

Regular vs. Digital Franchising

A comparative analysis of traditional brick-and-mortar models versus the modern global digital franchising shift.

Model Comparison Matrix

Feature	Regular Franchising	Digital Franchising
Market Reach	Local / Regional	Global
Income Streams	Single / Limited	Multiple / Diverse
Office / Space	Physical Location Required	No Office Required
Staffing	Employees Needed	No Employees Needed
Overhead Expenses	High (Rent, Utilities, Insurance)	No Expenses

The digital franchising model represents a significant evolution in entrepreneurship, offering unparalleled scalability without the traditional burdens of physical overhead and staffing constraints.