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## FRANCHISING IN BELARUS

## ФРАНЧАЙЗИНГ В БЕЛАРУСИ

Nowadays people, who want to set up their own business with the help of franchising, become more successful than those who want to do everything themselves. Franchising is becoming popular in many countries of the world, but is it popular in Belarus? Our goal is to study the features of franchising in our country and make a conclusion whether it is popular.

Let us start with the definition what franchising is. Some companies become developed and experienced in some field or market, and they have opportunities to share their knowledge and to give a helping hand to newcomers to business. In return they ask interest off the newcomers' profit. But businessmen, who buy services of old hand, have opportunities to establish their own company, conduct business on their own using brands and trademarks legally.

The main legal act that regulates franchising relations in the Republic of Belarus is the Civil Code of the Republic of Belarus. In Belarus, franchises are represented in various industries. In the catering there are a lot of companies, for example, KFC and McDonalds. In different industries one can find Belarusian franchises, for example, Shagovita, KrasnyPischevik, as well as lots of city cafes, takeaway coffee houses, for example, Coffee Sound and Utro Coffee. One of the first and most successful examples of Belarusian franchising is Milavita chain, which is being developed abroad. In general, franchising in Belarus continues to evolve.

Let us study the franchise, which the city cafe "Garage" provides. GARAGE is a cafe which offers customers dishes from different cuisines of the world. GARAGE is a place for pleasant communication, effective work and comfortable rest. The first cafe opened in 2009 in Minsk. Now they own 10 cafes and 1 café is franchised. It employs more than 700 employees. The average cafe revenue is 150,000 rubles (the revenue was 188,000 in Gomel in August 2018. The forecast revenue for October 2018 is 210,000 rubles). The cafe provides such assistance as:

- selection of premises and conclusion of lease agreements;
- technological development and design of the project;
- connection to their own IT system;
- marketing support;
- maintenance of the site, mobile application and call center;
- constant analysis of the financial indicators and recommendations.

The quality of products is ensured by the use of modern technologies in the cuisine, which have no analogues in Belarus and also their own cuisine factory and distribution warehouse.

So it is possible to make a conclusion that it is very important for our country to welcome the world famous franchisor companies. The Belarusian state, consumers and foreign franchisors will benefit from it. After all, today our state needs the speedy development of those areas where franchising is most widely used – fast food, roadside service, car service, recreation and entertainment, health and many others.

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