

**franchise**['fræntʃaɪz] *n*

1. право участвовать в голосовании, право голоса
2. 1) привилегия, предоставленная фирмой какому-л. лицу на продажу её товара (со скидкой)  
2) таможенное разрешение на беспошлинный провоз грузов
3. привилегия, льгота *или* особое право, предоставляемые правительством *или* монархом
4. *смрх.* франшиза

**franchise**

Oxford Advanced Learners Dictionary 8th Ed.

**fran·chise** [franchise franchises franchised franchising] **noun, verb** BrE['fræntʃaɪz] <sup>1</sup> NAmE ['fræntʃaɪz] <sup>2</sup>**noun**

1. **countable, uncountable** formal permission given by a company to sb who wants to sell its goods or services in a particular area; formal permission given by a government to sb who wants to operate a public service as a business
  - a **franchise agreement /company**
  - a catering/rail franchise
  - In the reorganization, Southern Television lost their franchise.
  - to operate a business **under franchise**
2. **countable** a business or service run under **franchise**
  - They operate franchises in London and Paris.
  - a burger franchise
3. **uncountable (formal)** the right to vote in a country's elections
  - universal adult franchise
  - The 1918 Reform Act extended the franchise to women over 30.

**see also** ↑enfranchiseWord Origin:

Middle English (denoting a grant of legal immunity): from Old French, based on **franc**, **franche** 'free', from medieval Latin **francus** 'free'. Sense 3 dates from the late 18th cent. and senses 1 and 2 from the 20th cent.

Collocations:**Business***Running a business*

**buy/acquire/own/sell** a company/firm/franchise  
**set up/establish/ start/start up/launch** a business/company  
**run/operate** a business/company/franchise  
**head/run** a firm/department/team  
**make/secure/win/block** a deal  
**expand/grow/build** the business  
**boost/increase** investment/spending/sales/turnover/earnings/exports/trade  
**increase/expand** production/output/sales  
**boost/maximize** production/productivity/efficiency/income/revenue/profit/profitability  
**achieve/maintain/sustain** growth/profitability  
**cut/reduce/bring down/lower/slash** costs/prices  
**announce/impose/make** cuts/cutbacks

*Sales and marketing*

**break into/enter/capture/dominate** the market  
**gain/grab/take/win/boost/lose** market share  
**find/build/create** a market for sth  
**start/launch** an advertising/a marketing campaign  
**develop/launch/promote** a product/website  
**create/generate** demand for your product  
**attract/get/retain/help** customers/clients  
**drive/generate/boost/increase** demand/sales  
**beat/keep ahead of/out-think/outperform** the competition  
**meet/reach/exceed/miss** sales targets

*Finance*

**draw up/set/present/agree/approve** a budget  
**keep to/balance/cut/reduce/slash** the budget  
**be/come in below/under/over/within** budget  
**generate** income/revenue/profit/funds/business  
**fund/finance** a campaign/a venture/an expansion/spending/a deficit  
**provide/raise/allocate** capital/funds  
**attract/encourage** investment/investors  
**recover/recoup** costs/losses/an investment  
**get/obtain/offer sb/grant sb** credit/a loan  
**apply for/raise/secure/arrange/provide** finance

*Failure*

**lose** business/trade/customers/sales/revenue

accumulate / accrue / incur / run up debts  
 suffer / sustain enormous / heavy / serious losses  
 face cuts / a deficit / redundancy / bankruptcy  
 file for / (NAme) enter / avoid / escape bankruptcy  
 (BrE) go into administration / liquidation  
 liquidate / wind up a company  
 survive / weather a recession / downturn  
 propose / seek / block / oppose a merger  
 launch / make / accept / defeat a takeover bid

Example Bank:

- Catering in the schools is run on a franchise basis.
- He had to exercise the franchise on behalf of other council members.
- He runs a local pizza franchise.
- It was decided that all men in the armed forces should qualify for the franchise.
- TV franchises will be auctioned to the highest bidder.
- The ITV licensee lost its franchise to Carlton TV.
- The company has just won a television franchise.
- The diving school has acquired a franchise for scuba equipment.
- The franchise was awarded to a French company.
- The franchise was later extended to all adults over eighteen.
- the company that holds the franchise for the south-east of the country
- the fight for a universal franchise
- He's got a job as manager of a burger franchise.
- The company operates the South Eastern commuter rail franchise.
- They operate the business under franchise.
- a catering franchise in the fast-food industry

Derived Word ↑franchising

verb usually passive ~ sth (out) (to sb/sth)

to give or sell a ↑franchise (1) to sb

- Catering has been franchised (out) to a private company.
- franchised restaurants

Verb forms:

verb forms	
present simple	
I / you / we / they	franchise
	BrE / 'fræntʃaɪz/
	NAme / 'fræntʃaɪz/
he / she / it	franchises
	BrE / 'fræntʃaɪzɪz/
	NAme / 'fræntʃaɪzɪz/
past simple, past participle	franchised
	BrE / 'fræntʃaɪzd/
	NAme / 'fræntʃaɪzd/
-ing form	franchising
	BrE / 'fræntʃaɪzɪŋ/
	NAme / 'fræntʃaɪzɪŋ/

Word Origin:

Middle English (denoting a grant of legal immunity): from Old French, based on franc, franche 'free', from medieval Latin francus 'free'. Sense 3 dates from the late 18th cent. and senses 1 and 2 from the 20th cent.

Example Bank:

- The catering has been franchised (out) to a private company.

**franchise**

Longman DOCE 5th Ed. (En-En)

I. **franchise**<sup>1</sup> /'fræntʃaɪz/ BrE<sup>1</sup> AmE<sup>1</sup> noun

[Date: 1300-1400; Language: Old French; Origin: franchir 'to set free', from franc; ⇒ ↑frank<sup>1</sup>]

1.

a) [uncountable and countable] permission given by a company to someone who wants to sell its goods or services:

- a franchise holder
- a franchise agreement

under (a) franchise

- The beer is brewed under franchise.

b) [countable] a business, shop etc that is run under franchise

2. [countable] *American English* a professional sports team
3. [uncountable] *formal* the legal right to vote in your country's elections

II. **franchise**<sup>2</sup> BrE<sup>2</sup> AmE<sup>2</sup> verb [transitive]

to give or sell a franchise to someone

**franchise**

12500 **6835**<sup>MCW</sup>

15000 **3214**<sup>COCA</sup>

RANGE: **5k** **FRANCHISE** <sup>7510</sup>

franchise <sup>5422</sup>

franchises <sup>1399</sup>

enfranchise <sup>13</sup>

enfranchises <sup>0</sup>

enfranchised <sup>64</sup>

enfranchising <sup>10</sup>

enfranchisements <sup>75</sup>

enfranchisements <sup>0</sup>

franchisee <sup>151</sup>

franchisees <sup>376</sup>

**COCA 500k Unlemmatized**

2922 **6810**<sup>5245</sup> *nn1*

93 **69924**<sup>117</sup> *vv0*

53 **99057**<sup>60</sup> *vvi*

---