

FRANCHISE  
BIBLE STUDY

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## History of Franchising

By Michael Katz, Co-Author, "Franchise Bible"

The modern version of the franchise relationship first arose in the \_\_\_\_\_ with \_\_\_\_\_.

The first state to pass comprehensive law to protect citizen from scams was \_\_\_\_\_.

The Federal Trade Commission created a law called the UFOC, or \_\_\_\_\_.

The next change to the law created the FDD or \_\_\_\_\_.

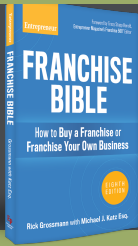
The federal laws help people understand franchise relationships and permits them to compare \_\_\_\_\_ to another using a uniform method of \_\_\_\_\_.

In a franchise, one is also charged an ongoing \_\_\_\_\_ fee.



A practicing attorney since 1976, **Michael Katz** helps franchise clients around the country to navigate state and federal laws to ensure compliance and maximize their business success. He's the co-author and editor of the "Franchise Bible" (8th edition), published by Entrepreneur Press.

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The franchisor has the right to exert significant \_\_\_\_\_ and \_\_\_\_\_ how you operate your business.

At the bottom of the pyramid are the \_\_\_\_\_ of the business.

Great franchise leaders understand that the \_\_\_\_\_ are their customers.

Their success is \_\_\_\_\_.



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