

sprint review meeting. During the meeting, the team should demonstrate the product increment they have delivered and gather feedback from stakeholders.

**Sprint Retrospective:** After the sprint review, the team should hold a sprint retrospective meeting. During the meeting, the team should reflect on what went well during the sprint and what could be improved in the next sprint. Repeat: The team should repeat the process of planning, executing, reviewing, and reflecting on each sprint until the product backlog is completed.

**Conclusion.** So, we can see Scrum is not easy to implement. But having right approach and being conscious using it, you'll definitely get great outcomes.

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#### FRANCHISING AS A PROMISING TYPE OF BUSINESS

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*Резюме – цель данной статьи состоит в изучении общей сущности франчайзинга, а также в анализе его преимуществ и недостатков в качестве инструмента для ведения бизнеса, и рассмотрении специализации самого франчайзинга.*

*Resume – the purpose of this article is to study the general essence of franchising, as well as to analyze its advantages and disadvantages as a tool for doing business, and to consider the specialization of franchising itself.*

**Introduction.** Franchising is one of the few business development tools that has been effectively promoted on the market for a long time, as well as currently does not lose its popularity and is becoming more and more in demand on the market. It is used by legal entities and individual entrepreneurs who have a desire to start or expand their own business, but are afraid to take on a full-fledged entrepreneurial risk. Currently, many industries, such as audit companies, automotive services, catering, clothing stores, medical services, etc., use franchising as a form of business organization. The high adaptability of the franchising concept gives it a greater advantage over other business models.

**The main part.** Franchising has many advantages, but one of the main ones is the conditions of cooperation. By signing a franchise business contract, the franchisee gets a quick start thanks to a well-known brand or company, proven business methods and already familiar consumers who trust this name. But we

must not forget that when entering into an agreement with the franchisor puts forward a number of obligations, such as maintaining the quality of goods or services, which will be regularly checked. Also, one of the main elements of such a business is uniformity.

According to the type of network activity, its specialization, franchising is classified into four main types. The first and most popular type is the product franchise. The franchisee, otherwise known as the Franchisee, acquires the right to sell goods produced by the franchisor under its trademark. The franchise agreement defines the range of services and goods, sales rules and the use of the trademark. The second type of franchise is a service franchise. This type allows the franchisee to provide specific services under the franchisor's trademark. In this case, the franchisor provides its partner a full provision of equipment, as well as advertising and marketing. Together with the support of the partner the franchisor company controls the work of the partner to meet all the conditions of the contract. Another type of franchise is manufacturing franchising. It gives the right to produce and sell products under the franchisor's trademark. The franchisor must provide both the technology and the basic raw materials. This contract implies specific conditions and requirements for the production process, quality, quantity, sales plan, etc. There is also mixed franchising – a combination of product, service, or manufacturing franchising.

**Conclusion.** In conclusion, it should be said that franchising as a system of organizing entrepreneurial activity, in other words, a form of doing business, has a foundation for the start, further development and promotion of the franchise. It stimulates competition, consumer demand for high-quality goods. Thus, this type of business is promising.

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