The Impact of Franchising in:

GEORGIA

Presented by: IFA INTERNATIONAL FRANCHISE ASSOCIATION

As one of the top 10 states for franchise growth, Georgia is home to several household franchise brands and thousands of franchise small businesses serving every community.

32,729

Franchise Locations

2.2%

Franchise Location Growth Rate

345,491

Franchise Employees

$36.5 Billion

in Economic Output

NOTABLE GEORGIA FRANCHISE BRAND:

Chick-fil-A, Inc.

THE FRANCHISE BUSINESS MODEL:

- **Supports business growth** by expanding access to small business ownership in local communities.
- **Drives innovation, job creation, and prosperity** in every corner of the country.
- Uniquely provides **entrepreneurial opportunities for people from all walks of life**, especially minorities, veterans and woman.
- Opens the door to the **American Dream**.

U.S. FRANCHISE FACTS:

- Franchise businesses provide **2x as many jobs** as non-franchise businesses and drive **1.4x higher sales.**
- **Over 82% of franchisees** own only one unit.
- There are approximately **832,000 franchise establishments** in the U.S. that provide over **8.9 million direct jobs.**
- Franchising spans **300 industries** and provides **$907 billion** in economic output for the U.S. economy.
- **64%** of franchisees **are first-time business owners**

About the IFA:

Celebrating over 60 years of excellence, education, and advocacy, the International Franchise Association (IFA) is the world's oldest and largest organization representing franchising worldwide. IFA works through its government relations and public policy, media relations, and educational programs to protect, enhance and promote franchising. IFA members include franchise companies in over 300 different business format categories, individual franchisees, and companies that support the industry in marketing, law, technology, and business development.

International Franchise Association
1201 New York Ave NW, Suite 300A | Washington, DC 20005

www.franchise.org