

CONTENTS

| | |
|--|------------|
| APPROVAL SHEET | i |
| ORIGINALITY STATEMENT SHEET | ii |
| ABSTRACT | iii |
| PREFACE | iv |
| CONTENTS | vi |
| CONTENT OF TABLES | x |
| CONTENT OF FIGURES | xii |
| CHAPTER I INTRODUCTION | 1 |
| I.1 Background | 1 |
| I.2 Problem Formulation | 5 |
| I.3 Objective of Research | 5 |
| I.4 Scope of Problem | 5 |
| I.5 Benefits of Research | 5 |
| I.6 Systematic Research | 5 |
| CHAPTER II LITERATURE REVIEW | 7 |
| II.1 Franchise Business | 7 |
| II.1.1 Characteristic and Criteria of Franchise | 9 |
| II.2 Previous Researcher | 10 |
| II.3 QSPM (Quantitative Strategic Planning Matrix) | 14 |
| II.3.1 Steps to Create QSPM | 16 |
| II.3.2 Concept of SWOT Analysis | 18 |
| II.4 Benchmark | 20 |
| II.4.1 Variety and Ways of Benchmarking | 22 |
| II.4.2 Benchmarking Tools | 22 |
| CHAPTER III RESEARCH METHOD | 24 |
| III.1 Conceptual Model | 24 |
| III.2 Research Methodology | 25 |
| III.2.1 Preliminary Stage | 25 |
| III.2.2 SWOT Matrix (Strengths, Weakness, Opportunity, Threats) | 26 |
| III.2.3 Internal Factor Evaluation (IFE) Matrix | 27 |
| III.2.4 External Factor Evaluation (EFE) Matrix | 28 |
| III.2.5 Internal External Matrix | 29 |

| | |
|---|-----------|
| III.2.6 Quantitative Strategic Planning Matrix Analysis | 30 |
| III.2.7 Benchmarking Method | 31 |
| III.3 Respondent | 32 |
| III.4 Data Collection Tool | 34 |
| III.5 Data Collection Analysis | 36 |
| III.6 Conclusions and Suggestions | 36 |
| CHAPTER IV RESEARCH RESULT AND DISCUSSION | 37 |
| IV.1 Company Profile | 37 |
| IV.1.1 A Brief History of the Company | 37 |
| IV.1.2 Vision and Mission | 38 |
| IV.2 Product or Services | 39 |
| IV.2.1 School Program | 39 |
| IV.3 Total Initial Investment Costs | 41 |
| IV.4 Respondent Characteristic | 41 |
| IV.5 Interview Results | 42 |
| IV.5.1 Interview Results of External and Internal Factor | 42 |
| IV.6 Discussion Result | 54 |
| IV.6.1 EFE Analysis | 54 |
| IV.6.2 IFE Analysis | 58 |
| IV.6.3 Internal and External Analysis | 62 |
| IV.6.4 SWOT Matrix | 63 |
| IV.6.5 QSPM Aanalysis | 65 |
| IV.7 Benchmarking Data Processing | 66 |
| IV.7.1 Royalty Fee | 67 |
| IV.7.2 Forms of Cooperation | 67 |
| IV.7.3 Number of Franchise Branch | 68 |
| IV.7.4 Benchmarking Result | 69 |
| IV.8 Technical and Operational Aspects of the Franchise | 69 |
| IV.8.1 Cooperation System | 69 |
| IV.8.2 Program | 70 |
| IV.8.3 Staff Needs | 70 |
| IV.8.4 Initial Capital Fee | 71 |
| IV.8.5 Land Area | 71 |
| IV.8.6 Classroom Needs | 71 |
| IV.8.7 School Curriculum | 72 |
| IV.8.8 Initial Investment Cost | 72 |

| | |
|---|------------|
| IV.8.9 Steps of Cooperation | 73 |
| IV.8.10 Calculation of Capital and Operating Costs | 73 |
| CHAPTER V ANALYSIS AND DISCUSSION..... | 75 |
| V.1 External Factor Analysis | 75 |
| V.1.1 Opportunity Factors | 75 |
| V.1.2 Threats Factor | 79 |
| V.2 Internal Factor Analysis | 80 |
| V.2.1 Strength Factors | 80 |
| V.2.2 Weakness Factor | 85 |
| V.3 Internal-External (IE) Matrix..... | 87 |
| V.4 Matrix SWOT Analysis | 87 |
| V.4.1 S-O Strategy (Strength-Opportunity) | 88 |
| V.4.2 W-O Strategy (Weakness-Opportunity) | 88 |
| V.4.3 S-T Strategy (Strength-Threat)..... | 89 |
| V.4.4 W-T Strategy (Weakness-Threat)..... | 89 |
| V.5 Quantitative Strategic Planning Matrix (QSPM) Analysis | 90 |
| V.6 Benchmarking Analysis | 92 |
| V.6.1 Royalty Fee Analysis | 93 |
| V.6.2 Forms of Cooperation Analysis..... | 93 |
| V.6.3 Number of Franchise Branch Analysis | 94 |
| V.7 Additional Technical and Operational Aspects Franchise..... | 94 |
| V.7.1 Cooperation System | 95 |
| V.7.2 Forms of Cooperation | 95 |
| V.7.3 School Program | 95 |
| V.7.4 Staff Needs | 96 |
| V.7.5 Initial Capital Fee..... | 96 |
| V.7.6 Land Area | 97 |
| V.7.7 Classroom Needs | 97 |
| V.7.8 School Curriculum..... | 98 |
| V.7.9 Initial Investment Cost | 98 |
| V.7.10 Steps of Cooperation..... | 98 |
| V.7.11 Additional Calculation of Capital and Operating Cost | 98 |
| CHAPTER VI CONCLUSION AND SUGGESTION..... | 103 |
| VI.1 Conclusion..... | 103 |
| VI.1.1 Conclusion External Factor | 103 |
| VI.1.2 Conclusion Internal Factor | 104 |

| | |
|---|------------|
| VI.1.3 Conclusion QSPM Method | 104 |
| VI.1.4 Conclusion Benchmark Method | 106 |
| VI.2 Suggestion..... | 106 |
| REFERENCES..... | 108 |
| ATTACHMENT A..... | 110 |
| ATTACHMENT B..... | 127 |
| ATTACHMENT C..... | 136 |