**Franchise Benefits :**

**1. Much faster growth potential**

eCommerce franchising provides the opportunity for faster growth. If you have five people interested in your company and want to run their own franchises of it, then that’s five extra points of sale. Your company and franchise already has a business model in place, so people who are looking to open a business quickly often turn to franchises.

**2. Training and development**

Because you’ve already got a business and, likely, a team of staff in place, you have already been through the vetting, hiring and training process which makes it much easier for you and any potential franchisees. This means that they can get the ground running and contribute to your profits.

**3. Your brand recognition will improve**

If there are more points of sale for your product or service then more people are going to see and become familiar with it, leading to heightened brand recognition.

