

Year 10: Developing Exam Skills: Franchising **Connectives**

To score high marks in Business Exams, it is important to **explain** your answers and **analyse** business issues

This activity is designed to develop these 'higher order' skills.

The concept is simple. Below are a number of statements with **connective** words attached. All you need to do is finish of the statement

Connectives Activity: Please complete the boxes below:

One of the main benefits of franchising is that there is less risk for the franchisee **because**

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Another benefit of franchising is that the franchisor often gives the franchisee help and support **such as**

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– **therefore** \_\_\_\_\_

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A disadvantage of franchising is that the franchisee has to pay a one-off fee and a % of all future sales. This \_\_\_\_\_ is \_\_\_\_\_ a \_\_\_\_\_ downside \_\_\_\_\_ **because**

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Another disadvantage of franchising is that the franchisee often needs to follow the franchisors business systems, including what price to charge, when to open and close and what products to sell, **this means that** \_\_\_\_\_

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A benefit of franchising is that the franchisee can benefit from the franchisors wider/ national marketing **meaning that** \_\_\_\_\_

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