**Table 2**: Sample Facts

|  |  |
| --- | --- |
| **Group** | **Sample collection** |
| Franchisee Association | 4 Directors |
| São Paulo City (Franchisee) | 2 Franchisees |
| Metropolitan Region of São Paulo (Franchisee) | 2 Franchisees |
| ABC Region of São Paulo (Franchisee) | 2 Franchisees |
| Franchisor | Brand Manager |

**Source**: Elaborated by the authors