

LOCATION ANALYSIS FOR FRANCHISE EXPANSION OF AUE FURNITURE SHOP.

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ABSTRACT

Guidelines for the expansion franchise, and the choice of location to improve sales case study is a qualitative research Aue furniture. The objective of the research To study ways to extend the franchise to raise business efficiency even more. And correspond to the selected location to increase sales case study is a qualitative research Aue furniture. The samples used in the research is that executive's franchiser Franchise Business Furniture Stores Aue field of 3 members.

The results of the study Choosing the location is one that suits the business due to the availability in all the nearby material resources and convenient transportation. Select a lot of people staying. The prospect of higher sales. The operator locates the urban community. Large set apart from its competitors. Focus location near home And a factory worker Product advantages make it very clear that customers will shop furniture Aue quality, good service. A good relationship with customers Available at a diverse selection than other stores. Creating a unique and distinctive stores. Remember to keep customers and build a better relationship after sales. To make an impression on customers

Keyword: Franchise Expansion /Location Analysis

INTRODUCTION

Franchise is a one-way business channel. Franchise buyers will be eligible for business administration as determined by the franchise owner. Grants permission to use trademarks, trade secrets, confidential information, and intellectual property, which is relevant to the owner of the franchise, and to assist the buyer in the business administration and store some fees for granting the benefits of the franchise buyer. Today, franchise businesses are widely appreciated by new traders because they are a simple and easy-to-invest business, as well as the risks that are considered lower than their own investments.

Furniture plays a very important to the daily lives of every human being. In both places, residential dwellings and business premises etc. The economic changes. The population is increasing every year, The demand for furniture has increased correspondingly. The major products that can expand as bedroom sets, living room sets, kitchen sets, dining sets. Living room sets office wardrobe, dressing table, sofa, chairs, tables, multipurpose berth. Multi-purpose cabinets, shelves, TV, etc. The business has continued to grow.

Furniture Store's Aue operates a business selling furniture and fittings. Focus on quality, usability, price, aesthetics and quality of the product. Customer Service Delivery Suggestion To ensure customer satisfaction with the product. And the service continued.

Furniture Store's Aue are planning business. Is supplying its location in order to expand its business into several branches. Currently, there are 3 branches to penetrate the

market more accessible to customers. Choosing a location is important because it affects the cost. Labor quality raw materials as well as other factors which hinder the production and operation. This is the beginning of developing a franchise business can create the quality standards even further and can choose the most suitable location for the target audience and increase.

OBJECTIVE

1. To study the extension of the franchise to raise business efficiency even more.
2. To study and analyze the factors in choosing the location of the franchise.
3. To analyze the data to adjust the business franchise to boost declining sales.

Franchise business concept

The definition of a franchise.

Felstead (1993) defines the term franchise (Franchise) that the relationship of the business franchise Mysore (Franchisor) consent to the franchise's (Franchisee) brand (Brand Name). Product (Product) or business (Business system) in a specific manner and by continuing the payment of fees in return.

Athasit Pentathlonwaranon (cited in Phu Phong Siri Wattana, 2550, page 225) has a meaning. The franchise is a business that has been conveyed by way of operating and marketing plans from one business to another business which will thus resulting in a system or network marketing channel increase.

Type of Franchise

To grant a franchise can be classified into three broad categories. According to the nature of doing business (Praong Kitichai The Bhopal Medical MD, 2551) Product or Brand Franchise Franchise is a system that gives rights to the distributor's franchise Mysore. Including the right to use the trade marks of manufacturers highlighted. Sales and use the brand over. The franchise model is often used by small businesses without the complexity of doing business is focused on providing assistance to the franchise's much. But often it is a franchise investment is high. The theme works almost as a dealer only step in with more work. With the knowledge of management, rather than only some. The process of choosing the right franchise.

Siri Wattana Phu Phong (2550) has said. Before you decide to buy a franchise you should check out the following 4 steps.

1. Check yourself and then ask yourself what you want, what business is seeking.

True or not, the decision to leave the job to a new business? Do you have enough patience, knowledge, skills and experience relevant to the business that not enough financial resources for investment and business. new

2. Study the information that is printed near the data center or in a book.

The directory franchise, the general information that the goods sold, what the investment strength of this franchise.

3. Check that the people who have experience in the investment business, franchisees are experiencing.

Success or not the goods and services is consumer acceptance, good or suppliers or raw materials from its parent company in trouble or staff training, marketing planning, advertising operations.

4. A detailed examination of the company's sales, including franchising. Corporate reputation, product

And must be recognized as a great marketing program to sell its sales and profit budgets, including the duration of the contract and payback terms.

METHODOLOGY

Population and sample groups

The population of this research is qualitative research. Study from the collection of knowledge from various evidence documents. including opinions from interviews with people directly related to the research the details are as follows. This research focuses on studying the expansion of franchise businesses to increase sales and location selection to increase sales. which has the scope of research unique population and sample groups have specific scope. population and sample consisting of executives and distributors divide questions into 4 parts.

1. General question about management and distributors.

2. About expanding the franchise. ways to increase sales management system management problem condition

3. regarding location selection ways to increase sales management system management problem condition

4. Suggestions from the operator.

The research tools

The research tools questions used in this research will be open-ended questions. the researcher has guidelines for the development of the said question from the quality control standards for ways to expand the franchise to increase sales. and ways to select locations to increase sales and from a literature review about factors that affect ways to expand franchises to increase sales and ways to choose locations to increase sales. how much understanding in franchise management? and bring it to improve for better understanding and clarity for questions, questions or sentences for conversation applied from literature review and related research. with issues, questions, and conversations.

RESULTS

The process of selling a franchise business starting a franchise business first, the store will find customers interested in wanting to open a franchise business, furniture store in order

to be a representative of aue business store, aue furniture business shop, aue furniture store, expand the franchise business through main agents by offering furniture products in the community and home, if the stores and customers want to sell the products or want to buy a franchise business, the agent will enter into a contract with the customer annually. and pay for the goods according to the periods specified in the contract conditions: the agent receives the wholesale price of the product and receives a commission if sales are as agreed.

Marketing to expand franchise business to increase sales.

Marketing by using radio broadcasting media in communities allowing customers in the districts, communities, or nearby provinces to know and come to buy more products and also advertising via facebook is another marketing channel to target a wider audience than advertising via radio media. advertising is the promotion of products in each period. new product details for customers to follow payment details are available in cash and in installments. to give customers more options the more installment services allow the customer to dare to spend more because customers can use the products first and make installments for the products specified in the contract.

Strategies that can make franchise businesses grow faster

Creating a distinctive aue shop business furniture will accept payment of every item. and all products guaranteed for 6 months every product is made to order from a standard factory and has many designs to choose from. make aue shop business the furniture is more outstanding than the competitors in both the product and able to clearly meet the needs of the customers.

Opportunity strategy create opportunities to expand branches and agents as if creating a trade partner. agents can find customers, return the commission based on sales or agents can find customers. come to buy more franchise business, aue furniture business, the agent will get more commission in the business of aue furniture shop, sales increased and became more well-known in the market.

What is the problem of the franchise business? and how to fix

Problems in the field of employees due to frequent staff entering and leaving insufficient service.

the cause of the problems of the aue furniture shop business where the staff go in and out is that the aue furniture business shop will pay weekly labor costs and does not enter into any contract for any work causing employees to leave frequently, therefore not enough staff to service

the solution of the aue furniture business is to find staff from the department of labor. choose employees who are thai and have accommodation to make employees more convenient to work, no need to travel or find accommodation. and change the monthly payment of wages able to withdraw wages

Successful ways to grow a franchise business

Important things to make a franchise business successful meaning caring for employees because employees are the driving force for business to move forward our attention to employees makes them work more efficiently. and another important point is the strategy that is important in competing with competitors penetrate into the market for a long time make the business survive and grow even more.

key factors in running a franchise business

location selection is an important factor. choose a location near the market place. in order to easily penetrate the target group because it's closer to the market more customers and more power to buy products.

the better the location of the market, the faster sales can be increased and the franchise can be extended to nearby provinces or recruiting agents in the community. to make our products become more well known

Target group

Target group of the aue furniture store business is a middleman. home decor taker condominium owner, house designer

Strategies for choosing locations

Must choose a location in the city with a large community, should be away from competitors in most, it will focus on a house. house for rent or factory or in a location that has a lot of labor because it will make the products sell the best and must be convenient to transport the products of the shop in order to easily distribute the products

Main factors to consider when choosing a location

The main factor will give the customer priority first. next is a community source because most of the customers are laborers. should choose a place where there are many people to live in order to increase the chances of distribution

Problems and obstacles in choosing a location

Problems and obstacles in choosing a location near a competitor's source giving customers the option to use the service and most of the staff's problems are that they may not be able to reach a large group of customers because the shop will focus more on the customers themselves rather than creating a good relationship with customers.

Solution methods

Create identity distinctiveness of the shop for customers to remember let employees build good relationships, take care of after sales to impress customers. must reach the employees to inquire about the problems and find a solution by going in the area in order to fix it on the spot by training staff and creating identity.

Advantages and disadvantages of choosing a location near to competitors

The advantage is that customers can clearly see that the aue shop has quality, good service have a good relationship with customers there are more products to choose from than other stores.

the disadvantage is that if the competitor stores have poor service or deliver poor quality products to customers. most of the customers tend to combine into one shop, causing the sales of the shop to decrease and causing the shop to lose customers.

CONCLUSION AND FUTURE WORK

The aim from research studies found that executives and distributors have focused on expanding the franchise business and choosing a location to increase sales operators pay more attention to the management of franchise expansion.

The operator identifies the process of selling a franchise business. starting a franchise business finding customers interested in a business store, franchise, furniture store to be a

representative of the business shop and furniture store business expands franchise business through primary agents by presenting furniture products at community sources when a customer is interested in bringing the product for sale or interested in buying a franchise business, the agent will make an annual contract with the customer. and pay for the goods according to the periods specified in the contract entrepreneurs do marketing through community radio media and

through online media such as facebook line to penetrate the target group to cover strategies that entrepreneurs use to expand franchise businesses creating a distinctive and shop business furniture will accept payment of every item. and all products guaranteed for 6 months there are many products to choose from. able to clearly meet the needs of customers and the key strategy that operators apply is the strategy to create opportunities for branch expansion, with employees focusing on finding agents in each area. compensation for employees individually, depending on the sales of each person.

Franchises can be extended continuously. target group of franchise business is a middleman home decor taker condominium owner housing pig project owner the problems encountered are frequent staff causing insufficient service the solution is find new employees from the department of labor in order to get quality employees. and provide accommodation for staff for ease of work the factor that makes a franchise business successful is choosing the location. choose a location near the market place. in order to easily penetrate the target group even closer to the market more customers and more power to buy products. allowing franchise businesses to increase sales by choosing the right location.

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Important things to make a franchise business successful meaning caring for employees because the staff are drives keep your business moving. our attention to employees makes them work more efficiently. and another important point is the strategy that is important in competing with competitors penetrate into the market for a long time make the business survive and grow even more results from research studies found that most of the interviewees have given priority to choosing the location of the and's furniture shop operators, the operators give priority to the customer groups first next is a community source because most of the customers are laborers. choose a place where there are a lot of people staying for a better opportunity of distribution. the investigator of the location in the city has a large community away from competitors. focus on a house rental houses or factories and labor sources because it will be able to sell products and deliver the distance does not affect the choice of location. but it affects the travel of employees who have to travel to contact customers. entrepreneurs choose a location in a large community, causing employees to not reach some customers. therefore will lose customers there.

Choosing the location, the advantage is that customers can clearly see that the and furniture shop has quality, good service have a good relationship with customers there are more products to choose from than other stores. the disadvantage is that competing stores have poor service or deliver poor quality products to customers. most of the customers tend to combine into one shop, causing the sales of the shop to decrease and causing the shop to lose customers. the problem encountered in choosing the location is that the entrepreneurs choose the location near the competitors. giving customers the option to use the service, creating unique solutions distinctiveness of the shop for customers to remember employees build good relationships, take care of after sales to give customers a good impression. and the most common problem is employees are unable to reach the target customers as the and furniture stores will mainly focus on the customers.

Solution method have employees ask about the problem and find a solution by visiting the area in order to fix it on the spot by training staff and creating identity.

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