



GEORGIA

International Franchise Association

Fast Facts



FRANCHISING®

Building local businesses,
one opportunity at a time.



GEORGIA BY THE NUMBERS

32,546 Locations
Number of franchise establishments in the state

338,400 Jobs
Number of people employed by franchised businesses

\$28.1 Billion Economic Output
Direct amount of money put into the economy by franchised businesses

Examples of Georgia-based franchisors

- TSS Photography
- Popeyes Louisiana Kitchen
- Arby's
- Carvel

Source: Economic Impact Study based on 2007 U.S. Census

The Franchise Business Model:

- Has created tens of thousands of American small business owners and millions of opportunities for American workers. For many entrepreneurs, franchising offers the “best of both worlds.”
- Allows business owners to gain from affiliating with an established brand and the proven processes that made it a success. At the same time, it allows them to maximize both return on their investments and control over their employees and wages.
- Is under attack at the federal level and at the state and local levels as well. A recent National Labor Relations Board ruling could destroy this time-tested business model and undermine decades of regulatory, legal and legislative precedents.

U.S. Franchise Facts

- Locally owned franchises are America’s hidden small businesses, with 780,000 establishments across the country.
- Franchising directly contributes \$890 billion in economic output, accounting for roughly 3% of private sector U.S. GDP.
- Franchising is a job-creating mechanism that not only offers opportunities to entrepreneurs but also supports more than 8.9 million direct jobs nationwide. *January 2015 forecast, IHS Economics*

Franchise Businesses: Good for America and Good for Local Communities

The International Franchise Association is the world’s oldest and largest organization representing franchising worldwide. Celebrating 50 years of excellence, education and advocacy, IFA works to protect, enhance and promote franchising through its government relations and public policy, media relations and educational programs.