

COMPUTER READABLE MEDIUM AND METHOD FOR FRANCHISE

FIELD OF INVENTION: The present invention relates to the field of franchising, particularly though not exclusively for beauty pageants.

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BACKGROUND OF THE INVENTION:

Franchising is a well-known arrangement where a franchisee is given the right to use a firm's business model and brand for a prescribed period of time. For the franchisor, the franchise is an alternative to building chain stores to distribute goods thereby involving investments and liabilities of a chain. The franchisee is likely to have a greater incentive than as a direct employee because he or she has a direct stake in the business. Thus by franchising, a long-term cooperative relationship may be established between a franchisor and one or more franchisees. The franchise is typically based on an agreement in which the franchisor provides a licensed privilege to the franchisee to do business.

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Several countries have laws that explicitly regulate franchising or have a direct or indirect impact on franchising.

The present invention provides a disruptive computer readable medium and method of selling franchises, with better transparency and easier enforcement of regulations.

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SUMMARY OF THE INVENTION

According to a first aspect, non-transitory computer readable medium for a website is provided. The computer readable medium comprising:

stored computer-readable instructions for causing a computer processor with server support to perform operations comprising:

e-storing franchise information as provided by a franchisor;
providing public access to the franchise information;
enabling online registration of an individual or group for franchising that is based on the franchise information; and

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allowing the individual or group to become a franchisee. The entire business and contractual chain and process of providing product information, choice selection, contractual terms, invitation to treat, offer, acceptance, contract, purchase, payment and inception of franchisee by franchisor into the franchise is conducted through a website

The computer readable medium can benefit the franchisor as well as the current or prospective franchisees as it improves the credibility of the process of franchising. The medium and method provide a better transparency to the process of franchising and easier ways of enforcing the regulations. Advantageously, the medium reaches out to a much larger number of franchisees in terms of disseminating information or advertising, enabling communication, registration and sale as opposed to the conventional method of selling franchises via halo effect or by providential meetings between franchisor and franchisees. This aspect is also helpful in generating general awareness in the public in the interest of promoting several kinds of related businesses.

According to an embodiment, the franchise information is specific to a beauty pageant. This is advantageous as beauty pageants are large scale events of wide scale interest involving a large number and spread of professionals along with other interested business parties. The medium provides access to all and allows networking as well.

According to another embodiment, the medium further comprises a **first means**, the operations further comprise:

deploying the first means to limit the franchise to only pre-specified citizen(s).

Advantageously, the franchise can only be awarded for and to the registrants' country / province / state and territory of citizenship, to prevent foreigners from taking franchises for a country they are not citizens of.

According to another embodiment, the medium further comprises a **second means**, the operations further comprise:

deploying the second means to assign a franchise fee for the franchisee as based on at least one criterion from the following criteria:

- a) Gross Provincial Product (GPP) of the province / state of citizenship of the franchisee,
- b) One or both gender versions of the pageant franchise (Male or Female pageants),
- c) intra-national partitions of: cantons, communes, counties, departments, dependencies, districts, divisions, municipalities, parishes, prefectures, provinces, regions, states, subdivisions and territories of the country of citizenship of the franchisee, and
- d) tenure of the franchise.

Allowing sale of franchises based on a (GPP)-determined variable franchise fee scale is fair, proportionate and transparent as opposed to selling franchises that arbitrarily determine fixed or standard rates, regardless of territorial demography, economy and geography.

Advantageously the feature at c) helps to have every country, province and state franchisee explore, infiltrate and permeate the furthest of suburban towns and remotest of rural villages, from inner-city projects to far-flung tribal communities.

The feature at d) describes the fee to be dependent on the tenure of the franchise, namely that the franchise fee can be multiplied by the number of years of tenure.

10 According to another embodiment, the medium comprises:

a **third means**,

the operations further comprise:

deploying the third means to accept the registrant's offer to be franchisee or

deploying the third means to reject the registrant's offer to be franchisee.

15 This feature resides in the retention of the registrant's payment as a sign of acceptance of their offer or return / reversal of the registrant's payment as a sign of rejection of their offer.

According to another embodiment, the franchise information is selectable from the group consisting of:

- 20 a) annual event calendars,
b) brands' synopses,
c) territorial franchise fees and status reports,
d) present to future year business plans, and
e) tenures of the franchise.

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According to another embodiment, the medium further comprises a **fourth means**, the operations further comprise:

deploying the fourth means to identify multi-unit franchises that are based on at least one criterion from the group consisting of:

- 30 a) brands,
b) genres,
c) themes,

- d) titles,
- e) events; and

deploying the fourth means to allow the franchising of the multi-unit franchise.

These criteria advantageously offer a better business potential to the franchisor and a better
5 choice to the franchisees as opposed to selling franchises that are single stand-alone brands
lacking in commercial choice and volume. These criteria also broaden the business choice for
franchisees and business volume for the franchisor.

10 According to another embodiment, the medium further comprises a **fifth means**, the
operations further comprise:

deploying the fifth means to allow the selection under each subdomain of at least one
criterion from the group comprising of:

- a) Age group of the participants,
- b) Cultural and social community and group of the participants.

15 This feature resides in the ability to select a franchise for the intended age group of the
participants to the event, among different groups ranging from 14 to 60 years old, and taking
into account the cultural and social background of the intended group of participants, being
conservative, mainstream, handicapped, or of a particular identity or sexual orientation.

20 According to another embodiment, the medium further comprises a **sixth means**, the
operations further comprise:

deploying the sixth means to allow e-award as selectable from the group consisting of:

- a) certification to the franchisees,
- 25 b) membership of the franchisees,
- c) assurance and guarantee of authenticity / legitimacy / validity of the franchise, and
- d) revalidation and verification of the franchises via annual reunion.

This feature of allowing e-award is advantageous as opposed to the conventional way of
selling franchises which are vulnerable to counterfeit, deception, fraud, imitation and
30 impersonation. This feature provides assurance and guarantee of authenticity, legitimacy and
validity of the franchise.

According to another embodiment, the medium further comprises a **seventh means**, the
operations further comprise:

35 deploying the seventh means to identify bodies selectable from the group consisting of:

a) experienced and qualified choreographers / directors / impresarios / producers,
b) event organizers / fashion show producers / model agency businesses; and
deploying the seventh means to allow a franchise that gives business opportunities to the bodies.

- 5 This feature of identification of professionals for allowing the franchise is advantageous as opposed to the conventional way of selling franchises to non-professionals.

According to another embodiment, the medium further comprises an **eighth means**, the operations further comprise:

- 10 deploying the eighth means to allow franchises which are business extensions of franchisees' current businesses.

This is an advantageous feature as the sale requires minimal capital investment and business modification, utilizing existing business equipment, facilities, human resource and premises, as opposed to selling franchises that require franchisor-directed corporate and premise
15 construction or restructuring along with recurrent purchase of stocks. This feature thus helps in lowering such barriers of entry into the industry.

According to another embodiment, the medium further comprises a **ninth means**, the operations further comprise:

- 20 deploying the ninth means to provide teaching or training materials for the franchisees, the materials being related to at least one from the group consisting of:

- a) event advertising,
b) brand building,
c) choreography,
25 d) marketing,
e) organization,
f) production,
g) promotion,
h) publicity,
30 i) sponsorship acquisition, and
j) talent recruitment.

This feature of teaching / training is advantageous as it assists the franchisees in aligning with the requirements and styles of the franchisor as opposed to selling franchises that set

franchisees' boats adrift. The prior experience of the franchisor in the related field is also utilized, which is in the business interest of both the franchisor and franchisee. This feature helps to impart commercial and industrial knowledge to franchisees for them to duplicate and replicate the business system of the franchisor.

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Advantageously, according to another embodiment the medium further comprises a tenth **means**, the operations further comprise:

deploying the tenth means to allow the franchise as a business instrument / machinery for a range of products and services related to beauty / fashion / lifestyle, the business instrument / machinery being selectable from the group consisting of:

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- a) advertising,
- b) branding,
- c) marketing,
- d) promotion,
- 15 e) publicity, and
- f) sponsorship.

This way contestants such as in a beauty pageant need not have to pay for their joining fees or raise their own funds for accommodations, travel and wardrobe and the kind due to the franchisor and franchisee's lack of business acumen to utilize sponsorship. With the financial constraint eliminated / reduced, this feature will ensure a better choice and number of contestants. This feature helps in lowering the barriers of entry to contestants, improving their quality and increasing their quantity, through the removal of financial burdens, constraints and obstacles.

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According to another embodiment, the medium further comprises an eleventh **means**, the operations further comprise:

deploying the **eleventh** means to allow the franchise wherein the franchisor provides features from the group consisting of:

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- a) media products, and
- b) transfer of business services and systems of administrative templates / corporate policies / industrial expertise / information / knowledge / operational procedures / production methods / technology / trade secrets.

This feature is advantageous as it helps to sell and transfer a comprehensive business model and system as opposed to selling franchises that are, conventionally, currently and traditionally, in the pageant industry, mere namesakes.

5 According to another embodiment, the medium further comprises a **twelfth means**, the operations further comprise:

deploying the twelfth means to provide a franchise that incorporates the sale of sub-franchises.

10 This feature allows the sale of franchises that incorporate the re-selling of sub-franchises within cantons, communes, counties, departments, dependencies, districts, divisions, municipalities, parishes, prefectures, provinces, regions, states, subdivisions and territories of countries. This feature incentivizes the expansion and extension of franchise exploration, infiltration and permeation, using the economics of cost offset, as opposed to selling franchises that do not allow the re-selling of sub-franchise rights.

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According to another embodiment, the medium further comprises a **thirteenth means**, the operations further comprise:

deploying the thirteenth means to provide franchises which award dedicated prizes to contestants of educational scholarships and professional contracts.

20 This feature advantageously promotes the mission of quest for experience, exposure, education and enlightenment, as opposed to selling franchises that give one-time rewards such as consumptive dead-end-use prizes of cars, cash and clothing only.

25 According to another embodiment, the medium further comprises a **fourteenth means**, the operations further comprise:

deploying the **fourteenth** means to e-store live events of contestants / pageants; and

deploying the fourteenth means to communicate the live events on a designated cable TV network.

30 This feature is advantageous particularly for franchises like beauty pageants which can be reached to a larger viewership for business as well as for exposure of talent.

According to a **second aspect**, a method for franchising on a website is provided. The corresponding advantages are as described under the first aspect.

The method employs a non-transitory computer readable medium containing stored computer-readable instructions and a computer processor with server support, the method comprising:

- 5 e-storing franchise information as provided by a franchisor;
providing public access to the franchise information;
enabling online registration of an individual or group for franchising that is based on the franchise information; and
allowing the individual or group to being a franchisee. The entire business and contractual
- 10 chain and process of providing product information, choice selection, contractual terms, invitation to treat, offer, acceptance, contract, purchase, payment and inception of franchisee by franchisor into the franchise is conducted through a website.

The franchise information may be specific to beauty pageants.

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The method may further employ a **first means** in the medium, the method comprises deploying the first means to limit the franchise to only pre-specified citizen(s).

The method may further employ a **second means** in the medium, the method comprises:

- 20 deploying the second means to assign a franchise fee to each franchisee based on at least one criterion from the group consisting of:

Gross Provincial Product (GPP) of the province / state of citizenship of the franchisee,
one or both gender versions of the pageant franchise (Male or Female pageants)), intra-national partitions of: cantons, communes, counties, departments, dependencies, districts,
25 divisions, municipalities, parishes, prefectures, provinces, regions and states, subdivisions and territories of a country of citizenship of the franchisee,
and tenure of the franchise.

- 30 The method may further employ a **third means** in the medium, the method comprises deploying the third means to accept the registrant's offer to be franchisee and
deploying the fourth means to reject the registrant's offer to be franchisee.

The franchise information may be selectable from the group consisting of annual event calendars, brands' synopses, territorial franchise fees and status reports, present to future year business plans, and tenures of the franchise.

5 The method may further employ a **fourth means** in the medium, the method comprises deploying the fourth means to identify multi-unit franchises that are based on at least one criterion from the group consisting of: brands, genres, themes, titles, events; and deploying the fourth means to allow the franchise of multi-unit franchises.

10 The method may further employ a **fifth means** in the medium, the method comprises deploying the fifth means to allow the selection under each subdomain of at least one criterion from the group comprising of: age group of participants, cultural and social community and group of participants.

15 The method may further employ a **sixth means** in the medium, the method comprises deploying the sixth means to allow e-award as selectable from the group consisting of: certification to the franchisees, membership to the franchisees, assurance and guarantee of authenticity / legitimacy / validity of the franchise, and revalidation and verification via annual reunion.

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The method may further employ a **seventh means** in the medium, the method comprises deploying the seventh means to identify bodies selectable from the group consisting of experienced and qualified choreographers / directors / impresarios / producers, event organizers / fashion show producers / model agency businesses; and deploying the seventh means to allow a franchise that gives business opportunities to the bodies.

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The method further employs an **eighth means** in the medium, the method comprises deploying the eighth means to allow franchises which are business extensions of franchisees' current businesses.

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The method may further employ a **ninth means** in the medium, the method comprises:

deploying the ninth means to provide teaching or training materials for the franchisees, the materials being related to at least one from the group consisting of: event advertising, brand building, choreography, marketing, organization, production, promotion, publicity, sponsorship acquisition, and talent recruitment.

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The method may further employ a **tenth means** in the medium, the method comprises deploying the tenth means to allow the franchise as a business instrument / machinery for a range of products and services related to beauty / fashion / lifestyle, the business instrument / machinery being selectable from the group consisting of: advertising, branding, marketing, promotion, publicity, and sponsorship.

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The method may further employ an **eleventh means** in the medium, the method comprises: deploying the eleventh means to allow the franchise wherein the franchisor provides features from the group consisting of: media products, and transfer of business services and systems of administrative templates / corporate policies / industrial expertise / information / knowledge / operational procedures / production methods / technology / trade secrets.

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The method may further employ a **twelfth means** in the medium, the method comprises: deploying the twelfth means to provide a franchise that incorporates the selling of sub-franchises.

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The method may further employ a **thirteenth means** in the medium, the method comprises: deploying the thirteenth means to provide a franchise which awards dedicated prizes to contestants of educational scholarships and professional contracts.

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The method may further employ a **fourteenth means** in the medium, the method comprises deploying the fourteenth means to e-store live events of contestants / pageants; and deploying the fourteenth means to communicate the live events on a designated cable TV network.

30 **BRIEF DESCRIPTION OF THE DRAWINGS**

Figure 1 is a block diagram of an embodiment of the invention

Figure 2 is a continuation of Figure 1.

Figure 3 is a continuation of Figure 2.

Figure 4 is a continuation of Figure 3.

DETAILED DESCRIPTION OF THE INVENTION

The following description presents an embodiment of the invention in sufficient detail to
5 allow a skilled person in the art to make and use the invention.

With reference to FIGs.1, 2 and 3, the present invention provides a non-transitory computer
readable medium **100** for a website. The computer readable medium uses stored computer-
readable instructions for causing a computer processor with server support to perform
10 operations like e-storing franchise information as provided by a franchisor, providing public
access to the franchise information, enabling online registration of an individual or group for
franchising based on the franchise information and allowing the individual or group to
become a franchisee. The entire business and contractual chain and process of providing
product information, choice selection, contractual terms, invitation to treat, offer, acceptance,
15 contract, purchase, payment and inception of franchisee by franchisor into the franchise is
conducted through a website. The franchise information may be any matter of interest such as
annual event calendars, brands' synopses, territorial franchise fees and status reports, present
to future year business plans, and tenures of the franchise and the like.

20 The embodiment shown relates to beauty pageant franchises though other types of franchises
are equally applicable. Contemporary beauty pageants typically focus on judging and
ranking the physical attributes of the contestants in addition to personality, intelligence,
talent, and answers to judges' questions. The organisers of each pageant may determine the
rules of the competition subject to common standards. The rules may include the age range of
25 contestants, may require the contestants to be unmarried, and be virtuous, be amateur, be
available for promotions, and the kind. The rules may also set the clothing standards in which
contestants will be judged. This embodiment of the invention specific to beauty pageants is
advantageous as beauty pageants are large scale events involving a wide spread of
professionals and other interested business parties and the medium provides access to all and
30 allows networking as well.

The **first means** to the **fourteenth means** in the following discussions refer to the related
hardware and software in the computer readable medium in order to execute the defined job
scope.

The 1st module **10** displays a **first means** for limiting the franchise for and to the registrants' country / province / state and territory of citizenship, to prevent foreigners from taking up franchises for a country they are not citizens of.

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The 2nd module **15** displays a **second means** to set a franchise fee based on certain criteria such as GDP, gender versions of the pageant franchise (Male or Female pageants), intra-national partitions and tenure of the franchise. Other criteria of interest may be added as well. The GDP-determined variable franchise fee scale may take into consideration territorial demography, economy and geography. The intra-national partitions allow every country, province and state franchisee explore, infiltrate and permeate the furthest of suburban towns and remotest of rural villages, from inner-city projects to far-flung tribal communities. The fee is made dependent on the tenure of the franchise, namely that the franchise fee may be multiplied by the number of years of the tenure.

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The 3rd module **20** displays a **third means** to accept the registrant's offer to be franchisee or reject the registrant's offer to be franchisee based on the accuracy, completeness and truthfulness of company and personal information registered by registrant franchisees.

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The 4th module **25** displays a **fourth means** for identifying a multi-unit franchise that is based on brands, genres, themes, titles, events; and for allowing the franchise of multi-unit franchises, for a better business potential to the franchisor and a better choice to the franchisees.

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The 5th module **30** displays a **fifth means** to allow the selection under each subdomain of at least one criterion from the group comprising of: age group of participants, cultural and social community and group of participants.

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The 6th module **35** displays a **sixth means** for e-awarding to the franchisees: certification, membership, assurance and guarantee of authenticity / legitimacy / validity, and revalidation and verification, with the intent to control counterfeit, deception, fraud, imitation and impersonation. This feature provides assurance and guarantee of authenticity, legitimacy and validity of the franchise.

The 7th module **40** displays a **seventh means** for identifying experienced and qualified choreographers / directors / impresarios / producers as well as event organizers / fashion show producers / model agency businesses; and allowing franchising that gives business opportunities to them, so as to encourage the professionals in the industry and thereby improving the related business standards.

The 8th module **45** displays an **eighth means** for allowing franchises which are business extensions of franchisees' current businesses, thereby cutting down on the capital investment and business modification, utilizing existing business equipment, facilities, human resource and premises, as opposed to selling franchises that require total corporate and office construction and restructuring.

The 9th module **50** displays a **ninth means** for providing teaching or training materials for the franchisees. In this embodiment, the teaching or training materials are related to event advertising, brand building, choreography, marketing, organization, production, promotion, publicity, sponsorship acquisition, and talent recruitment. Other materials may be included as well. The intent is to utilize the prior experience of the franchisor in the related field (commercial and industrial) and to help the franchisee to align with the requirements and styles of the franchisor instead of having to learn the trade ab initio.

The 10th module **55** displays a **tenth means** for allowing the franchise as a business instrument / machinery for a range of products and services to lower the financial burdens on the beauty pageant contestants, thereby improving the quality of the franchise.

The 11th module **60** displays an **eleventh means** for allowing the franchise wherein the franchisor provides media products and transfer of business services and systems, with the intent to sell and transfer a comprehensive business model and system.

The 12th module **65** displays a **twelfth means**, for providing a franchise that incorporates the selling of sub-franchises with the intent to have countries, provinces and states franchisees explore, infiltrate and permeate the furthest of suburban towns and remotest of rural villages, from inner-city projects to far-flung tribal communities.

The 13th module **70** displays a **thirteenth means** to provide a franchise which awards dedicated prizes to contestants such as educational scholarships and professional contracts and the like to promote experience, exposure, education and enlightenment.

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The 14th module **75** displays a **fourteenth means** for e-storing live events of contestants / pageants; and communicating them. The communication may be done on a designated cable TV network in order to reach a larger viewership for business as well as talent exposure. Other forms of communication may also be used. This feature is advantageous particularly for franchises like beauty pageants which can be reached to a larger viewership for business as well as for exposure of talent.

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From the foregoing description it will be understood by those skilled in the art that many variations or modifications in the design, structure and operation may be made without departing from the invention as defined in the claims. The term ‘non-transitory’ in the claims indicates ‘enduring or long-lived’ and potentially excludes computer-readable media that store data only for short periods of time and / or only in the presence of power, such as register memory, processor cache and random access memory (RAM).

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CLAIMS

1. Non-transitory computer readable medium for a website, the computer readable medium comprising:
5 stored computer-readable instructions for causing a computer processor with server support to perform operations comprising:
e-storing franchise information as provided by a franchisor;
providing public access to the franchise information;
10 enabling online registration of an individual or group for franchise based on the franchise information; and
allowing the individual or group to become a franchisee. The entire business and contractual chain and process of providing product information, choice selection, contractual terms, invitation to treat, offer, acceptance, contract, purchase, payment and inception of franchisee by franchisor into the franchise
15 is conducted through a website.
2. The computer readable medium according to claim 1 wherein the franchise information is specific to a beauty pageant.
- 20 3. The computer readable medium according to claim 1 or claim 2 wherein the medium further comprises:
a **first means**,
the operations further comprise:
deploying the first means to limit the franchise to only pre-specified citizen(s).
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4. The computer readable medium according to claim 1 or claim 2 wherein the medium further comprises:
a **second means**,
the operations further comprise:
30 deploying the second means to assign a franchise fee for the franchisee as based on at least one criterion from the group consisting of:
a) Gross Provincial Product (GPP) of a province of citizenship of the franchisee,

- b) One or both gender versions of the pageant franchise (Male or Female pageants),
- c) intra-national partitions of: cantons, communes, counties, departments, dependencies, districts, divisions, municipalities, parishes, prefectures, provinces, regions, states, subdivisions and territories of the country of citizenship of the franchisee, and
- d) tenure of the franchise.
5. The computer readable medium according to claim 5 wherein the medium further comprises:
- 10 a **third means**,
the operations further comprise:
deploying the third means to accept the registrant's offer to be franchisee; and
deploying the third means reject the registrant's offer to be franchisee.
- 15 6. The computer readable medium according to claim 1 or claim 2 wherein the franchise information is selectable from the group consisting of:
- a) annual event calendars,
- b) brands' synopses,
- c) territorial franchise fees and status reports,
- 20 d) present to future year business plans, and
- e) tenures of the franchise.
7. The computer readable medium according to claim 1 or claim 2 wherein the medium further comprises:
- 25 a **fourth means**,
the operations further comprise:
deploying the fourth means to identify a multi-unit franchise that is based on at least one criterion from the group consisting of:
- a) brands,
- 30 b) genres,
- c) themes,
- d) titles,
- e) events; and
- deploying the **fourth means** to allow the franchise for multi-unit franchises.

8. The computer readable medium according to claim 1 or claim 2, wherein the medium further comprises:

a **fifth means**,

5 The operations further comprise:

deploying the fifth means to allow the selection under each subdomain of at least one criterion from the group comprising of:

- a) Age group of the participants,
- b) Cultural and social community and group of the participants.

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9. The computer readable medium according to claim 1 or claim 2, wherein the medium further comprises:

a **sixth means**,

15 the operations further comprise:

deploying the sixth means to allow e-award as selectable from the group consisting of:

- a) certification to the franchisees,
- b) membership of the franchisees, and
- 20 c) assurance and guarantee of authenticity / legitimacy / validity of the franchise, and
- d) revalidation and verification via annual reunion.

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10. The computer readable medium according to claim 1 or claim 2, wherein the medium further comprises:

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a **seventh means**,

the operations further comprise:

deploying the seventh means to identify bodies selectable from the group consisting of:

- 30 a) experienced and qualified choreographers / directors / impresarios / producers,
- b) event organizers / fashion show producers / model agency businesses;
- and

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deploying the seventh means to allow a franchise that gives business opportunities to the bodies.

11. The computer readable medium according to claim 1 or claim 2, wherein the medium further comprises:

an **eighth means**,

the operations further comprise:

deploying the eighth means to allow franchises which are business extensions of franchisees' current businesses.

12. The computer readable medium according to claim 1 or claim 2, wherein the medium further comprise:

a **ninth means**,

the operations further comprise:

deploying the ninth means to provide teaching or training materials for the franchisees, the materials being related to at least one from the group consisting of:

- a) event advertising,
- b) brand building,
- c) choreography,
- d) marketing,
- e) organization,
- f) production,
- g) promotion,
- h) publicity,
- i) sponsorship acquisition, and
- j) talent recruitment.

13. The computer readable medium according to claim 1 or claim 2, wherein the medium further comprises:

a **tenth means**,

the operations further comprise:

deploying the tenth means to allow the franchise as a business instrument / machinery for a range of products and services related to beauty / fashion / lifestyle, the business instrument / machinery being selectable from the group consisting:

- a) advertising,
- b) branding,
- c) marketing,
- d) promotion,
- e) publicity, and
- f) sponsorship.

14. The computer readable medium according to claim 1 or claim 2, wherein the medium further comprises:

an **eleventh means**,

the operations further comprise:

deploying the eleventh means to allow the franchise wherein the franchisor provides features from the group consisting:

- a) media products, and
- b) transfer of business services and systems of administrative templates / corporate policies / industrial expertise / information / knowledge / operational procedures / production methods / technology / trade secrets.

15. The computer readable medium according to claim 1 or claim 2, wherein the medium further comprises:

a **twelfth means**,

the operations further comprise:

deploying the twelfth means to provide a franchise that incorporates selling of sub-franchises.

16. The computer readable medium according to claim 1 or claim 2, wherein the medium further comprises:

a **thirteenth means**,

the operations further comprise:

deploying the thirteenth means to provide a franchise which awards dedicated prizes to contestants of educational scholarships and professional contracts.

17. The computer readable medium according to claim 1 or claim 2, wherein the medium further comprises:

a **fourteenth means**,

the operations further comprise:

deploying the fourteenth means to e-store live events of contestants / pageants; and

deploying the fourteenth means to communicate the live events on a designated cable TV network.

18. A method for franchising on a website, the method employing a non-transitory computer readable medium containing stored computer-readable instructions and a computer processor with server support, the method comprising:

e-storing franchise information as provided by a franchisor;

providing public access to the franchise information;

enabling online registration of an individual or group for franchise based on the franchise information; and

allowing the individual or group to become a franchisee.

19. The method according to claim 18 wherein the franchise information is specific to beauty pageants.

20. The method according to claim 18 or claim 19 wherein the method further employs a

first means in the medium, the method comprises:

deploying the first means to limit the franchise to only pre-specified citizen(s).

21. The method according to claim 18 or claim 19 wherein the method further employs a second means in the medium, the method comprises:

deploying the **second means** to assign a franchise fee for the franchisee as based on at least one criterion from the group consisting of:

a) Gross Provincial Product (GPP) of the province / state of citizenship of the franchisee,

- b) One or both gender versions of the pageant franchise (Male or Female pageants),
- c) intra-national partitions of: cantons, communes, counties, departments, dependencies, districts, divisions, municipalities, parishes, prefectures, provinces, regions, states, subdivisions and territories of the country of citizenship of the franchisee, and
- d) tenure of the franchise.

22. The method according to claim 18 or claim 19 wherein the method further employs a **third means** in the medium, the method comprises:
deploying the third means to accept the registrant's offer to be franchisee; and
deploying the third means to reject the registrant's offer to be franchisee.

23. The method according to claim 18 or claim 19 wherein the franchise information is selectable from the group consisting of:

- a) annual event calendars,
- b) brands' synopses,
- c) territorial franchise fees and status reports,
- d) present to future year business plans, and
- e) tenures of the franchise.

24. The method according to claim 18 or claim 19 wherein the method further employs a **fourth means** in the medium, the method comprises:
deploying the fourth means to identify a multi-unit franchise that is based on at least one criterion from the group consisting of:

- a) brands,
- b) genres,
- c) themes,
- d) titles,
- e) events; and

deploying the fourth means to allow the franchise of the multi-unit franchise.

25. The method according to claim 18 or claim 19 wherein the method further employs a **fifth means** in the medium, the method comprises:

deploying the fifth means to allow the selection under each subdomain of at least one criterion from the group comprising of:

- a) Age group of the participants,
- b) Cultural and social community and group of the participants.

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26. The method according to claim 18 or claim 19 wherein the method further employs a **sixth means** in the medium, the method comprises:

deploying the sixth means to allow e-award as selectable from the group consisting of:

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- a) certification to the franchisees,
- b) membership of the franchisees,
- c) assurance and guarantee of authenticity / legitimacy / validity of the franchises, and

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- d) revalidation and verification via annual reunion.

27. The method according to claim 18 or claim 19 wherein the method further employs a **seventh means** in the medium, the method comprises:

deploying the seventh means to identify bodies selectable from the group consisting of:

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- a) experienced and qualified choreographers / directors / impresarios / producers,
- b) event organizers / fashion show producers / model agency businesses; and

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deploying the seventh means to allow a franchise that gives business opportunities to the bodies.

28. The method according to claim 18 or claim 19 wherein the method further employs an **eighth means** in the medium, the method comprises:

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deploying the eighth means to allow franchises which are business extensions of franchisees' current businesses.

29. The method according to claim 18 or claim 19 wherein the method further employs a **ninth means** in the medium, the method comprises:

deploying the ninth means to provide teaching or training materials for the franchisees, the materials being related to at least one from the group consisting of:

- a) event advertising,
- b) brand building,
- c) choreography,
- d) marketing,
- e) organization,
- f) production,
- g) promotion,
- h) publicity,
- i) sponsorship acquisition, and
- j) talent recruitment.

30. The method according to claim 18 or claim 19 wherein the method further employs a **tenth means** in the medium, the method comprises:

deploying the tenth means to allow a franchise which is a business instrument / machinery for a range of products and services related to beauty / fashion / lifestyle, the business instrument / machinery being selectable from the group consisting of:

- a) advertising,
- b) branding,
- c) marketing,
- d) promotion,
- e) publicity, and
- f) sponsorship.

31. The method according to claim 18 or claim 19 wherein the method further employs an **eleventh means** in the medium, the method comprises:

deploying the eleventh means to allow a franchise wherein the franchisor provides features from the group consisting of:

- a) media products, and
- b) transfer of business services and systems of administrative templates / corporate policies / industrial expertise / information / knowledge / operational procedures / production methods / technology / trade secrets.

32. The method according to claim 18 or claim 19 wherein the method further employs a **twelfth means** in the medium, the method comprises:

deploying the twelfth means to provide a franchise that incorporates selling of sub-franchises.

33. The method according to claim 18 or claim 19 wherein the method further employs a **thirteenth means** in the medium, the method comprises:

deploying the thirteenth means to provide a franchise which awards dedicated prizes to contestants of educational scholarships and professional contracts.

34. The method according to claim 18 or claim 19 wherein the method further employs a **fourteenth means** in the medium, the method comprises:

deploying the fourteenth means to e-store live events of contestants / pageants; and
deploying the fourteenth means to communicate the live events on a designated cable TV network.