

FRANCHISING AS A CONTEMPORARY FORM OF ORGANIZATION OF TRADE IN BULGARIA

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Abstract

The present study discusses franchising as a form of trade, which has been developing in Bulgaria for a relatively short time. From that standpoint franchising is defined as a contemporary form of organization of trade.

In the work there are substantiated the main socio-economic effects of the development of franchising, which reveals the increasing role of franchise companies in modern society. The contribution to the development of franchising in Bulgaria is connected with raising the GDP of the country, investments, improving the production and commercial infrastructure, stimulating entrepreneurship, helping raise the standard of living of the population, creating conditions for improving consumer culture, etc.

There is conducted a study of the main factors, which affect the development of franchising in Bulgaria, and are generalized three groups of factors: factors of the economic environment in Bulgaria; the impact of international trade and the presence of the country in the European Union; the geographical location of Bulgaria. On the basis of that there are substantiated the main trends, issues and prospects in the development of franchising in Bulgaria.