facilities Facilitate Franchising Business
Involvement of Banks to Encourage Potential Franchisers
The Secret of Success
Population and Market Size
Urbanization
Literacy
Corruption
Proximity to Larger Nations
An Overview of the Personal Services Sector

Table 1. Global Chain Franchise Market (2009): Breakdown of Revenues in US\$ Million for McDonald's, 7-Eleven, KFC, Subway, Burger King, Ace Hardware, Pizza Hut, Circle K Stores, Wendy's, Marriott Hotel, Resorts and Suites, Hilton and Re/Max International Inc.

2.TRENDS AND ISSUES

Franchising Sector to Witness Strong Growth
Commercial Franchising Sector Growing Fast
Drug Testing Franchises to Witness Growth
Asia and Africa Emerge as Promising Regions
Technology and the Internet
Websites are Vital
Business-to-Customer E-Commerce (B2C)
New Disputes
New Laws to Shape Up the Franchising Sector

New Businesses
New Franchising Concepts Catching Up
Brewing Special Coffee
Staffing and Business Services
Niche Gyms
Non-Medical Healthcare
Education and Tutoring
Mergers, Acquisitions, and Alliances
Latest Trends
Franchising Concept Spreads Across the Food and Business Consulting Sectors
A New Beginning for Distressed Industries
Become a “Semi-Absentee” Owner
Women Business Owners Prefer to Franchise
Franchising Enables Home-Based Work
Human Resources
Retailing
Franchisee Outlets
Challenges to be Tackled
The Future Franchising Scenario

Table 2. Global Franchising Market (2011): Percentage Breakdown of GDP in Franchises by Business Format

Global Hotel Franchise Market (2011): Top 5 Hotel Chains Ranked By Number of Hotels

Table 3. Global Franchise Market (2011): Percentage Breakdown by Number of Establishments Per Sector

Market Analytics

Table 4. World Recent Past, Current, and Future Analysis for Franchising by Geographic Region – US, Europe, Asia-Pacific (including Japan), and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Billion for Years 2010 through 2015

Table 5. World 5-Year Perspective for Franchising by Geographic Region – Percentage Breakdown of Dollar Revenues for US, Europe, Asia Pacific (including Japan) and Rest of World Markets for Years 2011 & 2015

3.STRATEGIC CORPORATE DEVELOPMENTS

4.PRODUCT LAUNCH/SERVICE LAUNCH

A REGIONAL MARKET PERSPECTIVE

1.NORTH AMERICA

1A.UNITED STATES

Preview of the US Franchise Industry

Market Trends

Trade in the Franchise Market

Franchising Growth at Pinnacle

Franchising - The Concept of the Future

Franchising - Means of International Expansion

Costs and Benefits of International Expansion

Good as Gold: Hottest Franchising Trends

Senior Care

Kids

'Invincible' Franchises Face Tough Challenges

Minorities in the Future Franchises

Interests in Targeting the Latino Market

New Arenas

Restaurants

Table 6. Franchising Market in the US (2011): Percentage Breakdown of Market Share by Franchising Type

Table 7. Select Leading Franchisees in the US Franchising Market (2011): Sales in US\$ Billion

Table 8. Franchising Market in the US (2011): Leading Convenience Stores by Number of Franchisees – 7-Eleven, Shell Oil Products US, BP North America, ChevronTexaco

Corp and Exxon Mobil Corp.

Sporting Franchise

Key Trends

Financing Segment

Commercial Real Estate Segment

Franchise Operations

Outlook

1B.CANADA

Top 5 Franchising Sectors in Canada (2011): Ranked on the Basis of Highest Number of Concepts

2.EUROPE

Overview

Key Market Statistics

Top 10 Franchises in Europe (2010): Ranked on the Basis of Highest Number of Franchise Units

Table 9. Europe Franchise Market (2010): Number of Franchise Brands by Country

Market Analytics

Table 10. European Recent Past, Current, and Future Analysis for Franchising by Geographic Region –France, Germany, Italy, UK, Spain and Rest of Europe Markets Independently Analyzed with Annual Revenue Figures in US\$ Billion for the Years 2010 through 2015

Table 11. European 5-Year Perspective for Franchising by Geographic Region - Percentage Breakdown of Dollar Revenues for France, Germany, Italy, UK, Spain and Rest of Europe Markets for Years 2011 and 2015

2A.FRANCE

2B.GERMANY

Franchising Benefits
Challenges

Table 12. German Franchise Market (2011): Number of Outlets for Select Leading Franchisers

Table 13. Franchising Market in Germany (2011): Percentage Breakdown of Market Share by Sectors

2C.RUSSIA

Market Overview
Potential Sectors
Apparel
Cosmetics and Body Care
US Franchisers Discover Potential of Russian Market
Franchising Perfect for Small and Medium Size Businesses
Market Competency
Local Franchisers
US Holds Competitive Advantage
Favorable Economic Conditions
Market Setbacks

2D.THE UNITED KINGDOM

Business Mechanics
Business Stance in Europe
Future Prospects
Some Significant Market Share Tables
Leading Hotel Groups in UK (2009): Ranked on the Basis of Number of Rooms-1 for Highest Number of Rooms

Table 14. UK Catering Franchisors Market (2009): Number of Franchised Outlets for BurgerKing Ltd, Domino's Pizza Group Ltd, Fast Food Systems Ltd, Kentucky Fried Chicken (Great Britan) Ltd, McDonald's Restaurants Ltd and Wimpy GB Ltd

2E.REST OF EUROPE

Bulgaria
Market Overview
New Concepts

Table 15. Number of Franchise Units in Bulgaria from 2007 through 2010

Belgium
Fast Food Franchising
Entry Barriers
Portugal

Table 16. Franchise Market in Portugal (2011): Percentage Breakdown of Franchising Brands By Sector

3.ASIA-PACIFIC

Opportunities and Threats
Market Analytics

Table 17. Asia-Pacific Recent Past, Current, and Future Analysis for Franchising by Geographic Region – Japan, Australia, China, India, South Korea and Rest of Asia-Pacific Markets Independently Analyzed with Annual Revenue Figures in US\$ Billion for the Years 2010 through 2015

Table 18. Asia-Pacific 5-Year Perspective for Franchising by Geographic Region - Percentage Breakdown of Dollar Revenues for Japan, Australia, China, India, South Korea and Rest of Asia-Pacific Markets for Years 2011 and 2015

3A.AUSTRALIA

3B.CHINA

Table 19. Chinese Franchising Market (2010 & 2011): Number of Franchise Systems

Table 20. Franchising Market in China (2011): Percentage Breakdown of Market Share by Primary Function Areas

Table 21. Leading Economy Hotel Chains in China (2010): Percentage Breakdown of Market Share Based on Number of Hotels for Han Ting, 7 Days, Motel 168, Green Tea Inn, Super 8 and Others

Outlook

3C.HONG KONG

3D.INDIA

Market Review

Franchising Market Scope

Advantages

Health Franchising Upsurges in India

Retail Franchising Scenario

Non-Retail Franchising Scenario

Challenges

Market Potential

Table 22. Franchising Market in India (2011): Percentage Breakdown of Franchisees by Sector - IT Education, IT enabled Services, Professional Services, Education - Preparatory and Fashion, Retailing, and Others

A Review of the Indian Franchising Market

Stages of Growth

Initial Phase

Growth Phase

International Franchising

Franchisee Development in India

Multi-Unit Franchise

Single Unit Franchise

Master Franchise

Area Developer

Growth of Indian Franchising Sector in Different Periods

Geographical Distribution in the Country

Participation from Established Players

Adequate Infrastructure Growth

Increased Demand

Decline in Company-Owned Units

Significant Number of Franchisees

Contribution in Revenue

Enhanced Export Revenue

Contract Period

Trends

Sectors Attracting Franchisees in Indian Market

Role of Human Resource Management and Development in Indian Franchising Industry

Impacts of Recession on Indian Franchising Segment

Indian Franchises Less Competitive Compared to Global Franchises

3E.MALAYSIA

Government Initiatives to Promote Franchising

Franchise Segment Resilient to Recession

Table 23. Malaysian Franchise Market (2011): Percentage Breakdown of Market Share by Sector

3F.NEW ZEALAND

Success Breeds Success

3G.PHILIPPINES

Franchising Segment to Witness Growth in 2012

Table 24. Philippines Franchising Market (2011): Percentage Breakdown of Number of Franchises by Category

3H.SOUTH KOREA

Emerging Market Opportunities

Sandwich Franchising Market

Opportunities

Table 25. Franchise Market in Korea (2011): Percentage Breakdown of Volume Sales by Sector

3I.TAIWAN

4.THE MIDDLE EAST

4A.SAUDI ARABIA

Saudi Arabian Franchising Market to Witness Significant Growth

5.LATIN AMERICA

5A.MEXICO

Market Insight

Openings

Domestic Franchises

Table 26. Leading Countries of Origin for Franchise Companies (2011): Percentage Breakdown for Mexico, the US, Spain and Others

Table 27. Franchise Market in Mexico (2011): Percentage breakdown of Market Share by Leading Sectors

6.AFRICA

Loopholes in African Franchising

Lack of Familiarity

Lack of Financing Available to Franchisees and Franchisers as Growth Capital

Lack of Franchise Regulation

Restricted Information Available on Market Opportunities

Expansion of Franchising Operations to Rural Areas

Suitable Political Environment

Franchise Development Programs Undertaken by AfDB

Development of Informative Tools

Development of Franchising Network

Streamlining the Regulatory Environment

Providing Financial Aid

Franchising to Support Small and Medium Enterprises (SMEs) Development

Global Directory

I would like to order

Product name: Franchising: Market Research Report

Product link: <https://marketpublishers.com/r/F604590C63BEN.html>

Price: US\$ 1,450.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F604590C63BEN.html>