

ABSTRACT

Since the economic crisis in 1997 in Thailand, many businesses had found difficulty in operating and financing their business that included many of franchise business as well. The primary purpose of this research is to identify the factors that help franchisees to success in their business. The conceptual framework can be applied to any potential franchisees to survive and build profitable franchise business in Bangkok district.

The research will benefit to both new franchisee and existing franchisee to be successful. New investor will first need to identify the existing problems and important factors in the business before they jump into it. This research may assist them in their decision-making and management of the franchise as they proceed to buy their first franchises. In this study, questionnaires were used as a tool for collecting the primary data employees in survey for research. There were 400 copies of questionnaires that were completed for this comprehensive study. The respondents can be owner or manager of any franchisees that are formed within Bangkok district.

The research is limited to study the managers and owners of the franchisee outlets included hotel, fast food, convenient store, gas station, and etc. The researcher has found that all the key success factors, which selected by researcher, are the critical success factors for franchisee in Thailand. The key success factors consist of Site selection, Management skill, Product mix, Communication mix, Contract condition and Franchisee relationship.