

The Local Impact of Franchising in: **MISSISSIPPI**



Presented by:



7,259

Franchise Locations

76,814

Franchise Employees

\$7.4 Billion

in Franchise Revenue

NOTABLE MISSISSIPPI FRANCHISE BRAND:

Magnolia Soap and Bath

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.

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 **2.3x as many jobs** as non-franchise businesses and drive 1.8x higher sales.
- **Over 81% of franchisees** own only one unit.
- There are approximately **831,000** franchise establishments in the U.S. that provide over **8.8 million direct jobs**.
- Franchising spans **300 industries** and provides **\$897 billion** in economic output for the U.S. economy.
- Nearly **one-third of franchisees** say they wouldn't own their own business without franchising.