

DETERMINATION OF FACTORS BY WHICH MSMES HAVE LITTLE IMPACT ON THE GENERATION OF FRANCHISES IN THE MUNICIPALITY OF HGO. DEL PARRAL, CHIH.

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Summary. This article focuses on the study of the factors that influence entrepreneurs who do not franchise their businesses in Hidalgo del Parral, Chihuahua, Mexico, as well as when entrepreneurs decide to start franchising their How this would impact the locality, whether it was beneficial or harmful.

The hypothesis that this research supports is that, in Hidalgo del Parral, Chihuahua franchises are not generated due to economic and social factors, for the purposes of the development of the research the participation of experts in the subject was considered due to this particular characteristic the Delphi method was used, in accordance with the results obtained two, processed and analyzedtwo, supports the hypothesis mentioned above.

Keywords. Economic factors, social factors, franchise, MSMEs

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Abstract.

This article focuses on the study of the factors that influence entrepreneurs who do not franchise their businesses in Hidalgo del Parral, Chihuahua, Mexico, as well as when entrepreneurs decide to start franchising their businesses, how this would impact on the locality, if it was beneficial or harmful .

The hypothesis that this research supports is that, in Hidalgo del Parral, Chihuahua, franchises are not generated due to economic and social factors, for the purposes of the development of the research, the participation of experts on the subject was considered due to this particular characteristic . Delphi method, according to the results obtained, processed and analyzed, the hypothesis mentioned above is supported.

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I. INTRODUCCION

The franchise has antecedents, in which they are; that, in the year 1860, manufacturing companies such as Singer Sewing Machines and The McCormick Company, undertook the faculty of marketing their products, in the early 1900s, vehicle producers, create distributors franchisees, similar with the soft drink bottling company, grant rights to their distributors. In 1930, Howard Johnson founds the first restaurant franchise, from 1950 to 1960 Increases the development of franchises that provide services, such as: convenience stores, fast food, in this classification surgen companies of McDonald's, Kentucky Fried Chicken, as well as hotels. The growth and business opportunity in franchises grew from 1990 to 2001, today these figures still exceed expectations. With the recorded background on franchises, we can learn more about its history and acquire the necessary knowledge about its origin. Franchises at the beginning were related to the distribution with certain products, today the distribution of products is essential for franchises since they are those that through points Strategic establish both franchises and acquisition points. The United States of North America was one of the pioneer countries with franchises, it granted the necessary facilities and contributions in companies so that they could coordinate with other small businesses that were adaptable to large companies, brands, etc. Today franchises in Mexico continue to grow, year after year the successful concepts that become franchises increase, and year after year the number of units grows. franchisees, which has allowed

the franchise sector has maintained great growth in the last 20 years. [1]

II. CONTENT DEVELOPMENT

A. Problem to solve

Are there economic or social factors that affect the municipality of Hidalgo del Parral, Chihuahua so that it does not have the generation of local franchises?

B. General objective

Determine what are the economic or social factors that affect the municipality of Hidalgo del Parral, Chihuahua so that there is no generation of local franchises, nor do the franchises that have arrived in the municipality last.

C. Specific objectives

1. Do an investigation of why franchises are not generated in the municipality of Hidalgo del Parral, Chihuahua.
2. Identify the main factors of why franchises are not generated or endure in the municipality of Hidalgo del Parral, Chihuahua.
3. Use the Delphi method to apply surveys to experts in the franchise trade to gather information.

Franchises are a business model that replicates the operations manuals that have already been tested and are profitable, which increases the chances of success. But this does not mean that franchises alone have a guarantee of success or that they are exempt from negative figures. Below are seven potential factors that make a franchise unsuccessful.

1. Bad location: It happens especially in those franchises that do not carry out a market study or for the selection and authorization of their point of sale.
2. The "know how" is not well transmitted: That is, the training and trainings are superficial, without ensuring the proper implementation of the operational and administrative knowledge of the business.
3. Lack of supervision and technical assistance: The so-called "abandoned franchise syndrome" occurs when the franchisor does not attend, nor does it provide periodic support or technical assistance to the franchisee
4. Erroneous financial projections: If the franchisor grants franchises based on cheerful figures, with very optimistic income, underestimated investments and expenses, miscalculated projections and investment returns, it not only fails to meet expectations, but the real viability of the business.
5. Administrative mismanagement: The franchisee can fall into bad administrative practices and seriously affect the financial health of the franchise.
6. Do not evolve: That is, that the franchising company does not adapt its business concept (services, products, image, advertising, prices) to changes in the market, nor update its operational, legal, financial and commercial tools.
7. Economic and social environment: I left at the end the external macroeconomic and social variables, but not because of

these are minor causes for the failure of franchises.

Every year they start franchising new companies, after five years most of them no longer franchise. These regular companies usually stop franchising because of the different difficulties they encounter and many of these difficulties are avoidable, others are avoidable due to lack of perspective on the difficulty. to set up a national network. [1]

According to the space, franchises can be: particular, when the franchisee retains and manages a single franchise; regional, when the right to build a certain number of franchises in a strict territory is allowed, master, when it is allowed admits to brindar and cede franchises to its franchisees.

The franchise manages to be classified in factory, this when it is described directly to a company that proposes to the production, of corner, that carries out its action within another company of sale, the associative, in which the franchisee has an economic contribution in the franchising consortium, the lender, in which the franchisee does not contribute work but exclusively capital, the multi-franchise (co-branding), when the same company is cooperated by two or more franchised modules of different guides lucrative.

Having success in a franchise depends on the environment and environment in which it is developed, an urban area is not the same as a rural one, or a market where a product of certain characteristics is consumed than in another that is not of high impact, to be successful it is necessary to do a market study. [2]

How much does a franchise cost?

Right of entry: It is also known as "entrance fee", "initial royalty". It is a fixed value determined by the franchisor that will have to be paid at the signing of the agreement. This payment could be conceived as the payment of registration to a club, this payment is made for the right to exploit the brand and for the transfer of the know-how of the franchisor.

Lucratvats royalties: also named "Royalties" that are paid to the franchisor on an ongoing basis during the validity of the legal agreement. With this disbursement the franchisee obtains the right to continuous use of the brand and to absorb the permanent technical collaboration. It can be a fixed fee or it can be a proportion of the total purchases or sales of the franchised point. Both forms of royalties have advantages and disadvantages. If fixed fees are implemented, this will allow the franchisor to stop controlling and examining the accounts to establish the franchisee's sales. But if you set a percentage of sales, you will have to find a secure form of billing inspection.

The second disbursement that the franchisee executes is that of commercial royalties. This refers to the payment made by him at the time of rearranging the contract, in order to keep the right to use the mark, as well as to continue to absorb the permanent technical collaboration. [3]

Among the fundamental principles of franchising, it is commonly found that franchising modifies the old business practices, those of a theory: that of the transmission of know-how, the first primary principle. To transfer the know-how is to yield the imperceptible. The know-how is formed by a series of different situations that form a linked whole and express a need for hyper-specialization of the system, such as, for example: - marketing, - human relations and communication. -legal, technical and management. The second overriding principle of franchising is speed. The franchisor, administrator modern, builds wealth with his gray matter, and discovers market solutions for his capacity and his human qualities, with a system founded by him and that he puts in place to achieve immediate results through the franchise.

It is the franchisors who will contribute the necessary investments for the creation of the franchised company, the stocks and the systematization fund. They have perfectly interpreted the locution "time is money" and are catching a certain partial loss of their independence, in exchange for a return, which it necessarily derives from the notion of speed.

It offers a franchise network. The rapid spread of franchised products and the increase in sales are largely due to the expansion of the product.

A franchise can make available products or services for the benefit of the client since it acquires it faster. The franchise is born from the need to compete with other businesses, in addition to expanding into very arid market areas. The application of the four is the essential indicator to be able to develop as franchised entrepreneurs and thus know what is needed to know what, how and when to succeed. [1]

What are the benefits of franchising a business?

1. Accelerated Growth with Third Party Resources. It takes advantage of all the resources provided by the franchisee, from economic, material and even intellectual and human, as well as relationships and knowledge of new markets.
2. Increase in Brand Value and Strengthening of the Organization: In this era of intellectual companies, the main value of a business (up to 60%) lies in its brand. This value is enhanced when you grow through the franchise model, in addition to providing support and technical assistance, your structure will be strengthened and your processes improved.
3. Greater Volume of Operation: Although profits are shared with franchisees, a greater volume of projects and services is displaced, which achieves a greater market share and consequently a greater brand positioning.
4. Increased competitiveness: Current market conditions make it clear that a company that is not thinking about its growth is probably preparing to go extinct.
5. The environment in Mexico is favorable: Regulation

While it provides security, it is not excessive or limits the benefits of contractual freedom. [4]

Disadvantages: Lower potential profits per open store: franchising an establishment means sharing the commercial margin with the franchisee, less room for maneuver: a franchisee is an independent entrepreneur. While there is a certain degree of control, most changes must be made taking into account this relationship of independence and risk of mismanagement: poor management of the point of sale can also mean a loss of profit, a risk to the brand image and to the franchise. [5]

Factors to expand the franchise:

Factor 1: Knowing the final consumer, any expansion plan, development, growth implies expanding our offer to our final consumers who define our target market, it is therefore very significant to know in detail who that target market is (for example: age, socioeconomic level, family position, occupation, sex, generation, etc).

Factor 2: Identify the geographical location of our target market, a realistic growth plan must be based on a market study, general or detailed, that reports the places where our franchises could succeed.

Factor 3: Feasibility of investment in the selected localities, at this point we will consider several subfactors. Viability of Investors, refers to the fact that there is the interest of investors to sow funds in the locality, and that there are investors with the desired profile. Real Estate Viability, here we mean that there is the real estate infrastructure appropriate to our concept of branch, whether they are premises in street, squares, shopping centers, traffic generators, warehouses and communication routes. Operational Viability, it is important to take into account the operational needs of the business for example to have qualified labor, personnel with experience in the activities of the business, well-prepared management personnel and with dominance of the local market.

Factor 4: Budget, we may have the best of concepts, but if we do not have a minimum budget to give it to know, we will hardly achieve our growth objectives.

Factor 5: The power of the brand, the brand of a product or service weighs, and it weighs a lot. Strong and well-positioned brands have greater recognition from consumers and investors.

Factor 6: Business concept, When estimating the number of units to open for example in a year or in five years, the attractiveness and originality of the franchise must be considered. There are franchises more attractive than others for many reasons and, that is why, some concepts that are too trite or novel sometimes take time to consolidate their growth.

Factor 7: Growth capacity of the Franchisor, When drawing up a growth plan, key aspects must be considered, such as the national or regional supply capacity, own or by third parties; the ability to transmit technology needed for operations and the ability to provide quality technical assistance.

Factor 8: Competition, Looking at the behavior of our direct competition in franchises and in products and services, gives us an overview of market behavior and trends.

Factor 9: Economic Variables, Finally, when we budget how much we are going to grow, we must analyze the economic, political and social context, national and international, that could affect our growth plan. [6]

Keys to choosing franchises

Step by step: When choosing a franchise, the applicant must comply with a succession of steps and the franchisor must be the one who leads, guides and supports it to know if this is indeed the business that the franchisor expects.

As a first step, the applicant to franchisee must conclude if it is indeed done or has the profile to be. Next, you need to conceive the advantages and disadvantages of the system, and be ready to be told how to do things and follow the directions. You should also decide if you are prepared to train and be clear about the amount of time and money you are prepared to invest. On the other hand, you should consider whether you will feel comfortable with interpersonal relationships, because now you are part of a set and you will relate to the franchisor, with your customers, employees and other franchisees of the system, between a lot of other people. Choosing a franchise involves a series of steps that must be analyzed and taken into account, the interested in a franchise must ask and be advised by the person who will provide the franchise, will have to relate to him, you have to do the task first and see how is the relationship with the person with whom we are going to do business, who will say out there: people do not join companies, they join people. (Key concept that I just understood to boost my business). This is the first step that the franchisee must take.

The rule "two to three" Highlighted the self-evaluation phase is to say that it is already very clear that you are a good applicant, you have to move on to the second period to solve the most important thing:

In which franchise do I invest?, which is the best?, which is the most suitable for me? The most important thing at this point is that there is no recipe or a global answer to answer these unknowns.

If what we intend is to become franchisees, we have to let ourselves be advised by the experience and knowledge that the franchisor has about the business in which we intend to invest. And while it is true that you have to let yourself be guided by the franchisor, it is also true that it is necessary to make a thorough exploration so as not to fall into inexperienced hands. Know the business well, investigate if in

Truth is recognized and not be influenced by the marketing that this business has. [7]

Franchising as a growth strategy

When the idea of opening a business of their own is outlined, individuals encounter a wide list of difficulties, which make them reconsider the environment and, in various circumstances, manages to make them renounce their entrepreneurial spirit. However, franchising manages to be an excellent option. One of the most common obstacles that discourage potential entrepreneurs is the cost of putting this dream into practice: the high price of starting a business. Franchising is a good strategy for those people who want to have their own business. [8]

The alternative of growing in franchise is one of the growth options, it allows a huge recognition within the market. The franchise as a business strategy, will be seen by any entrepreneur when it has an adequate positioning in its performance environment and that has certain appearances of development, thus turning the franchise into one of the most profitable and effective alternatives to obtain all objects. or relating to the opening of new markets. Franchising is a good option for a company, as long as it has the necessary requirements to become one. The company must be profitable, that its products and / or services are demanded. Have as a vision a perspective of growth, development, innovation. The franchise must be a contribution in collective work since there is greater investment. [7]

However, for the progress of a franchise, you need to possess thoughts of entrepreneurs and act as such, taking into account several aspects. And not just thinking about being an investor or an employee. [9]

III. RESULTS

Se applied a data collection tool through the Delphi method, selecting 14 experts in a non-probabilistic way, for convenience and with an anonymous questionnaire directly.

A survey was conducted with thirteen questionnaires in which the questions asked to the experts were structured with great precision in order to help the research work.

The validation was done internally and externally; internal since among the team members each of the questions was reviewed and analyzed and external because the survey was reviewed by another team that carefully examined each question, noting in observations what could be changed or improved. in that survey.

Question #1 Can you explain what a franchise is and what its main characteristics are?

36% of experts say that a franchise is a company that has a market positioning and allows you to have your name sold in different parts of the country or countries. Features: Easy to install, economy of scale; 27% of experts argue that it is a license that is

acquires to market a product or service, under certain conditions and with an economic benefit; on the other hand, another 27% say that it is a transfer of export rights of a product, activity or trade name, granted by a company to one or more people in an area determined. Characteristics: 1.- Registration of patent and trademark. 2.- Standardization of franchisee processes. 3.- The product must be different, competitive, complete, homogeneous and profitable. 4.- Business with proven and consolidated commercial formula. 5.- Proven experience. 6.- Wide market in extension and customers. 7.- The know-how must be secret, original and substantial, as well as reproducible and transmittable. 8.- Easy to install. 9.- Economy of scales. 10.- For a limited time. 11.- Purchase- Sale of rights. 12.- It favors the expansion of the brand in different locations. And finally, 9% of experts say that it is a standardized marketing system that can operate in a region, country or international.

Question #2 What economic factors do you consider to be involved in franchising?

27% of experts say that the economic factors would be the purchasing power of the market, purchasing power of the franchisor and willingness to pay; another 27% of experts say that a country's interest rate, per capita income, inflation, exchange rate and GDP growth; 18% of experts say that production, distribution and the way of marketing; 9% of experts indicate that the economy at scale; another 9% of experts comment that infrastructure and access to services; and finally 9% say that the cost of the franchise, percentage of profits and economic situation of the market.

Question #3 What social factors do you think are involved in franchising?

55% of experts indicate that social factors are influenced by culture, propensity to consume, demographic factors, insecurity and socioeconomic status; 9% of experts indicate that one of the social factors is as the complete administration is sold. The guide of how human capital does its work and how to stimulate the market is sold; another 9% of experts indicate that the prestige of an existing company; and 9% of experts indicate that they do not know; and 9% of experts indicate that the tastes and preferences of the market; and 9% of experts indicate that respect (or lack thereof) for the propitiousness industrial. Therefore, it was concluded that the main factors are culture, demographic factors and socioeconomic status.

Question #4 What would be the drawbacks in Hidalgo del Parral, Chih., when converting your business into a franchise?

18% of the experts surveyed agree that there are no drawbacks when franchising a local business in the city since it is beneficial when being local and when settling outside the city and would be an economic income for the city; another 18% of experts agree that inconvenience is the requirement of a well-structured business plan; while 27% and most experts agree on the drawback of the lack of formality of the

Entrepreneurs y reluctance to the payment of rights to the use of the intellectual property; 9% consider the target market and the results to determine feasibility; 9% says that the entrepreneur is very jealous of his procedures and the 18% Says What the inconvenience is the location geographic.

Question #5 Do you think the arrival of franchises in Hidalgo del Parral, Chihuahua is beneficial or harmful? Why?

66.66% of the experts surveyed agree that the arrival of franchises in the city is beneficial, of which 25% explain that competition diversifies the market and regulates prices; another 25% argue that it generates jobs; 8.33% say they are successful business models; and another 8.33% say that the entrepreneur is buying the "know how" of something established and proven, so it gives security and less commercial and financial risk; 25% of experts think it is neutral, since it depends on the target market and the results of this study to determine feasibility; and 8.33% say it is harmful because this expert does not have franchises are liked because the identity of the locality is lost.

Question #6 What factors do you think determine the implementation in the franchise region?

73% of the experts surveyed, which is the majority, agree that the factors that determine the implementation in the region of franchises are legal and political, economic, demographic, social, cultural and technological; and 19% of experts consider that the fear of depending on the conditions established by the franchisor; 9% of experts say that the lack of local investment, unwillingness to pay from the local market and socio-economic distribution of the population; and the last 9% of experts say infrastructure, health (access to services) and security.

Question #7 What elements intervene for a franchise to last or not in Hidalgo del Parral, Chihuahua?

27% of experts say that supply, prices and adaptation to local expenses are the elements that intervene for a franchise to last or not in Hidalgo del Parral Chihuahua, another 27% of experts say it is monitoring, adaptation and growth; Another 27% of them say that it is the knowledge of the brand and tastes of the consumer and the rest of the experts say that it is the respect for the rules imposed by the franchisor to the franchisee (to follow the processes and use appropriate raw material). Selection of the appropriate franchise for the market through a previous market study.

Question #8 What are the reasons or factors that you consider that prevent the formation of franchises in the Parralense entrepreneur?

50% of experts consider that the lack of knowledge on the part of the Parralense business community is a factor that prevents the formation of franchises; on the other hand, 21% say that because of the economic aspect; 14% of them fear of expanding; and the other 14% say that they are other reasons such as consumer discovery and culture.

Question #9 What advantages do you think it has for Hidalgo del Parral, Chihuahua that people begin to franchise their business?

45% of experts say that business growth and economic growth are advantages for Hidalgo del Parral Chihuahua if people start franchising their business; on the other hand, 36% of them say that the main advantages would be greater sources of employment, permanence of capital in the region and higher rates of entrepreneurship; the rest of the experts who are 18% think it is a form of expansion.

Question #10 What disadvantages do you think it has for Hidalgo del Parral, Chihuahua that people begin to franchise their business?

40% of experts say that a disadvantage would be that Parralenses entrepreneurs do not have the human capital or the preparation to carry it out; on the other hand, 30% of them say as a disadvantage to lose control of the operation of the company; 20% of them say as a disadvantage the lack of interest and advice on the part of the Parralense business community; the rest of the experts who are 10% say as a disadvantage that the process of generating the franchise and standardization of the product is very laborious.

Question #11 Do you consider that the creation of franchises is a good option for industrial and economic growth in Hidalgo del Parral, Chihuahua?

56% of experts consider that the creation of franchises is a good option for economic growth; on the other hand, 11% of them consider that Parralense entrepreneurship is not enough original or well structured to achieve the creation of franchises; on the other hand, 22% of them consider that it is a good option for industrial and economic growth due to market extension and competitiveness; the rest of the experts, which is 11%, consider that it is a good option and jobs are generated and therefore greater purchasing power.

Question #12 What franchises do you think can be generated in Hidalgo del Parral, Chihuahua?

59% of the experts say that they can generate franchises of food and beverages; on the other hand, 6% of them say that they can be from the turn of department stores; the other 12% of them that of the turn of industrial machinery; and the rest of the experts who are the 24% mentioned turns differing from those mentioned as the health and beauty, entertainment and recreation; specialized services and tourism.

Ask #13 Example of a franchise that you think can be successful for the Parral case according to the turn you mention above.

7% of the experts surveyed cited food and mining machinery as examples of franchises; on the other hand, 7% of the experts mentioned Jasahos as a franchise; 20% of the experts mentioned Kfc (Kentucky fried chicken) as a franchise; 7% of the experts mentioned Chili's as a franchise; 7% of the experts mentioned burger as a franchise

king; 7% of experts mentioned Cinemex as a franchise; 7% of the experts mentioned Taqueria as a franchise; 7% of the experts mentioned Jey Quisime as a franchise; 7% of the experts mentioned as a franchise to services; 13% of the experts mentioned as franchise to The Drop of Honey; 7% of the experts mentioned as franchise to scraped pa'ti; and 7% of the experts mentioned as franchise to the fast food.

1.- A franchise is a company that has a market positioning and allows you to have your name sold in different parts of the country or countries.

The characteristics of the franchises are:

- Registration of patent and trademark.
- Standardization of franchise processes.
- The product must be different, competitive, complete, homogeneous and profitable.
- Business with proven and consolidated commercial formula.
- Proven experience.
- Wide market in extension and in customers.
- The know-how must be secret, original and substantial, as well as reproducible and transmissible.
- Easy to install.
- Economy of scale.
- For a limited time.
- Purchase-Sale of rights.

2.- Favors the expansion of the brand in different locations.

The economic factors involved in franchises are the interest rate of a country, per capita income, inflation, exchange rate and GDP growth.

3.- The social factors involved in franchising are production, distribution and form of marketing.

4.- The inconveniences in Hidalgo del Parral, Chihuahua at the time of converting your business into a franchise are: the costs of the franchise, percentage of profits and economic situation of the market, the entrepreneurs are jealous with their processes.

5.- The benefits at the time of franchising in Hidalgo del Parral, Chihuahua are of the economic type mainly since the market diversifies thanks to competition.

6.- The factors that determine the implementation of franchises in the region are political, economic, demographic, social, cultural and technological.

7.- The elements that intervene so that a franchise does not last in Hidalgo del Parral, Chihuahua are the population level, income level, and education.

8.- The elements that intervene for a franchise to last or not in Hidalgo del Parral, Chihuahua are: offer, prices, adaptation to local expenses, follow-ups, growth, knowledge of brand and expenses of the consumer.

9.- The factors that prevent the formation of franchises in the Parralense business are mainly thanks to the lack of knowledge and the economic aspect.

10.- The elements that intervene for a franchise to last or not in Hidalgo del Parral, Chihuahua are: offer, prices, adaptation to local expenses, monitoring, growth, brand awareness and consumer tastes.

11.- The factors that prevent the formation of franchises in the Parralense entrepreneur are mainly thanks to the lack of knowledge and the economic aspect.

12.- The advantages that Hidalgo del Parral, Chihuahua would have if people begin to franchise their business would be a very large business growth, as well as economic, in addition to the greater sources of employment, permanence of capital in the region and higher rates of entrepreneurship.

13.-The disadvantages Hidalgo del Parral, Chihuahua would have if people begin to franchise their business would be to lose control of the operation of the company, as well as the Parralense entrepreneur does not have the human capital or the preparation to carry it out, the lack of interest and advice on the part of the entrepreneur, also laborious the process of generating the franchise and standardization of the product.

14.- The creation of franchises would not be a good option for industrial and economic growth in Hidalgo del Parral, Chihuahua because they are not original enough or well structured to achieve them.

Already with the information collected through the experts allow us to reach the following results:

In Hidalgo del Parral, Chihuahua, franchises are not generated due to economic and social factors.

IV. CONCLUSIONS

This research project talks about factors that affect the generation of new franchises in Hidalgo de Parral, Chihuahua; the evidence obtained shows that franchises are not generated through social factors that are production, distribution and form of marketing; likewise economic factors such as the interest rate of a country, per capita income, inflation, exchange rate and GDP growth.

Although there are several elements that interceded with the generation of new franchises, this change would become beneficial for Hidalgo de Parral, Chihuahua since it generates jobs, competition diversifies the market, regulates prices, gives security and has lower commercial and financial risk. However, a franchise comes to have some drawbacks, according to the data some can be the costs of the franchise, percentage of profits, economic situation of the market and that entrepreneurs are jealous with their processes. Legal, political, economic, demographic, social, cultural and technological factors determine the implementation of franchises in the region.

According to the data, it is argued that the supply, prices, adaptation to expenses locally, monitoring and growth, involved for what one franchise has permanence or absence; in the light of the foregoing grounds, it is stated that the lack of knowledge in the Parralense entrepreneur prevents training of Franchises in Hidalgo of Parral, Chihuahua.

According to the previous information where advantages and disadvantages are analyzed, we can say that the generation of franchises in Hidalgo del Parral, Chihuahua is a beneficial market strategy, although some social factors and

and economic intervene. In Hidalgo del Parral, Chihuahua there are several sectors in which you can invest in franchises.

RECOMMENDATION

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Once the research project is concluded, you want to make recommendations based on the results and conclusions reached for its implementation and thus improve the present research project:

1. It is considered interesting to investigate other aspects related to the generation of franchises and their success at the time of having a correct operation, to have more knowledge on this topic.

2. It is considered important that this research project be developed in a deeper way in postgraduate work.

3. Work on improving the model in a thesis to determine the benefits of the arrival of franchises in the town of Hidalgo del Parral, Chihuahua.

4. Analyze in greater detail and look for the reason why franchises are not being generated within the town of Hidalgo del Parral, Chihuahua.

5. Analyze the possibility that entrepreneurs in Hidalgo del Parral, Chihuahua, do not feel motivated by the information presented within this project, to start franchising their businesses.

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