

THE FRANCHISING CONTRACT

CONTRACTUL DE FRANCIZĂ

Delia Alexandra BUCUR, Daniela Doina DIACONU
„TIBISCUS” UNIVERSITY OF TIMIȘOARA, FACULTY OF ECONOMICS

Abstract:

Franchising is an agreement in which a company grants to another company the permission to use its intellectual and material rights (copyright, design, commercial secrets, know-how, etc), instead of some payments or taxes. The beneficiary has the right to create local networks of sub franchising.

The franchising is attractive to those companies that possess products which can not be exported. The products and the services that need a big investment or a special competence (hi-tech, insurance, etc) can not be franchised. The contract negotiation has three forms: direct international franchising, direct international franchising with the headquarters support and indirect franchising.

Key words: franchising, rights, products, contract.

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