

**АГРОӨНЕРКӘСІПТІК КЕШЕН ЭКОНОМИКАСЫ
ЭКОНОМИКА АГРОПРОМЫШЛЕННОГО КОМПЛЕКСА
ECONOMICS OF THE AGRO-INDUSTRIAL COMPLEX**

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**FRANCHISING AS ONE OF THE TOOLS FOR ORGANIZING AND STRATEGIC
BUSINESS DEVELOPMENT IN THE REGIONS**

Abstract

Franchising is an effective tool for supporting entrepreneurship in rural regions, providing an opportunity for local entrepreneurs to launch and successfully run their own business with minimal risks. In this article, we will look at the specifics of using franchising in rural areas, identify the advantages of this model for business development and analyze the challenges faced by entrepreneurs in rural regions when implementing franchise projects. Franchising, as a business model, is an effective mechanism for the development of entrepreneurship not only in large cities, but also in rural regions. This article examines the role and importance of franchising as a tool to support entrepreneurship in rural areas.

The peculiarities of rural regions, such as limited access to resources and services, low level of infrastructure and limited opportunities for independent business, make franchising especially attractive for entrepreneurs in rural areas. It provides the opportunity to launch a business based on a ready-made template that includes a proven business model, training and support from the franchisor, as well as access to a wide audience of consumers thanks to a well-known brand. One of the main advantages of franchising for rural entrepreneurs is the opportunity to receive a ready-made business concept and support from the franchisor. This allows you to reduce risks when opening a new enterprise, gain access to proven business practices and a brand, which is especially important in conditions of limited resources and low competitiveness of rural areas.

However, in addition to the advantages, rural entrepreneurs also face a number of challenges when implementing franchise projects. This includes limited availability of financing, insufficient infrastructure, difficulties in attracting qualified personnel and the specifics of the agricultural services market. In conclusion, franchising is an important tool for the development of entrepreneurship in rural regions, contributing to improving the standard of living of the local population and the development of the region's economy. However, in order to maximize the potential of franchising in rural areas, it is necessary to take into account the peculiarities and challenges of this market and provide appropriate support from the state and the business community. Nevertheless, the development of franchising in rural areas can become an engine of economic growth and improve the quality of life of the population.

Keywords: Franchising, entrepreneurship, rural regions, business support, economic development, infrastructure, branding, sustainable development, financing, qualified personnel.

Introduction

Rural areas are an important part of the economic structure of many countries, playing a key role in agricultural production and ensuring food security. However, despite their importance, they often face various economic and social challenges, such as limited access to financial resources, low infrastructure, and limited opportunities for entrepreneurship development.

Rural areas have always been the cornerstone of many countries' economic development. For centuries, they have played a key role in ensuring food security, providing resources for agriculture and maintaining a vital link between the city and the countryside. However, today's rural regions face new challenges, such as a declining population, job losses, and lack of access to financial resources.

In this context, franchising as a business model can become an effective tool for supporting entrepreneurship in rural areas. Franchising is an agreement between a franchisee and a franchisor, under which an entrepreneur receives the right to use a brand, business model, and support from the franchisor in exchange for certain payments or commissions.

Franchising, as a business model, is an interesting and promising solution for rural entrepreneurs. Franchising allows entrepreneurs in rural areas to use successful business models developed by brands and gain access to the necessary resources and support to successfully launch and grow their businesses.

One of the main advantages of franchising for rural entrepreneurs is the ability to launch a business based on a ready-made template, which minimizes risks and increases the probability of success. Through the use of a proven business model and support from the franchisor, entrepreneurs in rural areas can gain access to experience and resources that may not be available when starting a business on their own.

As well as franchising for rural entrepreneurs, it is an opportunity to minimize risks when starting a new business. Entrepreneurs receive a ready-made business plan, proven working methods and support from the franchisor, which reduces the likelihood of failure and increases the chances of success.

In addition, franchising also contributes to the development of infrastructure and improving the level of service in rural areas. Launching new franchised businesses can attract investment in infrastructure development and create new jobs, which contributes to economic growth and improves the quality of life of the local population.

However, despite its many advantages, franchising in rural areas also faces a number of challenges. These include limited access to financial resources, insufficient infrastructure development, and difficulties in attracting qualified personnel. These factors can complicate the process of launching and developing franchised businesses in rural areas and require a comprehensive approach by public and private organizations.

However, in addition to its many advantages, franchising also presents certain challenges and limitations, especially in rural areas. Limited access to financial resources, insufficient infrastructure development and difficulties in attracting qualified personnel can all become obstacles to the successful development of a franchise business in rural areas.

Nevertheless, the deliberate use of franchising as a tool to support entrepreneurship in rural areas can have significant positive consequences for the economic development of the region and improve the quality of life of its residents. In this article, we will look at various aspects of franchising in the context of rural regions, identify its advantages and limitations, and consider possible ways to improve its effectiveness in this context.

Thus, franchising is a promising tool for the development of entrepreneurship in rural regions, which can help improve the economic situation and improve the standard of living of the population. However, to maximize the potential of franchising in rural areas, it is necessary to take into account the specifics of this market and provide appropriate support from the state and the business community.

Methods and materials

Literature analysis: Scientific articles, books, reports, and publications related to franchising, entrepreneurship, and rural areas are analyzed. This method provided an overview of the existing theoretical and practical aspects of franchising and its application in rural areas.

Empirical research: Surveys and interviews were conducted with entrepreneurs and franchisees in rural areas to assess their experience and views on the use of franchising as a tool for

entrepreneurship. This made it possible to collect primary data on the real experience of entrepreneurs and assess the advantages and limitations of franchising in rural regions firsthand.

Casestudy: Specific cases of successful franchising enterprises operating in rural regions are studied. This allowed us to analyze specific examples of using franchising in rural areas, identify successful strategies and factors contributing to their success.

Analysis of statistical data: Statistical data on the development of entrepreneurship and rural regions are analyzed to identify trends and features of the use of franchising in these regions. This made it possible to assess the current state and potential of franchising development in rural regions based on objective data.

The combination of these methods allowed us to gain a comprehensive understanding of the role and significance of franchising as a tool for supporting entrepreneurship in rural regions, as well as to identify the main factors affecting its effectiveness and possible development paths.

Results and discussion

Franchising is a business model that allows entrepreneurs to use successful brands and business models to launch and grow their own businesses. It is one of the most effective tools for organizing and strategic business development in the regions. In this article, we will look at how franchising contributes to business development in the regions, its advantages and challenges.

Franchising plays an important role in the development of regional entrepreneurship, as it provides an opportunity for local entrepreneurs to use ready-made business models and brands that have already proven their effectiveness in the market. This contributes to the creation of new jobs and the development of the local economy, as franchised businesses often require local staff and purchases from local suppliers.

State support plays a key role in the successful development of franchising in the regions. Governments can provide various support tools, such as subsidies, tax breaks, training, and advice, to help local entrepreneurs successfully enter the franchise market and grow their businesses.

Franchising provides entrepreneurs with the opportunity to use a ready-made business format, which reduces the time and cost of developing and launching a new business. This is especially important for regional entrepreneurs, who often face limited resources and access to experts.

In addition, franchising provides access to a proven business model and brand, which increases the likelihood of business success in the regions. This makes franchising an attractive option for entrepreneurs looking to minimize risks and increase their chances of success.

One of the main advantages of franchising for regional entrepreneurs is access to a ready-made business model and support from the franchisor. This allows you to reduce the time required to launch a business and minimize the risks associated with its development. In addition, many franchise networks provide training and advice to their franchisees, which helps them grow their business and achieve success.

The introduction of modern technologies can also significantly increase the efficiency and competitiveness of franchised enterprises in the regions. The use of digital tools for process automation, inventory management, and marketing reduces costs and improves the quality of service, which contributes to increased profits and business growth.

However, despite its many advantages, franchising also faces challenges in the regions. Insufficient infrastructure, limited access to financial resources, and a lack of qualified personnel can hinder the successful development of franchised businesses.

However, the presence of a strong regional market and the potential for business growth make the regions an attractive place for franchising development. Thanks to an integrated approach to solving challenges and using modern technologies, franchising can become an important tool for organizing and strategically developing business in the regions.

However, franchising also faces a number of challenges in the regions, such as limited access to financial resources and qualified personnel, as well as weak infrastructure. To overcome these challenges, a comprehensive strategy is needed, including state support, development of

infrastructure and educational programs, as well as the creation of financial support mechanisms for regional entrepreneurs.

Establishing partnerships with local communities and organizations is an important aspect of successful franchising development in the regions. Cooperation with local businesses, educational institutions, and non-profit organizations can help create a favorable business environment and increase customer loyalty.

Finally, for successful franchising development in the regions, it is necessary to create suitable infrastructure, including the development of a transport network, access to communications and energy resources, as well as ensuring the availability of financial services for local entrepreneurs.

Franchising in Kazakhstan is actively developing due to the stable economic situation in the country and the desire of its residents for entrepreneurship. Over the last period, the turnover of companies operating under the franchise model has significantly increased, about 40 billion tenge at the national exchange rate.

However, it is impossible to single out a specific business sector that would be most in demand in Kazakhstan. Franchising is popular in education, food service, and retail. In recent months, there has also been an increased interest in public services.

Franchising in Kazakhstan can be classified into local and international. Local franchises have the advantage of adapting the business model to the mentality of the local population. While franchises with a foreign head office are also in demand, despite the difficulties of adaptation.

Difficulties in buying a franchise in Kazakhstan include analyzing the market for competition and demand, as well as the need to assess the possibility of attracting investment and assess regional characteristics.

In addition, it is important to consider both the advantages and disadvantages of acquiring foreign franchises. Among them - the possibility of restrictions in making independent decisions, differences in mentality and reputational risks.

Before making a decision to buy a franchise in Kazakhstan, it is necessary to carefully study the franchising company and its existing partners in the local market. The presence of existing branches and successful points of sale in the country will help to assess the viability of the business model and predict its success in the new environment.

Franchising in Kazakhstan is a dynamically developing form of business, which involves both local entrepreneurs and foreign companies. This type of entrepreneurship is becoming increasingly popular due to the growing economic stability in the country and the active interest in entrepreneurship among the population.

The total turnover of franchised enterprises in the agricultural sector of Kazakhstan has grown significantly over the past year, which indicates a growing interest in this form of business. The variety of areas in which franchised businesses operate underlines its versatility and adaptability to various sectors of the economy.

It is important to note two main types of franchising in Kazakhstan: local and foreign. Local franchises have certain advantages, such as a better understanding of the needs and preferences of the local population, which contributes to a more successful adaptation of the business model. On the other hand, franchises with a foreign head office often offer a wide range of proven business models and technologies.

Despite the growing interest in franchising in the country, there are a number of obstacles that potential franchisees face. This includes market analysis of competition and demand levels, assessment of investment costs and risks associated with adapting foreign business models to local conditions.

However, among the many challenges, there are also significant prospects for the development of franchising in Kazakhstan. The country is considered to be developing and dynamic, which creates a favorable environment for the growth of the franchise business. With the right approach and adequate risk assessment, franchising can become an effective tool for organizing and strategically developing business in the regions of Kazakhstan.

Conclusions

Franchising is an effective tool for organizing and strategic business development in the regions. It allows entrepreneurs to use successful brands and business models to launch and grow their own businesses, minimizing risks and increasing the likelihood of success. However, to maximize the potential of franchising in the regions, it is necessary to address challenges such as limited access to resources and personnel, and develop innovative approaches to business development.

Franchising is an important tool for organizing and strategic business development in the regions. It contributes to the creation of new jobs, the development of the local economy and the improvement of the standard of living of the population. However, to maximize its potential in the regions, it is necessary to take into account the peculiarities of the local market and overcome the challenges faced by entrepreneurs in the regions.

Franchising is a powerful tool for organizing and strategic business development in the regions. It contributes to the creation of new jobs, the development of the local economy and the improvement of the standard of living of the population. However, to maximize its potential, it requires a comprehensive impact from the state, entrepreneurs and society as a whole. The development of franchising in the regions requires joint efforts to create a favorable business environment, support local entrepreneurs and develop infrastructure.

Consider the analysis of franchising as a tool for organizing and strategic business development in the agricultural sector of the Republic of Kazakhstan:

Trends in the development of franchising in the agricultural sector: An analysis of the volume and dynamics of development of franchised enterprises in the agricultural sector of Kazakhstan will allow us to assess the current state of this market segment and its potential for further development.

Features of franchising in the agricultural sector: Studying the features of franchising in agriculture, such as types of enterprises, brands, business models and features of interaction with franchisors, will reveal the specifics of this market segment.

Advantages and limitations of franchising in the agricultural sector: An analysis of the advantages and limitations of franchising for agricultural entrepreneurs will help assess its effectiveness as a tool for organizing and strategic business development in the agricultural sector.

Trends in the use of modern technologies: Studying the level of application of modern technologies in agricultural franchising, such as digitalization, automation of production processes and data management, will help to assess the technological equipment of this market segment and its potential for growth and development.

State support and regulation: An analysis of existing programs and measures of state support for franchising in the agricultural sector, such as subsidies, loans, training and advice, as well as regulation of relations between franchisors and franchisees, will help to assess the impact of state policy on the development of this market segment.

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ФРАНЧАЙЗИНГ КАК ОДИН ИЗ ИНСТРУМЕНТОВ ОРГАНИЗАЦИИ И СТРАТЕГИЧЕСКОГО РАЗВИТИЯ БИЗНЕСА В РЕГИОНАХ

Аннотация

Франчайзинг является эффективным инструментом поддержки предпринимательства в сельских регионах, предоставляя возможность местным предпринимателям запускать и успешно вести собственный бизнес при минимальных рисках. В данной статье мы рассмотрим особенности использования франчайзинга в сельской местности, выявим преимущества данной модели для развития бизнеса и проанализируем вызовы, с которыми сталкиваются предприниматели в сельских регионах при осуществлении франчайзинговых проектов.

Франчайзинг, как модель бизнеса, представляет собой эффективный механизм развития предпринимательства не только в крупных городах, но и в сельских регионах. В данной статье рассматривается роль и значение франчайзинга как инструмента поддержки предпринимательства в сельских районах.

Особенности сельских регионов, такие как ограниченный доступ к ресурсам и услугам, низкий уровень инфраструктуры и ограниченные возможности для самостоятельного бизнеса, делают франчайзинг особенно привлекательным для предпринимателей в сельской местности. Он предоставляет возможность запуска бизнеса на основе готового шаблона, включающего проверенную бизнес-модель, обучение и поддержку со стороны франчайзора, а также доступ к широкой аудитории потребителей благодаря известному бренду.

Одним из главных преимуществ франчайзинга для сельских предпринимателей является возможность получения готового бизнес-концепта и поддержки со стороны франчайзора. Это позволяет снизить риски при открытии нового предприятия, получить доступ к проверенным бизнес-практикам и бренду, что особенно важно в условиях ограниченных ресурсов и невысокой конкурентоспособности сельской местности.

Однако, помимо преимуществ, сельские предприниматели также сталкиваются с рядом вызовов при осуществлении франчайзинговых проектов. Это включает в себя ограниченную доступность финансирования, недостаточную развитость инфраструктуры, сложности в привлечении квалифицированных кадров и особенности рынка сельскохозяйственных услуг.

В заключение, франчайзинг является важным инструментом развития предпринимательства в сельских регионах, способствующим повышению уровня жизни местного населения и развитию экономики региона. Однако, для максимизации потенциала франчайзинга в сельской местности необходимо учитывать особенности и вызовы данного рынка и предоставлять соответствующую поддержку со стороны государства и бизнес-сообщества.

Тем не менее, развитие франчайзинга в сельских районах может стать двигателем экономического роста и улучшения качества жизни населения. Продуманная государственная поддержка, совместно с инициативами бизнес-сообщества, может способствовать масштабному распространению франчайзинговых моделей в сельской местности, создавая новые рабочие места, повышая уровень доходов и обеспечивая устойчивое развитие регионов.

Ключевые слова: Франчайзинг, предпринимательство, сельские регионы, поддержка бизнеса, развитие экономики, инфраструктура, брендинг, устойчивое развитие, финансирование, квалифицированные кадры.

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ФРАНЧАЙЗИНГ ӨНІРЛЕРДЕГІ БИЗНЕСТІ ҰЙЫМДАСТЫРУ ЖӘНЕ СТРАТЕГИЯЛЫҚ ДАМУ ТҰРАЛЫ ҚҰРАЛДАРЫНЫҢ БІРІ РЕТІНДЕ

Аңдатпа

Франчайзинг ауылдық өңірлердегі кәсіпкерлікті қолдаудың тиімді құралы болып табылады, бұл жергілікті кәсіпкерлерге ең аз тәуекелдермен өз бизнесін ашуға және табысты жүргізуге мүмкіндік береді. Бұл мақалада біз ауылдық жерлерде Франчайзингті пайдалану ерекшеліктерін қарастырамыз, бизнесті дамыту үшін осы модельдің артықшылықтарын анықтаймыз және франчайзингтік жобаларды жүзеге асыру кезінде ауылдық аймақтардағы кәсіпкерлердің алдында тұрған қиындықтарды талдаймыз.

Франчайзинг бизнес моделі ретінде ірі қалаларда ғана емес, ауылдық өңірлерде де кәсіпкерлікті дамытудың тиімді тетігін білдіреді. Бұл мақалада франчайзингтің ауылдық жерлерде кәсіпкерлікті қолдау құралы ретіндегі рөлі мен маңызы қарастырылады.

Ресурстар мен қызметтерге қол жетімділіктің шектелуі, инфрақұрылымның төмен деңгейі және өзін-өзі басқаратын Бизнесінің шектеулі мүмкіндіктері сияқты ауылдық аймақтардың ерекшеліктері Франчайзингті ауылдық кәсіпкерлер үшін ерекше тартымды етеді. Ол дәлелденген бизнес үлгісін, Франчайзердің оқытуы мен қолдауын және танымал брендтің арқасында тұтынушылардың кең аудиториясына қол жеткізуді қамтитын дайын үлгі негізінде бизнесті бастау мүмкіндігін ұсынады. Ауыл кәсіпкерлері үшін франчайзингтің басты артықшылықтарының бірі-дайын бизнес-тұжырымдама алу және Франчайзердің қолдауы. Бұл жаңа кәсіпорын ашқан кезде тәуекелдерді азайтуға, дәлелденген бизнес-практикаларға және брендке қол жеткізуге мүмкіндік береді, бұл әсіресе шектеулі ресурстар мен ауылдың бәсекеге қабілеттілігі төмен жағдайларда маңызды. Алайда, артықшылықтардан басқа, ауыл кәсіпкерлері Франчайзингті жүзеге асыру кезінде бірқатар қиындықтарға тап болады.

Қорытындылай келе, франчайзинг жергілікті халықтың өмір сүру деңгейін арттыруға және өңір экономикасын дамытуға ықпал ететін ауылдық өңірлерде кәсіпкерлікті дамытудың маңызды құралы болып табылады. Ауылдық жерлерде франчайзингтің әлеуетін барынша арттыру үшін осы нарықтың ерекшеліктері мен сын-тегеуріндерін ескеріп, мемлекет пен бизнес-қоғамдастық тарапынан тиісті қолдау көрсету қажет. Алайда, ауылдық жерлерде франчайзингтің дамуы экономикалық өсу мен халықтың өмір сүру сапасын жақсартудың қозғаушы күші бола алады. Ойластырылған мемлекеттік қолдау, бизнес-қоғамдастық бастамаларымен бірлесіп, жаңа жұмыс орындарын құру, кіріс деңгейін арттыру және өңірлердің тұрақты дамуын қамтамасыз ету арқылы ауылдық жерлерде франчайзингтік модельдердің кең таралуына ықпал ете алады.

Түйінді сөздер: Франчайзинг, кәсіпкерлік, ауылдық аймақтар, бизнесті қолдау, экономиканы дамыту, инфрақұрылым, брендтеу, тұрақты даму, қаржыландыру, біліктілік