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Between Licensing and
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deals with Products &
Goods like software
patented technologies
etc. Franchising is
mostly related to
service businesses like
food chains, service
centers of automobiles,

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etc.

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For a company looking to expand, franchising and licensing are often appealing business models. In a franchising model, the franchisee uses another firm's successful business model and brand name to operate what is

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effectively an independent branch of the company.

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Thousands of businesses in a wide variety of industries with branded products or trade secrets are branching into franchising and licensing as powerful growth and intellectual

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strategies. But many
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When you have a great business model, there are two powerful ways to see it reach its full potential: either franchising or licensing your brand. Either strategy can result in an incredible return on your investment. The main difference between franchising and licensing is the level of control you maintain.

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target in a transaction
combining two or
more. compared to the
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Many think that franchising and licensing are same, but the fact is that they are different, only the advantages of franchising are similar to those of licensing. The first and foremost difference between licensing and franchising are that the former is mainly

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associated with the production and marketing of goods while the latter is related to the service business.

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