**Table 2. Trigger for the Decision on Franchising**

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| **Company** | **Trigger** |
| A | Many outlets performing collection and the franchise law were the triggers. |
| B | Already worked exclusively with many outlets and noticed standardization in the system. |
| C | Customers wanted to rent instead of buying, noticing revenue growth in the system. |
| D | Entry of a new partner. |
| E | Opportunity in a different business and reduction of the reliance on employees. |
| F | Saw an opportunity after the visit of a specialized consultant. Status. |
| G | Extremely low profit margin in the industry, search for alternative. |
| H | Customers asked. Status. |
| I | Exporting company was affected by the variations in the US currency. |

Source: Elaborated by the authors.