

FRANCHISEMENT

Meaning: Franchisement is the granting of rights to an individual or group to operate a business under the trademark and business model of an established company.

1. Franchisement allowed the local entrepreneurs to expand their businesses under a well-known brand.
2. The franchisement of the popular coffee shop chain brought new life to the neighborhood.
3. With the recent franchisement agreement, the company is poised for significant growth across several states.
4. Many investors are drawn to franchisement as it offers established business models with lower risks.
5. The franchisement process requires careful adherence to the brand's standards and operational guidelines.

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