

Unit 1 & 4 CASE STUDY OF FRANCHISE BUSINESSES

Analytical and Report Writing Skills



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V_ASSIGNMENT 2



PART I-FRANCHING OUTLET

• NAME-FOREVER 21

Forever 21, stylized as FOREVER 21, is an American fast fashion retailer headquartered in Los Angeles, California.

• FOUNDER-Do Won Chang, Jin Sook Chang

• BRANCHES- Stores can be found throughout the U.S. and in Canada, Europe, Japan, Korea, and the Philippines. 794 Forever 21 stores
Today there are 794 Forever 21 stores worldwide

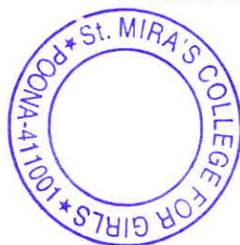
• PRODUCTS N SERVICES OFFERED-The company sells accessories, beauty products, home goods and clothing for women, men and children.

• PROCEDURE FOR OBTAINING FRANCHISE LICENCE-

Most states and local governments require businesses to obtain various licenses

Shanthe

Asst. Prof. Shanthi Fernandes



JK
Principal Incharge
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