

Unit 1 & 4 CASE STUDY OF FRANCHISE BUSINESSES

Analytical and Report Writing Skills



4679\_PALLAVI DAUNDKAR ☆ ④ ① ②

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## PART I-FRANCHISING OUTLET

### • NAME-FOREVER 21

Forever 21, stylized as FOREVER 21, is an American fast fashion retailer headquartered in Los Angeles, California.

### • FOUNDER-Do Won Chang, Jin Sook Chang

• BRANCHES- Stores can be found throughout the U.S. and in Canada, Europe, Japan, Korea, and the Philippines. 794 Forever 21 stores  
Today there are 794 Forever 21 stores worldwide

• PRODUCTS N SERVICES OFFERED-The company sells accessories, beauty products, home goods and clothing for women, men and children.

### • PROCEDURE FOR OBTAINING FRANCHISE LICENCE.

Asst. Prof. Shanthi Fernandes

*Shanthi*

Most states and local governments require business owners to obtain a business license.



*JR*  
Principal Incharge  
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