

**MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)  
PASUMALAI, MADURAI – 625004.**

**DEPARTMENT OF BUSINESS ADMINISTRATION  
&  
ENTREPRENEURSHIP DEVELOPMENT CELL**

**WEBINAR REPORT**

**ON  
“FRANCHISING THE WAY FORWARD”**

1. Name of the programme : FRANCHISING THE WAY FORWARD
2. Date of the Programme : 28-05-2020
3. Number of Resource Person : 01
4. Name of the Resource Person : Dr. Chackochen ,  
CEO & Founder, Franchising The Right Way
5. Organizer's Name : 1. Dr. D. Niranjani,  
Assistant Professor, Department of Business Administration.  
2. Dr. P. Anbuoli  
Assistant Professor, Department of Business Administration.
6. Number of Participants : 451
7. Platform Used : Zoom Meet

## **BRIEF REPORT**

As the COVID 19 continues its grip on the global economy, nations are working hard to discover new pathways towards re-opening business safely, getting people back to work, and jump – starting their local markets. People are looking for other ways to not only survive financially but thrive. There is no doubt that businesses in all sectors are being hit hardest by COVID 19 and restrictions in the availability of credit in this scenario the Department of Business Administration and Entrepreneurship Development Cell Jointly organizes a National level webinar on “ Franchising the way forward”. The Resource Person emphasis on difference between franchisor and franchisee, job creation due to franchising , types of franchising, advantages touch base on choosing franchisor or brands , and infrastructure for franchising , knowing our own capabilities and brand building.