

What are some difficulties you have faced when trying to find franchisees?

- **Brand Integrity:** The larger the franchise network grows, the harder it becomes to enforce brand standards, especially across different regions or countries.
- **Finding Suitable Franchisees:** It can be difficult to find franchisees who align with the brand's vision and values, and who possess the necessary skills and commitment to successfully run a franchise.
- **Training and Support:** Providing comprehensive initial training and ongoing support to franchisees can be resource-intensive. It requires detailed operational manuals, training programs, and support teams to ensure franchisees can replicate the original restaurant's success.
- **Franchisee Disputes:** Disagreements over fees, territory rights, or operational policies can arise between franchisors and franchisees, potentially leading to legal disputes.
- **Intellectual Property Protection:** Safeguarding trademarks, proprietary recipes, and other intellectual property can be difficult when expanding through franchising.
- **Language and Communication Barriers:** In international franchising, language barriers and cultural differences can complicate communication between franchisors and franchisees, leading to misunderstandings or operational misalignment.
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