



CARACTERIZACION DE LA INVERSION EN FRANQUICIA: HACIA UNA PROPUESTA INVESTIGATIVA [

2017

text (article)

Analítica

The following presentation describes some relevant aspects about franchise businesses with the aim of allowing the people to have a clear vision on its operation, classification, characterization and success factors of this system in both the local and international space. It will also show a brief historical description of this business model which has been a global tendency due to the advantages that it offers for both the franchisee as well as the franchiser; with the goal of providing information to people who might be interested in this new investment alternative and also as a tool that could help the decision making of companies and investors when facing the challenge of choosing between investing in the creation of a new business versus deciding to try this intangible asset

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Título: CARACTERIZACION DE LA INVERSION EN FRANQUICIA: HACIA UNA PROPUESTA INVESTIGATIVA electronic resource]

Editorial: 2017

Tipo Audiovisual: Intangible asset Franchise Franchisee Franchiser Expansion know-how Activo Intangible Franquicia Franquiciado Franquiciante Expansión Know- How

Documento fuente: Revista Colombiana de Contabilidad, ISSN 2339-3645, null 5, N°. 10, 2017 (Ejemplar dedicado a: Revista Colombiana de Contabilidad), pags. 51-70

Nota general: application/pdf

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Lengua: Spanish

Enlace a fuente de información: Revista Colombiana de Contabilidad, ISSN 2339-3645, null 5, N°. 10, 2017 (Ejemplar dedicado a: Revista Colombiana de Contabilidad), pags. 51-70

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