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VETERANS ATO / OOS IN FRANCHISING

The long course of hostilities in eastern Ukraine has led to an increase in the number of servicemen who have received veteran status and category of combatant. After serving their country, veterans deserve to be honored for their sacrifice and commitment.

The issues of integrating veterans into society and adapting them to a peaceful life are becoming more and more relevant. Veterans often find the transition from the military to careers in the civilian world challenging. It's not just simply moving from one job to another. It's adjusting to a world far different than the structured one they're leaving behind.

Taking into consideration international experience, veterans' training, retraining and opening their own businesses are the basis for their successful professional adaptation.

In international practice, particularly the American one, programs of professional adaptation of veterans that stimulate the opening of their own business and the granting of privileges for franchising are very widespread.

More than 5,600 veterans have become franchisees in the past four years, according to the International Franchise Association [2]. That's thanks in no small part to the organization's VetFran program, through which some 650 member companies offer discounts, mentorship and training to veterans seeking to become business owners.

Franchisors find that veterans, with their leadership and teamwork skills and propensity for following a system, make ideal franchisees.

According to the International Franchise Association, one out of every seven franchises in the U.S. is owned by a military veteran. Military veterans make excellent franchise owners because their training and experience have prepared them for these unique roles. The main reasons why military veterans make great franchise owners are: 1) they are easily trained, 2) they are leaders, 3) they get "systems" (veterans understand that systems exist for a reason and they adhere to those systems), 4) they are committed, 5) they understand the concept of being part of something bigger, 6) they can handle the stress [1].

There is a lack of relevant scientific works by Ukrainian authors in this area. Among domestic researchers, issues related to various aspects of labor adaptation of combatants were considered by: O.H. Husak, P.V. Razov (interprofessional mobility, labor adaptation of dismissed servicemen), etc.

Some aspects of professional adaptation of veterans through the opening of their own business are covered mainly in the scientific works of foreign authors, among which are the following: Anna Zogas, Steve Cloetingh, Kedma Ough, Jeremy C. Shorta, Miles A. Zacharyb, David J. Ketchen Jr. and others.

Research on entrepreneurship and franchise development for veterans is done by profile organizations, including the International Franchise Association, the Washington Franchise Association, the Center for Excellence for Veteran Entrepreneurship, the Federation for the Development of Franchise, Hospitality and Infrastructure in Ukraine, and others.

The aim the study is to investigate the prospects of franchise development and substantiation of directions of international experience introduction in the development of franchising in the programs of professional adaptation of Ukrainian veterans.

Franchise ownership is an opportunity for veterans to build upon the experience and skills they acquired during their military service. The ability of veterans to succeed within a structured system may contribute to the fact that veteran-owned franchises have a higher success rate than that demonstrated by all types of veteran-owned businesses.

Choosing the right veterans franchise depends on personal goals, preferences and financial resources.

For example, in USA Veterans franchises exist in all types of business models which are a significant potential market for franchise clients, including: Automotive and Mechanical Franchises (Maaco auto repair, Sears Handyman Solutions and Mr. Appliance repair services), Health and Fitness Franchises (Title Boxing Club, Pro Martial Arts Karate), Home-Based Franchises (Expedia CruiseShipCenters travel planning, ClaimTek medical billing), Low Cost Franchises (Novus Glass windshield repair, Pillar to Post home inspectors), Senior Care (Accessible Home Health Care, Home Helpers Home Care [3]).

It should be mentioned that the owners of a veterans franchise will have the same challenges inherent in all types of franchises: a significant amount of time and effort. But their advantage is in that fact that the same qualities that help servicemen thrive in the military make them great candidates for owning their own businesses or leading others in key positions of employment, as veterans are very process-oriented and are trained to perform well under stress and are committed to excellence, learning perseverance and dedication during their service. Also veterans are responsible and accountable, because they know the importance of teamwork.

Self-employment and involvement of veterans in business can not only be an effective tool for adapting to civilian life, but also become a powerful catalyst for socio-economic change in Ukraine.

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