

## ABSTRACT

This project concentrates on investigating the opportunities of setting up a northeastern Thai Cuisine restaurant franchises and learning how to apply the franchise system for that.

The success of small business is not limited to only innovative and spectacular products. There are many times that success comes from recognizing a need and providing ordinary product to customers through appropriate marketing strategies. Therefore, this project aimed at analyzing the existing business and evaluating the business plan in order to find the opportunities of a decision making to expand the other branches by using a franchise system. The existing business explains that investment on the northeastern Thai cuisine restaurant gives the investor faster return on investment than other business when compared to the same size of the investment. The information of the existing business is obtained from the real business that is still operating. Business plan is a plan for both the franchise owner and franchise buyer to study the possibility of making an agreement of a franchise system. Business plan consists of an important subject that will be used in considering setting up a restaurant business for the investor.

The overall results from the study, it is possible to make a decision on a franchise system of the northeastern. The return on investment trends to be higher while the cost is still stable and the franchise owner will support the operation system to the franchise buyer. This project will explain the detail of the franchise business that makes the investor understand and consider how to apply the business plan in order to run an efficient franchise restaurant.