

## ABSTRACT

To show off on doing of doing daily business people to do through various ways such as, could be with has teamed up with parties of foreign currency bank deposits, or therefore we need cooperation with foreign parties, could it be possible to to personal interest or doing so in order to the interests of the company, one of the ways it is a franchise occurring in a term strangers so called with a franchise as a the choice to promoting growth a business as the a form of the development of business.

This research discussed the issue of review of the activity of the role of Franchisor. The purpose of this research know what part franchisor to successful a business venture Franchise UMKM Zuppa Zip.

This research discussed the issue of review of the activity of the role of Franchisor. The purpose of this UMKM research know what part Franchisor to successful a business venture Franchise Zuppa Zip. A method of was used in the study of a quantitative approach with the methods descriptive and use a line the continuum of. Data collection was carried out in a scattering manner of the questionnaire was to the franchise business partners Zuppa Zip to the total number of unsupported sample that have been known as many as 33 of respondents are the same based on the calculation of what is the formula slovin.

Key words: Franchisor, *Franchisee*, Franchise, Success Bussiness