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¹ <http://dictionary.reference.com/browse/franchise>

² <http://www.oxforddictionaries.com/definition/english/franchise>

³ , 2001. - 132 . : [] / , 1995. - 147 .

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EDUCATION FRANCHISE – LEGAL ASPECTS**Assoc. Prof. Dr Margarita Bachvarova****Abstract**

The main purpose of this article is to analyze the term *education franchise* that was introduced to the legislation, and to draw its distinctive characteristics from a legal point of view.

The defended thesis is that the term *education franchise* is a type of franchising as a generic category, and possesses distinguishing features which call for the implementation of a detailed legal framework.

As a result of the scientific analysis the author assumes the position that the legislation needs to be improved by implementing a detailed legal framework. Consequently, unification is achieved in the enforcement of law and the improvement of the quality of the provided educational services.

Key words: *Franchise, education, right, agreement.*