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Das Franchise-Konzept (German Edition)

Alexander Heger

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Das Franchise-Konzept (German Edition) Alexander Heger
Studienarbeit aus dem Jahr 1999 im Fachbereich BWL - Recht, Note: 1,3, Nordakademie Hochschule der Wirtschaft in Elmshorn (Fachbereich Wirtschaftswissenschaften), Veranstaltung: Wirtschaftsrecht II, Sprache: Deutsch, Abstract: 1. Grundlagen und Begriffe des Franchise-Konzepts

1.1 Definition „Franchise“

„Franchising“ ist ein vertikal-kooperativ organisiertes Absatzsystem rechtlich selbständiger Unternehmer auf der Basis eines vertraglichen Dauerschuldverhältnisses.
Das System tritt am Markt einheitlich auf und wird geprägt durch das arbeitsanteilige Leistungsprogramm der Systempartner durch ein Weisungs- und Kontrollsystem zur Sicherung eines systemkonformen Verhaltens.
Das Leistungsprogramm des Franchise-Gebers ist das Franchise-Paket (siehe Seite 14 ff.); es besteht aus einem Beschaffungs-, Absatz- und Organisationskonzept, der Gewährung von Schutzrechten, der Ausbildung des Franchise-Nehmers und der Verpflichtung des Franchise-Gebers, den Franchise-Nehmer aktiv und laufend zu unterstützen und das Konzept ständig weiter zu entwickeln.
Der Franchise-Nehmer ist im eigenen Namen und auf eigene Rechnung tätig. Er hat das Recht und die Pflicht, das Franchise-Paket gegen Entgelt zu nutzen. Als Leistungsbeitrag liefert er Arbeit, Kapital und Information.(1)
[...]

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1 vgl.: Alles über Franchising, Hrsg.: Deutscher Franchise-Verband e.V. April 1999

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