




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Preliminary Insights into the Implementation of Standardised IT in Franchise Systems

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Abstract

The franchise context provides a rich background for studying the implementation of standardised, interlinked IT systems. Benefits of IT implementation in franchises appear obvious, but the small business context and potential tension between the two main stakeholders (franchisor and franchisees) tend to create difficulties in the implementation process. Case study methods were used to investigate IT implementation in franchise systems. Franchisee-related factors that clearly impact on implementation include perceived need for the IT system, cost of the system and the level of IT literacy among franchisees. Franchisor-related factors like coercion of franchisees and education of franchisees strongly facilitate implementation.

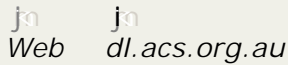

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