

# Opportunities and Challenges for Franchise Business in Nagpur City

Ms. Roshni S. Nagdive and Mr. Atharva J. Meshram

Research Students

Dr. Ambedkar Institute Of Management Studies and Research, Deekshabhoomi, Nagpur, Maharashtra, India  
jayantgondane27@gmail.com

**Abstract:** *Franchising as a way of doing business is often used in economically developed and developing countries. The franchise model of doing business is very successful in the USA and European countries, however, in India doing business using the franchise model is still in a nascent stage. Moreover, the attraction and growth rate for franchise business in India has been increasing significantly over the last two decades. Initially, the franchise business was limited to only big metropolitan cities of India such as Mumbai, Delhi, Chennai, Bangalore, Hyderabad, Pune, Kolkata, etc. But with the increasing popularity of the franchise business and its growth potential in a country like India, it is entering many small cities in India. This research article is an attempt of exploring opportunities and challenges for franchise businesses in Nagpur city which is located in the heart of India. Nagpur is the largest city in central India and the third-largest by population in Maharashtra state. The city is a Commercial, political, and financial centre for the Vidarbha section of Maharashtra. It is very famous for its Oranges.*

**Keywords:** Franchise business, Nagpur, opportunities, challenges.

## REFERENCES

- [1]. Aguiar, H. de S., Luppe, M. R., & Nascimento, P. T. de S. (2017). Brazilian franchisor: Entry and operation of internationalized franchise. *Internext*, 12(3), 16–30. <http://doi.org/10.18568/1980-4865.12316-30>
- [2]. Alon, Ilan & Alpeza, Mirela & Strossmayer, J & Erceg, Aleksandar. (2007). Opportunities and threats regarding the development of the franchising business model in Croatia.
- [3]. Anna Watson (2008) Small Business Growth Through Franchising, *Journal of Marketing Channels*, 15:1, 3-21, DOI: 10.1080/10466690802081350
- [4]. Bretas, V. P. G., Rocha, T. V., Spers, E. E., & Melo, P. L. de R. (2020). Governance modes in international franchise networks: Partner selection and relationships. *Revista Brasileira de Marketing*, 19(1). <https://doi.org/10.5585/remark.v19i1.17139>.
- [5]. Elango, B. (2019). A Bibliometric Analysis of Franchising Research (1988–2017). *The Journal of Entrepreneurship*, 28(2), 223–249. <https://doi.org/10.1177/0971355719851897>.
- [6]. International Franchise Association (2020). Franchise Business Economic Outlook 2020. <https://www.franchise.org/franchise-information/franchise-business-outlook/franchise-business-economic-outlook-2020>.
- [7]. Rosado-Serrano, A., Paul, J., & Dikova, D. (2018). International franchising: A literature review and research agenda. *Journal of Business Research*, 85, 238–257. <https://doi.org/10.1016/j.jbusres.2017.12.049>.
- [8]. Vanessa P.G. Bretas, Ilan Alon, Franchising research on emerging markets: Bibliometric and content analyses, *Journal of Business Research*, Volume 133, 2021, Pages 51-65, ISSN 0148-2963, <https://doi.org/10.1016/j.jbusres.2021.04.067>.