

# Franchising in Germany - A Strategic Entry Report, 1998

**Icon Group International, Inc. - Enforcing the Franchising Code: Recent activities & proposed reforms**

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Notes: -

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**Enforcing the Franchising Code:  
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If it doesn't, you'll need to absorb only half the loss. It is usually for a longer term than contract manufacturing and involves more responsibilities for the national firm.  
Acquisition is faster, but starting a new,



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wholly owned subsidiary might be the preferred option if no suitable acquisition candidates can be found.

## Foreign Market Entry Modes

A small business international market selection model. When the company has enough number of big ticket customers in some part of the world, they can think about setting up an office there and further expand their customer base.

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Infringement notices will provide balance to our enforcement tool kit. Journal of Corporate Finance, 2 1—2 , 133—155. If you intend to globalize, make sure that your contract allows you to regain direct control of product.



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