

TABLE OF CONTENT

TITLE	II
TABLE OF CONTENT	III
ABSTARCT	VI
CHAPTER ONE	1
1. INTRODUCTION	1
1.1 Background	1
1.2 Problem Formulation	4
1.3 Objective	4
1.4 Benefit	4
CHAPTER TWO	6
2. LITERATURE REVIEW	6
2.1 Franchise	6
2.1.1 Franchise Definition	6
2.1.2 Type of Franchise	7
2.1.3 History of Franchising	8
2.1.4 Franchise Fees	11
2.1.5 Indonesian Franchise	12
2.1.6 The Spread of Franchising	13
2.1.7 The Advantages of Franchising	14
2.1.8 The Disadvantages of Franchising	15
2.1.9 Growth of Franchise Network	16
2.1.10 Franchise Business Management	17
2.1.11 Initial Setup Costs Franchise.....	19
2.1.12 Profit	20
2.1.13 Risk	20
2.1.14 Return on Investment (ROI)	21
2.1.15 Payback Period (PP)	22

2.1.16 Net Present Value (NPV)	22
2.1.17 Profitability Index (PI)	23
2.1.18 Risk Profile	24
2.1.19 the Five Investment Risk Categories in Detail	25

CHAPTER THREE

3. RESEARCH METHOD	26
3.1 Research design	26
3.2 Definition and Operationalization of Variables	27
3.2.1 Operationalization of variables	27
3.3 Population and Sampling Method	27
3.3.1 Population	27
3.3.2 Sampling Method	28
3.4 Data Collection Method	29
3.5 Steps of Data Analysis	30

CHAPTER FOUR

4. ANALYSIS AND DISCUSSION	34
4.1 Data Analysis and Evaluation	34
4.1.1 Apotek	36
4.1.2 Entertainment	37
4.1.3 Fashion	38
4.1.4 Beauty	39
4.1.5 Health	41
4.1.6 Laundry	42
4.1.7 Automotive	44
4.1.8 Education	46
4.1.9 Photography	49
4.1.10 Printing	50
4.1.11 Ink Refill	50
4.1.12 Retail	51
4.1.13 Retail Minimarkets	52



4.1.14 Tour & Travel	53
4.1.15 Internet Cafes	53
4.1.16 Food and Beverages	54
4.2 Franchise Directory	59
 CHAPTER FIVE	
5. CONCLUSIONS AND SUGGESTIONS	63
5.1 Conclusion	63
5.2 Suggestions	66
 BIBLIOGRAPHY	
67	
APPENDIX	70