

Domino's Still Rolling In The Dough

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Introduction to Business 502

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Franchises, such as Domino's, are built-in partnerships so that the Franchiser can provide assets to the franchisee. They have a proven track record and recognizable brand name, along with an already built reputation. Dominos, like other franchises, provides menus, marketing campaigns, training to employees, uniforms, and a pre-built business model. You don't have to build a franchised business from the ground up, making success easier. Restaurant franchises typically take the time to test new menu items and offer promotions that significantly increase business.

A franchise is different from a partnership because it is a business owned by an individual with a licensing agreement from a franchisor. The individual operating the franchisee is obligated to follow the rules of a contract. As a result, the individual is limited in how they can market their business, run their business, and acquire economic resources.

Before opening a franchise, it is essential to ask the following. Is the marketing campaign for this particular franchise effective? How much help will I receive from the franchisor opening this unit? What will the profit be after subtracting cost from the original investment and expenses? Would other Franchisees recommend opening a branch? What is the typical relationship between franchisor and franchisee like for this particular chain? How does this company's technology compare with its competitors? Who are the competitors to this specific franchise, and how do they compare?

Domino's franchise fee charges ten thousand dollars, but you will need to have one hundred thousand in liquid assets, one hundred thousand in net worth, and you can typically expect to invest 100,000 to 500,000 dollars.