

# **Franchisees' Resale Price Policy Facing Legal, Contractual and Professional Constraints: Insights from European and French Perspectives**

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## **Abstract**

The subject of resale pricing is a hot topic in franchising, due to its links with chain homogeneity and franchisee autonomy. The franchisee is bound by current legislation and regulations, in addition to respecting the franchise contract clauses to the extent that they are lawful and potentially opposing contentious professional practices. Focusing on resale prices, we cover these three perspectives, i.e., legal, contractual and professional constraints, using a dual approach based on managerial and legal perspectives and illustrating our arguments using examples from European and French cases.

## **KEYWORDS**

Franchising, Resale prices, Law, European Commission, France.