



Franquicias

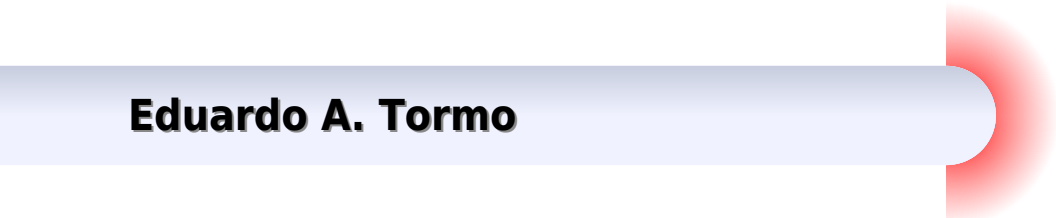


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Franquicias: Una Perspectiva Mundial ,2005 **Marketing competitivo** John O'Shaughnessy,1991 INDICE La naturaleza del marketing Nivel estratégico de la planificación de marketing Planificación de marketing y formulación de estrategias Por qué compran los consumidores como eligen y que influye en ellos Mercados segmentación y posicionamiento Estrategias competitivas La información la investigación de mercados y la gerencia de marketing Gestión del producto necesidades y políticas Estrategias del producto y desarrollo de productos nuevos Comunicación persuasiva El presupuesto y la evaluación de la publicidad Gestión de ventas Precios Estrategias de los canales de distribución etc **Canales de comercialización** Louis W. Stern,1998-05 *Distribución y Franquicia* Francisco Abascal Rojas,2003 La globalización La distribución comercial en España Diversidad de los tipos de comercio La problemática de la localización geográfica La logística inversa Los costes de la distribución Modelos de stock La franquicia como sistema de comercialización *La franquicia*. Guillermo J. Bermúdez González,2002 Manual que conjuga el rigor en la conceptualización de la franquicia como estrategia comercial y la practicidad de la realidad del sector *Distribución comercial* Salvador Miquel Peris,2008-09 En la vida moderna el comercio realiza la función del intermediario entre los sectores de distribución y consumo Desde el momento que unos son los que producen y otros los que consumen un bien necesariamente ha tenido que producirse un intercambio al menos entre dos partes y además un acoplamiento del espacio y del tiempo que separan las actividades de producir dicho bien y de consumirlo En este intercambio entre las partes el marketing trata de satisfacer necesidades y deseos e identifica crea desarrolla y sirve a la demanda Mientras la necesidad es una sensación de carencia de algo el deseo es la forma en la que se expresa la voluntad de satisfacer dicha necesidad Para poder llevar a cabo este conjunto de actividades es necesario que existan numerosas personas y entidades que actúan como eslabones intermediarios entre fabricantes y consumidores formando una trama interdisciplinar de personas y empresas que constituyen un Sistema Comercial Para que este sistema pueda cumplir con sus objetivos haciendo que los productos lleguen desde su origen al destino es necesario que aparezca lo que se denomina la Distribución Comercial cuyos logros se realizan por medio de canales de comercialización La presente obra de los profesores Miquel Parra Lhermie y Miquel Romero estudia todos los mecanismos del sistema para que los consumidores tengan los productos que necesitan en las cantidades que precisan en el momento que las desean y al menor coste posible Esta aportación es de gran utilidad tanto para los académicos como para los empresarios por sus contenidos teóricos prácticos que en la misma se desarrollan INDICE La distribución comercial y su papel en la economía y en la sociedad Análisis descriptivo de los canales de distribución Comercio asociado Tipología de establecimientos comerciales minoristas Los métodos de venta Merchandising Estrategias generales de distribución Decisiones estratégicas sobre los canales de distribución Relaciones internas en el canal de distribución y trade marketing Category Management La tecnología a R F I D La mundialización de la distribución **Los contratos en el marketing internacional** Diego Gómez Cáceres,Gregorio

Cristóbal Cárle,2004 Crece en franquicia Eduardo A. Tormo,2021-09-14 El increíble crecimiento de la franquicia en nuestro país es ampliamente conocido. No obstante, todavía son muchos los empresarios que desconocen las ventajas y posibilidades que ofrece. Gracias a este sistema, muchas empresas han crecido durante estos últimos años, lo que ha favorecido que muchos emprendedores e inversores se hayan incorporado a las múltiples marcas que se han desarrollado en el mercado. Franquiciar es una forma de hacer negocios que consiste en repetir una fórmula empresarial de éxito en la que el franquiciador pone a disposición del franquiciado toda la experiencia que ha hecho prosperar su negocio. Por una parte, las empresas pueden crecer rápidamente mientras que los emprendedores e inversores se benefician de pertenecer a una firma de prestigio en poco tiempo. Crece en franquicia nos acerca a conocer cómo numerosas empresas, partiendo de muy poco en muchas ocasiones, han logrado estos crecimientos espectaculares en un corto espacio de tiempo. Además, nos revela con total transparencia y fácil comprensión el método que les ha permitido conseguirlo de la mano de uno de sus principales protagonistas.

Contrato de Franquicia Internacional en el marco del TLC Colombia-USA Insignares Cera, Silvana, 2016-02-05 Esta obra contiene información relevante acerca de los antecedentes de los contratos de franquicia internacional, la naturaleza jurídica de este tipo de acuerdos, sus aspectos económicos y comerciales, y los principales conflictos contractuales que pueden derivarse de la implementación del Tratado de Libre Comercio entre Colombia y Estados Unidos. Además, se presentan propuestas de resolución de controversias en este campo del comercio internacional y un ejercicio de simulación que, sin lugar a dudas, será de gran ayuda a profesionales y empresarios interesados en profundizar sus conocimientos para la implementación de planes y estrategias que les faciliten la inserción en los mercados externos.

Las Franquicias en México. Una Nueva Visión María Cristina Alva Aldave, 2004 Franquicias en el Sector Deportivo Benito Pérez González, M. Rosario Teva Villén, 2021-03-29 Este documento es un repaso al mundo de la franquicia en el negocio del deporte. Un repaso por la historia, casos de éxito, normativa aplicable. Toda una ayuda para entrar en este mundo de los negocios con un poco más de seguridad sobre el modelo de gestión y la rentabilidad del dinero invertido. Editamos Franquicias en el sector deportivo con el objetivo de ofrecer un compendio de información rigurosa, actual y seleccionada sobre el sector de la franquicia, tanto a nivel general como a nivel particular en su desarrollo en el sector de los servicios deportivos. El libro reúne información de gran utilidad para lectores que tengan interés en profundizar sus conocimientos sobre el sistema de franquicia a nivel general, y que posteriormente quieran conocer las especificidades de las franquicias deportivas. Por ese motivo, el libro está organizado en una primera parte en la que se explica con claridad lo que es una franquicia, su normativa y regulación, cuáles son los criterios para una correcta selección, cuáles son las grandes ferias internacionales del sector, así como aspectos clave para el análisis económico y la gestión de datos, pasando en una segunda parte a conocer algunos casos de éxito en franquicias deportivas con implantación en España, como Sano Center, Brooklyn Fitboxing o Anytime Fitness.

El anunciante franquiciador : sistemas y procesos de comunicación comercial Juan Monserrat Gauchi, 2012 **El**

sistema de franquicia Enrique Carlos Díez de Castro, Antonio Navarro García, Francisco Javier Rondán Cataluña, 2005 Esta obra tiene una doble orientación profesional y académica En el ámbito profesional el objetivo es conseguir que cualquier lector profesional de la franquicia o no encuentre respuesta a todas las interrogantes que se le susciten sobre la misma desde las más simples conocer qué es la franquicia sus ventajas e inconvenientes a las de mayor calado crear una cadena internacionalizarse o adherirse a un sistema de franquicia Para ello se incluyen y analizan aquellas normas o reglas prácticas que están suficientemente contrastadas y verificadas Para su utilización en el campo docente la obra se ha elaborado de forma coherente sistematizada ordenada y rigurosa para que pueda servir de instrumento para profesores encargados de impartir conferencias seminarios o cursos de franquicia desde un nivel elemental introducir a la franquicia a cursos de alto nivel experto maestría o doctorado Los temas principales que se analizan en este libro son los siguientes la conceptualización y estado actual de la franquicia en el mundo sus elementos integrantes fundamentales el modelo para crear una cadena de franquicia o para incorporarse a una red como franquiciado la internacionalización de la franquicia su valoración desde la perspectiva de los sujetos de la franquicia franquiciador y franquiciado los aspectos legales con especial referencia al contrato y el asociacionismo Por último se ofrece una serie de técnicas tiles para la toma de decisiones sobre aspectos relevantes de la franquicia El libro incluye un CD con unos anexos imprescindibles y de gran utilidad para el profesional así como para complementar y ampliar algunos contenidos El mercado de las franquicias en Chile Nicole Pinaud Verde-Ramo, La franquicia es un modelo de negocio que ha mostrado ser beneficioso para todos sus participantes Para el franquiciante representa un formato de expansión rápida y de bajo costo Para el franquiciado es una opción de emprendimiento de bajo riesgo de replicar un negocio probado como exitoso y contar con el respaldo para su implementación y gestión Para el consumidor es la oportunidad de acceder a una mayor disponibilidad de oferta de productos y servicios de calidad conocida reconocida y estandarizada Este estudio analiza la evolución de las franquicias en Chile desde el año 2004 al 2016 y caracteriza a las empresas nacionales y extranjeras que operan en el país con este formato de negocio Observa la evolución que han evidenciado las marcas sectores y otros antecedentes que se comparan a nivel mundial y que permiten augurar un mayor potencial de desarrollo futuro de este modelo en el país La franquicia Gonzalo Burgos Pavón, María Susana Fernández Iglesias, 2014-10-16 En esta nueva edición corregida y actualizada se expone la teoría que ya ha sido aplicada en la creación de empresas franquiciadoras se desarrollan las prácticas que se han diseñado con el análisis de los aciertos y los fracasos y en el contenido jurídico se plantean todas las circunstancias que hay que considerar en el desarrollo de la franquicia responsabilidades de las partes contratos y expansiones internacionales y amplios comentarios al marco legal europeo Se analizan los conceptos básicos y elementales con intención de que tanto franquiciador como franquiciado tengan claro su territorio de actuación Se reflexiona sobre los fracasos ocurridos en España de los que podremos aprender multitud de cosas se repasa el valor añadido que aporta el franquiciador antes de la apertura de la franquicia el umbral de

rentabilidad que ser necesario alcanzar y en los cinco últimos capítulos se desarrolla el marco legal de la franquicia revisado y actualizado con la normativa aprobada a nivel nacional y europeo Se incluye jurisprudencia reciente donde se tratan elementos tan esenciales del contrato de franquicia como la marca la no competencia poscontractual la importancia de la formación continua etc También se hace un análisis de la mediación civil y mercantil como vía de solución de los conflictos que pueden surgir entre las partes Todo ello se complementa con la incorporación de un glosario de terminología de la franquicia y de un listado actualizado de direcciones de asociaciones y federaciones nacionales e internacionales del sector de las fechas de las ferias de mayor interés así como de los contactos más relevantes vinculados con la franquicia La obra que ha tenido una excelente acogida da a conocer la cultura sobre la franquicia una herramienta imprescindible para la formación de mandos en las filas de los franquiciadores y una lectura de gran interés para los inversores que deseen desarrollar un negocio bajo la fórmula de la franquicia

Franquicias, negocios de ÉXITO Juan Carlos Martín Jiménez, 2019-10-22 Juan Carlos Martín Jiménez nació en Madrid en 1967 Padre de dos hijos Paula y Juan es licenciado en Ciencias de la Información en la rama de Periodismo por la Universidad Complutense de Madrid Es Director de los periódicos locales Tetuén 30 días y Chamber 30 días y trabaja por cuenta propia llevando la comunicación de diversas empresas mayoritariamente relacionadas con el mundo de la franquicia en el que empezó a trabajar en marzo de 1998 en la revista Franquicias Hoy donde llegó a ser redactor jefe para después dirigir la publicación Profesionales Liberales Franquicias hasta septiembre de 2014 Actualmente es Socio de Grupo Tusideas y Socio Director del portal Pymesyfranquicias con además de ser Director de Comunicación de la Asociación Española de Franquiciadores AEF y llevar la comunicación de franquicias como Carlin Pannus Necesito un Trastero o ItStyle Sus más de 20 años de experiencia en el sistema de franquicias y esas llamadas y correos electrónicos a la AEF de personas que decían sentirse estafadas tanto a la hora de franquiciar sus empresas como de convertirse en franquiciados le han llevado a escribir Franquicias negocios de ÉXITO donde ofrece las claves para no equivocarse jamás al dar estos pasos tan importantes a nivel empresarial Consejos prácticos y de utilidad para evitar que nadie vuelva a sentirse estafado cuando apueste por el modelo de la franquicia Sin duda un libro que es una referencia y una guía ineludible de consulta para franquiciadores y franquiciados Franquicias negocios de ÉXITO de lectura fácil y muy comprensible es el libro que no puede faltar en la biblioteca de cualquier empresario apasionado por este sistema de negocio

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DIGITAL - ANUARIO 2022 Roberto Marcelo Russo, 2022-02-01 GU A ARGENTINA DE FRANQUICIAS VERSI N DIGITAL ANUARIO 2022 2400 200 opciones de inversi n Gu a Oficial de la Asociaci n Argentina de Marcas y Franquicias editada por Roberto Marcelo Russo Negocios de Ratail Marcas Propias y Licenciadas La Gu a estar on line hasta el 31 de Enero de 2023 Gu a Argentina de Franquicias Versi n Digital Anuario 2022 Navegar la gu a on line Imprimir las p ginas que desee Descargar en PDF cada p gina seleccion Código franquicia Gonzalo Burgos Pavón, Juan Pablo Garbayo Blanch, Mariano Alonso Prieto, 2017-10-26 Somos testigos de los extraordinarios cambios que se est n produciendo en el mundo entero tanto sociol gicos como t cnicos y comerciales La abolicin de las fronteras y la eliminaci n de los aranceles crean un mundo comercial diferente abierto y de franca competencia entre los comercios en donde solo prevalecer n los mejores Esta obra trata de enriquecer el criterio y la toma de decisiones que empresarios emprendedores y todos los agentes vinculados con la franquicia y el comercio en general puedan tener sobre conceptos de calado importante a la hora de asumir las propias responsabilidades En un primer cap tulo se tratan con detalle las nociones m s importantes dentro de la franquicia y se sit an esos conceptos de valor extraordinario en su momento preciso de uso y sobre ellos se hace una reflexi n jur dica realizada por expertos especializados en franquicia que ampl an su alcance enriqueciendo la capacidad no solo de elegir sino tambi n de saber elegir bien Valores intangibles en la franquicia como la marca el dise o y el know how pactos contractuales de la importancia de la exclusividad territorial confidencialidad pactos de no competencia y la problem tica de la competencia desleal la morosidad en los sujetos del contrato de franquicia la protecci n jur dica de las inversiones en franquicia efectos de la declaraci n de concurso de acreedores sobre el contrato de franquicia el Registro de Franquiciadores y la g nesis de su normativa la protecci n de los consumidores din micas de crecimiento de las cadenas de franquicia en Espa a y comentarios a la Ley de Mediaci n de Seguros entre otros temas est n a disposici n del lector en esta obra

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