



Motivaciones para emprender en el modelo de negocio tipo franquicia [

2022

text (article)

Analítica

Goal: This study aimed to identify the motivations behind entrepreneurs' choice of franchising as a business model over traditional entrepreneurship to help understand the prevalence of the former over the latter. **Method:** Research was conducted with a mixed approach and an exploratory design on the basis of interviews and surveys conducted with 32 entrepreneurs who had franchises in the region of Cundinamarca, Colombia. **Results and discussion:** The main motivation was found to be the investment and diversification of their resources so as not to depend on income obtained from employment. It, therefore, can be affirmed that people undertake this type of business because it provides an opportunity and that they are encouraged from an economic perspective. Nevertheless, the decision as to whether to invest or to become an entrepreneur can generate an opportunity to create a culture that stimulates information about franchises, particularly for women. **Conclusions:** Franchising has become a model to reduce uncertainty in the search for income diversification as it allows a business idea to be explored, in which the customer and the gap in the market have already been identified, and this, along with the established brand, support, and knowledge of the market, means that it becomes an attractive model for inexperienced investors

Goal: This study aimed to identify the motivations behind entrepreneurs' choice of franchising as a business model over traditional entrepreneurship to help understand the prevalence of the former over the latter. **Method:** Research was conducted with a mixed approach and an exploratory design on the basis of interviews and surveys conducted with 32 entrepreneurs who had franchises in the region of Cundinamarca, Colombia. **Results and discussion:** The main motivation was found to be the investment and diversification of their resources so as not to depend on income obtained from employment. It, therefore, can be affirmed that people undertake this type of business because it provides an opportunity and that they are encouraged from an economic perspective. Nevertheless, the decision as to whether to invest or to become an entrepreneur can generate an opportunity to create a culture that stimulates information about franchises, particularly for women. **Conclusions:** Franchising has become a model to reduce uncertainty in the search for income diversification as it allows a business idea to be explored, in which the customer and the gap in the market have already been identified, and this, along with the established brand, support, and knowledge of the market, means that it becomes an attractive model for inexperienced investors

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMzc2MzQyNjA>

Editorial: 2022

Tipo Audiovisual: Business creation Franchisees Investors Innovation Entrepreneurship opportunities Creación de empresa Franquiciados Inversionistas Innovación Oportunidades de emprendimiento

Documento fuente: Desarrollo Gerencial, ISSN 2145-5147, Vol. 14, Nº. 2, 2022 (Ejemplar dedicado a: July-December)21 pages

Nota general: application/pdf

Restricciones de acceso: Open access content. Open access content star

Condiciones de uso y reproducción: LICENCIA DE USO: Los documentos a texto completo incluidos en Dialnet son de acceso libre y propiedad de sus autores y/o editores. Por tanto, cualquier acto de reproducción, distribución, comunicación pública y/o transformación total o parcial requiere el consentimiento expreso y escrito de aquéllos. Cualquier enlace al texto completo de estos documentos deberá hacerse a través de la URL oficial de éstos en Dialnet. Más información: <https://dialnet.unirioja.es/info/derechosOAI> | INTELLECTUAL PROPERTY RIGHTS STATEMENT: Full text documents hosted by Dialnet are protected by copyright and/or related rights. This digital object is accessible without charge, but its use is subject to the licensing conditions set by its authors or editors. Unless expressly stated otherwise in the licensing conditions, you are free to linking, browsing, printing and making a copy for your own personal purposes. All other acts of reproduction and communication to the public are subject to the licensing conditions expressed by editors and authors and require consent from them. Any link to this document should be made using its official URL in Dialnet. More info: <https://dialnet.unirioja.es/info/derechosOAI>

Lengua: Spanish

Enlace a fuente de información: Desarrollo Gerencial, ISSN 2145-5147, Vol. 14, Nº. 2, 2022 (Ejemplar dedicado a: July-December)21 pages

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es