Mr Crump has a very successful crumpet making business in Shearingsville. It is a small local business with a loyal customer base. Mr Crump has seen the success of Subway and fancies getting in on the action. He decides that he wants to expand his business to generate more money.

Evaluate whether franchising his business is the best way for Mr Crump to expand and why. Consider the other methods of expansion available and the +/- of franchising.

