



















































Sekeran, S. (2006:89). *Research Methods For Business: A Skill Building Approach*, 7th Edition

Shumba, K., Zindiye, S., & Donga, G., (2017): Challenges faced by franchise entrepreneurs operating in a volatile business environment: a case of the fast food industry in Harare, Zimbabwe. *Problems and Perspectives in Management*, 15(2-2), 436-444. Doi:10.21511/ppm.15 (2-2).2017.12.

Stockemer. Z (2019) *Research Methods, A process of inquiry*. (5<sup>th</sup> Edition). Pearson Education Group Inc.

Sweeney, D. (2019) What Franchisees Need to Know About the International Franchise Association. <https://www.franchisegator.com/articles/ifa-need-to-know-12756/>

Trifunovska K and Trifunovski R (2011): *Franchisor-Franchisee Relationships: An Interaction Approach*.

United Nations Industrial Development Organisation (UNIDO). Publication made available to the public on the occasion of the 50th anniversary of the United Nations Industrial Development Organisation (UNIDO). Accessed on 7<sup>th</sup> April 2020. Available at <http://unido.org>.

Vukmir. V (2000): *Franchising as A Potential Growth Strategy. For a small enterprise*.

Welsh. A (2001): *Global franchising in emerging and transitioning economies*.

Ziyenge, I. (2012). An evaluation of franchising as a retailing strategy: A case study of first street Spar (2008-2012). *University of Zimbabwe*.