

INDONESIAN COMMUNITY-STYLE ENTREPRENEURSHIP CONCEPT BASED ON LOCAL WISDOM APPROACH

Candra Wiyandra

Paramadina University, Indonesia
candarawiyandraa@gmail.com

Abstract

The existence of MSMEs can be the right solution to drive the lower middle class economy. In this case, becoming a partner of a franchise can be a way out for people who want to start entrepreneurship. Franchising is a marketing concept for expanding a network quickly. This system is considered to have several advantages related to funding, human resources and management, except for the willingness of various brand owners with other parties. Franchising is also considered as an effective distribution channel to bring products closer to consumers through a network of franchisees

Keywords: business, Sales experience, Daily consumer goods, Products, Sales

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