

International Franchising Strategies : A Study for Thai Franchisors

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Abstract

This article has discussed the critical success factors for franchise business to help Thai Franchisors in making the benchmark. Thai Franchisors will success in the global marketplace with changing in the way of managing the business to be in the internationally standards. Therefore, this paper reviewed the literatures about the competitive advantages, capital scarcity, brand name, and survival factors. Furthermore, this paper has generated the idea, valuable practical lessons, and suggestion for the further research.