

FRANCHISING ACTIVITY DEVELOPMENT THEORY

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In the global economic integration process, the process of deepening and competitive products and services in the market is growing rapidly. In particular, international statistics show that today's social services are 65-70% of the world's social services, while in developed countries it is 75-80%, and in the middle and middle-class (55-60%) are the services of the private sector ¹. International trade in export services is 7 trillion U.S. dollars, showing an average growth rate of 6-7 percent over the past decade ². Therefore, the franchising system is emerging as one of the important drivers of economic development for developing countries, including Uzbekistan.

Jahonda franchising activity development methodology is based on the improvement of research and development. For example, optimizing the organizational-economic mechanisms of franchising, effectively managing contractual relations between franchisors and franchisees, forming and protecting brand capital, standardizing and replicating business processes, developing regional and international expansion strategies for franchising networks, supporting small and medium-sized businesses based on franchising, improving quality services and customer satisfaction, integrating digital technologies and platform solutions for franchising management, investment the feasibility of assessing the number of criteria for modeling and improving risk management methods, as well as national characteristics, taking into account sustainable and inclusive franchising ecotiziminiga, which focuses on research priorities.

Franchayzingga biznes va ishbilarmonlik relations as a system of organization, it allows to understand the conceptual essence of the business, as well as to clarify the main characteristics of the system. Franchising system two main participant – franchisor yes franchise work found . Franchisor , that is franchising giver or right owner , usually market participants among where known sale sign yes high business look like yes company to be , he is sale sign , work to run technology yes nou-xau from the elements use your rights to franchisees certain conditions based on present Franchise yes – franchisor business model use your rights contract based on known to' lows evaziga can yes this right based on oh entrepreneurship activity good increase legal or physical is a person .

Franchising right area according to mature Specialist IV Rikova following definitions brought by : franchayzer - bu his/her own goods sign , nou-xau yes operation systems license or other in shape use for present teacher company ; franchise – this this from the rights use , teaching yes necessary meaning to get for known payments good oshiruchi thank you service royalty payer person ; franchising franchisor by franchise invitation to be done complete business model , that is successful activity to run for necessary was barca systems majmuidir ³. Franchise contract based on shaping partnership their relationship conceptual education yes functional 1-formal relationship is shown .

¹World Bank. World Development Indicators: Services value added (% of GDP). —Washington, 2024.

²World Trade Organization. World Trade Statistical Review 2024. — Geneva, 2024.

³ Рикова И.В. Franchising in business domestic manufacturers. Marketing in Russia and abroad / I.V. Rikova . – 2001. – № 1. – С. 41.



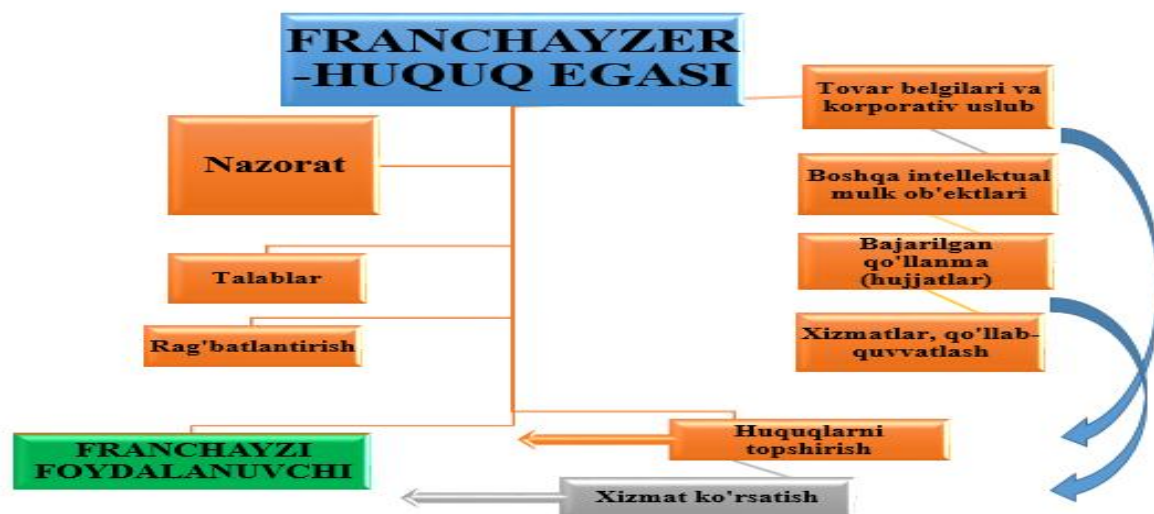


Figure 1. Franchising contract according to partners between relationship scheme⁴

Franchisor yes franchise between legal-economic relationship snake in the middle created to the contract basically It is formed . in the contract sides right yes obligations , as well as franchayzining franchisee relevant business model use order , time limit yes other conditions clear belgilab It is done .

Franchising model mother franchisor yes franchise in the middle other useful , intellectual property together to use based partnership their relationship form work done business to run system . Franchisor by franchise goods signs , technologies , know-how yes other nomoddiy from assets use rights given and in business go away in the place technician yes benefit help show . Franchise but , this from the rights use it for to' lows good increases yes franchising model according to oh activity it is a joke .



Figure 2. Franchising contract according to partners between modern relationship scheme (partnership)⁵

Franchising model modern business in the system successful yes stable development important from the tools sheep as a result It is being looked at . essence to' rttta main content to fate dependent : consumers loyalty winning product or service , market known yes confession done brand , work opened yes reliable in style working business to the process based on the model this model this other in some places it is repeated , that is increase This is a possibility . franchising system in practice successful work yes where in size spread main factors as a result

⁴ Рикова И.В. Franchising in business domestic manufacturers. Marketing in Russia and abroad / I.V. Rikova . – 2001. – № 1. – С. 41.

⁵ Author by work It is done .



service Consumers loyalty winning product or service brand what happened trust strengthens , this yes new franchise for already shaped market he/she/it informed .

Franchising theoretical asoslari , also , strategic management yes innovation development approaches with him directly bog' liq . Strategic management point from the bottom of my heart franchising model the company geographical expansion yes market share minimum financial increase yes operation tavakkal bill new to the regions enter go possible This aspect especially transnational companies for important be , they are oh brands franchising networks through localization via global level market to equalize They are reaching . Innovation development context yes franchising brands new technologies , products designs , service show standards yes management tools local to franchisees fast yes effective in style transfer , whole in the system continuous modernization provides .

Bundan besides , franchising system about him/ her many edged yes flexible education because of only big companies , maybe middle yes small business subject üçün ham üçüyü model bo'lib service doing Especially , services sector , general nutrition , health preservation , education yes food sale in their fields franchising share noticeable level order This model is being developed . only international brands enter coming , maybe local brands too franchising their networks shaping through inside yes outside markets zabt to eat possible yes It is happening .

1-table

Franchising development stages⁶

| Empty | Features |
|---|---|
| Stage I : Initial formation (19th century) | Savdo vakilligi , ilk franchayzer-franchayzi their relationship |
| II stage : Tez development (1950-1980-yillar) | Fast food and food in the market where tarqalish |
| Stage III : Industrialization yes expansion (1980–2000-yillar) | To the fields where enter legal , legal basics formation |
| IV stage : Global integration yes innovations (2000-year to present) | Digital transformation , global brand integration |

Developing countries , including Uzbekistan for franchising system only economic development maybe , maybe institute as important as importance career This system is local entrepreneurship legal , intellectual property and in terms of marketing supporting base as a result look possible . This point from the perspective of franchising national economic politics yes entrepreneurship around integration to do , existing infrastructure yes normative-legal base bill to unite what important from the tasks sheep It is considered .

Franchising resources based approach through izohlvi important from the sources Combs , Michael and Castrogiovanni Published by article is considered . Authors company stable competition advantage know inside to resources bog' liq that is franchising , franchising model true unique resources - brand , know-how , management experience , network marketing yes technologies franchise transfer through They will explain . franchising only operation strategy , maybe competition advantage creating vehicle as a result show ⁷.

Kaufmann and Eroglu o'z research franchising model standardization yes flexibility balance deep analysis They do . According to him , global brands for franchising through service their standards save stay important , but local in the markets cultural yes economic conditions considering get status flexible ham zarur . This is the case institutional economy theory

⁶ Author by work It is done .

⁷Combs, JG, Michael, SC, & Castrogiovanni , GJ (2004). Franchising: A review and avenues to greater theoretical diversity. *Journal of Management* , 30(6), 907–931. <https://doi.org/10.1016/j.jm.2004.06.006>



important aspects open gives , that is franchising modeling success only inside mechanisms not , maybe outside institutlar - gangunchilik , odat , madani norm va social trust It ⁸also depends on the level .

Shane o' zining "From Ice Cream to the Internet" nomli asarida franchising modeling technological in business how Current be careful possible analysis He is franchising . innovations market fast to deliver , technologies increase yes strategic development accelerator vehicle as a result It is numerical . services , information technologies , education yes health save in their fields franchising modeling flexible yes effective it works technological , technological transformation in the process mother modeling place open gives ⁹.

Franchising system according to literature analysis this modeling many layered theoretical to the basics yes that , that economic , legal , management yes innovation aspects bill connection This literature shows franchising modern in business as a strategic model interpretation to do , national to the economy to' g'ri adaptation yes digital to transformations preparation for necessary scientific base creates .

2-table

International yes Uzbekistan franchising system development analogy analysis¹⁰

| International step | Features | Uzbekistan experience (as of 2023) |
|--|--|---|
| 1. Inside in the market franchising Stage (Domestic Franchising Stage) | Activities only local market bill is limited . Brand and internal model in experience is formed . | In Uzbekistan mother 2010-2015-yillar period started "EVOS", " Chopar ", "Smart Education" etc brands inside in the market it was formed . |
| 2. Experience based on participation stage (Experimental Involvement Stage) | Xorijian market exit according to initial attempts , experience form contracts . | Some in 2016–2020 brands Kazakhstan , Kyrgyzstan , Russia etc markets bill connections on the road wait It started . However mother step stable gold , experience character It's late . |
| 3. Active participation stage (Active Involvement Stage) | International expansion systematized , franchising model export standards are being implemented I am strong . | The 2021-2021 year will start as part of the "Made in Uzbekistan" program Brands xorijga olive exit yes franchise find first practical measures is being viewed . |
| 4. Strategic yes stable participation (Committed Involvement Stage) | Strategic level participation Global franchising strategy inseparable part as a result is being investigated . | Currently mother to the next not yet . But the state in their strategies foreign to brands local partners preparation , and export not directed franchising their networks expansion priority task good fixed . |

⁸Kaufmann, PJ, & Eroglu, S. (1999). Standardization and adaptation in business format franchising. *Journal of Business Venturing* , 14(1), 69–85.

⁹Shane, SA (2005). *From Ice Cream to the Internet: Using Franchising to Drive the Growth and Profits of Your Company* . Prentice Hall.

¹⁰ Author from the side work It is done .



Franchising system today beer in the country economic , institutional yes cultural to the factors near different shaped By Shu bois , Cheng et al invitation done international franchising system development to'rt step by step modeli (Domestic → Experimental → Active → Committed) ilmi in terms of basically yes structural comparison possible This will give model see , international franchising development step by step – internal market from the same from global to strategic until the end develops ¹¹.

Cheng Etc. Al model based on if it is said , Uzbekistan franchising system second yes third step abel ' ida bo ' lib , bu in stages development Sur ' atlari is accelerating , but worldwide level stable strategic participation level condition not enough . Literature analysis yes practical circumstances showing : Uzbekistan franchising bozori everywhere international experience bill in progress . Shu bois , international model impression national franchising your policy planning , planning theories local conditions adaptation yes digital transform it franchising act to eat necessary .

Franchising model entrepreneurship charming from the form sheep as a result manifestation even though , with him related positive yes negative aspects today one-sided evaluation necessary . The following franchising (picture 3) in their relationship participation teacher sides for available main advantages yes dangers chart in style illuminated .

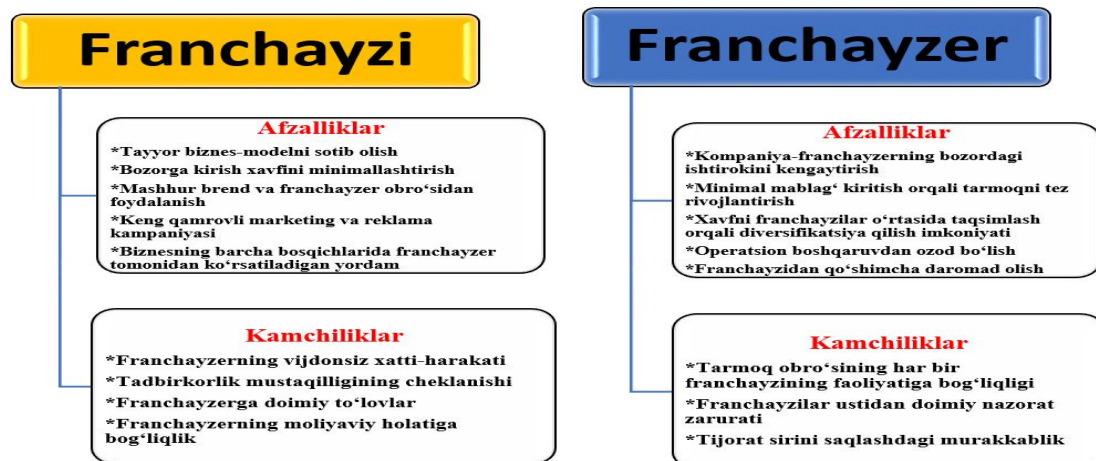


Figure 3. Franchising advantages yes disadvantages¹²

Franchising three branches when added , franchise buyer what first the company guaranteed success yes big company to support hope Franchisor dangers when generalizing sunny emphasis must , most big difficulty franchise bill personal relationships . Franchisor sunny yod follow must be franchised rent taken to manage not , maybe oh'z business yes independent Entrepreneur . Franchising in the system legal in terms of from one to another independent what happened partners long term other cooperation permanent Partnership yes partners between high level trust principles based on possible .

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¹¹Cheng, JMS, Lin, JYC, Tu, HHJ, & Wu, NSH (2007). Towards a stage model of the international franchise system development. *Journal of Marketing Channels* , 14(4), 81–104.

¹² Author by work It is done .



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