

E-commerce and franchising

How companies with e-commerce successfully challenge the win-win relationship.

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Zagreb, 5. travanj 2017

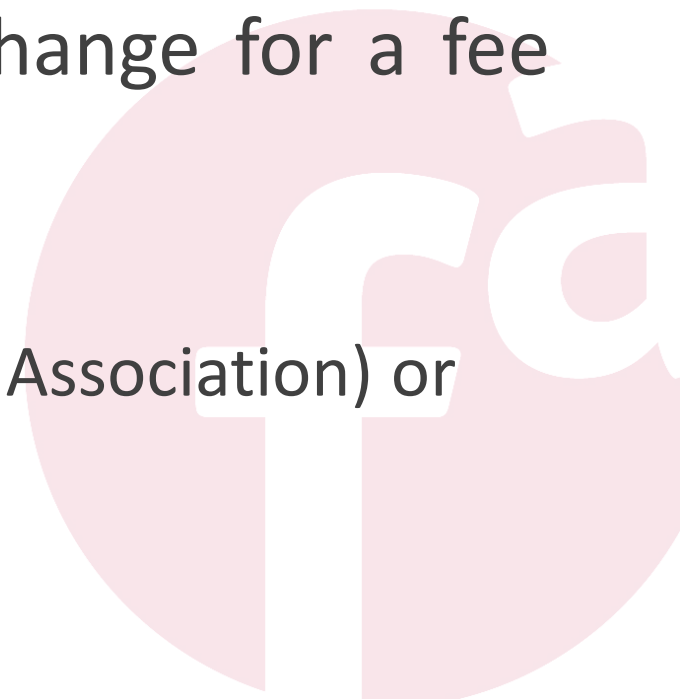
Franchise global brands



Definiton of franchising

Form of business organization in which a company with a successful product or service (franchisor) enters into a continuing contractual relationship with other business people (franchisees) operating under the franchisor's trade name and usually with the franchisor's guidance, in exchange for a fee and a monthly royalty payment.

World global institutions: IFA (International Franchise Association) or EFF (Europeann Franchise Federation).



Company-owned units with franchise units

Why Have Just One e-Store?

One e-store



Thousands
customers

Thousands e-stores
with your brand

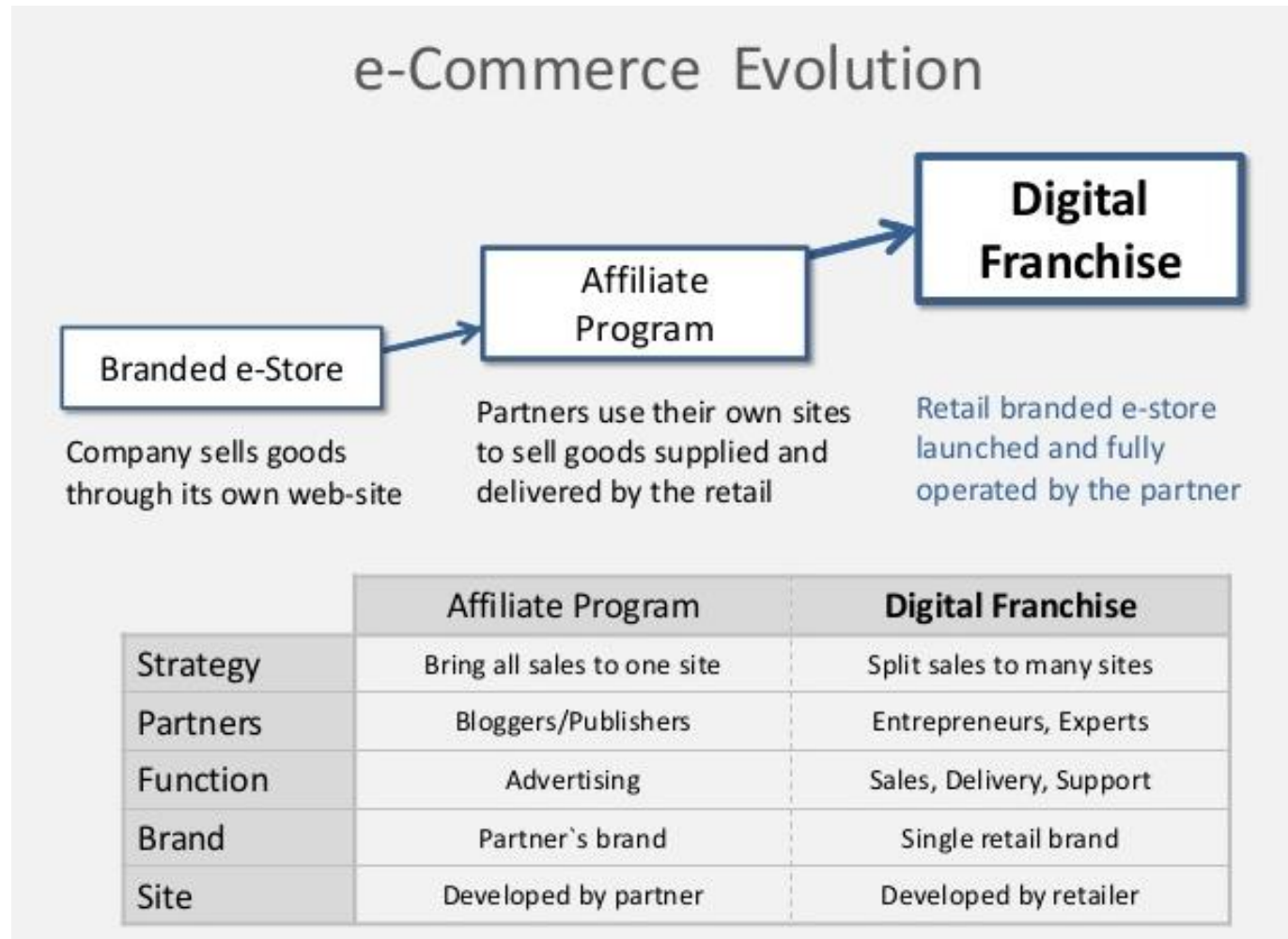
VS



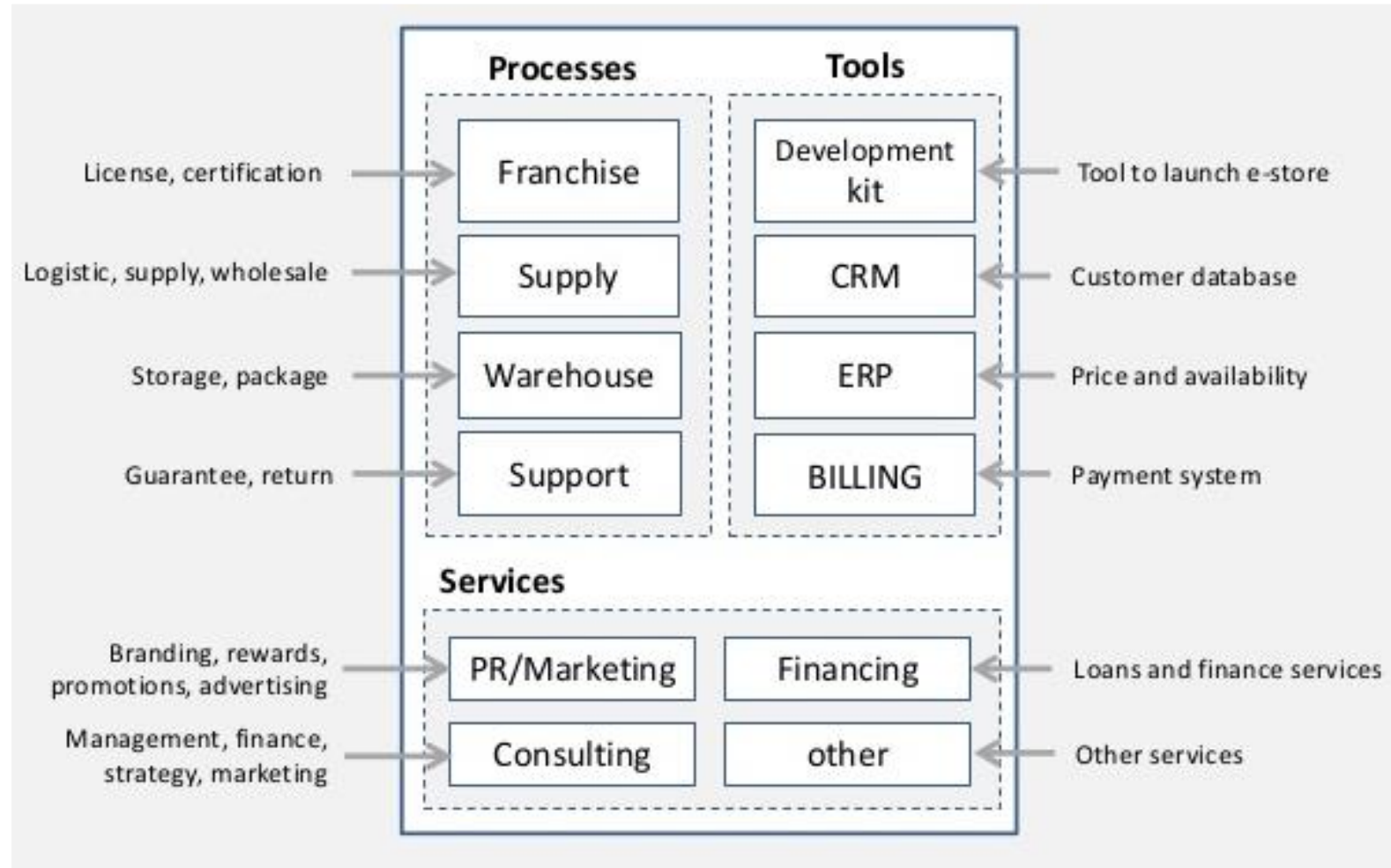
Millions
CUSTOMERS



Franchise global brands with e-commerce strategy



Franchise global brands with e-commerce strategy



Case: Networking equipment e-Store

Charles
Lidstone

<home>

<research>

<work>

<projects>

<for sale>

-Cable Modems

-Routers

-Electronics

<résumé>

<mail>

Entrepreneur Profile:

Charles is a engineer with an expertise in electronics and network devices. He is an expert who needs an extra income.

Current activity and services:

He buys the modem/routers and sell them through:

- Personal web-site: www.charleslidstone.com
- Classified sites: Craigslist, Kijiji, e-Bay
- Neighbors, colleagues and friends

He provides following services:

- Installation, configuration and maintains
- 24/7 availability at home, mail or deliver
- Professional recommendations and help
- Guarantee and repairs

Digital Franchise case (example):

1. Designed e-store using the Developer Kit
2. Stores the most popular models at home
3. Receives orders and meets customers
4. Provides customer support



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attention.**

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