

Pesquisa bibliográfica

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Franchising

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Em 1964, reconhecendo a importância econômica e social do fortalecimento da pequena empresa comercial, o governo norte-americano abriu uma linha de crédito no valor de US\$ 25 mil a todos os pequenos empresários que estivessem interessados em aderir ao sistema de comercialização conhecido por *franchising*.

Em 1965, cerca de 340 mil estabelecimentos comerciais já operavam através desse sistema e, em 1968, mais de 450 mil estabelecimentos representavam um quarto das vendas no varejo daquele país, ou seja, 10% do seu produto nacional bruto.

Segundo o Departamento de Comércio Americano, as vendas pelo sistema de *franchising* nos EUA totalizaram, em 1985, US\$ 529 bilhões, representando um terço de vendas do comércio varejista. Uma definição de *franchising* não é fácil, tendo em vista a existência de sistemas variados e distintos, todos operando sob o mesmo rótulo. Robert Rosenberg define *franchising* como sendo um sistema que visa a distribuição seletiva de bens e/ou serviços sob uma determinada marca através de estabelecimentos comerciais de propriedade de comerciantes, independentes, chamados *franchisees*. Muito embora o *franchisor* supra o *franchisee* com *know-how* e uma identificação pela marca, o *franchisee* goza do direito ao lucro e corre os riscos do negócio. O *franchisor* controla a distribuição de seus bens e/ou serviços através de um contrato que regula as atividades

do *franchisee* a fim de que estabeleça uma padronização.

A pesquisa bibliográfica foi realizada no acervo da Biblioteca da EAESP, visando fornecer maiores subsídios ao estudo do tema.

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