1. Define the following business terms:

Countrywide Grounds Maintenance

Countrywide Grounds Maintenance is a local Manchester business that took the decision back in 1985 to rapidly expand by adopting a Franchise model. The business is a gardening, landscape and maintenance firm with a focus on the corporate sector. Its clients include many blue-chip companies, charities and over 1500 schools, colleges and universities in the United Kingdom. The model allows entrepreneurs to establish their own franchise operations within tightly controlled territories across the UK. Most contracts are generated by Head Office in South Manchester, although franchisees are also welcome to establish their own client base too. [*http://www.countrywidegrounds.com/*](http://www.countrywidegrounds.com/)

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| Limited liability |  |
| Unlimited liability |  |
| Sole trader |  |
| Bankrupt |  |
| Franchising |  |

2. In order to establish a Countrywide Franchise, an entrepreneur will need to make an initial investment to purchase the rights to the territory and name. What are the different sources of funds that might be considered?

3. What are the advantages to the entrepreneur of purchasing a Countrywide franchise opportunity rather than setting up their own unique business?

4. What are the potential limitations to the entrepreneur in the longer-term?

5. What are the benefits to Countrywide Grounds Maintenance Ltd in operating a franchise model?