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Franchise vs Own-Brand Comparison

Diagnostics, Labs & Imaging

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Compares running a chain-lab franchise versus building your own diagnostic brand — on brand pull, pricing control, royalty, support, independence and long-term value. Use it to decide direction. For the wider choice use the Diagnostic Model Selector.

Purpose of this tool & output

Chain franchise or your own lab brand

How the output is used

Use it to decide between a chain franchise and your own lab brand — the control, cost, brand and support trade-offs of each.

Important cautions

Franchise buys brand trust and reference-lab quality but costs royalty, price control and independence. Own-brand keeps margin and control but trust takes years. Read the franchise sample-sharing, royalty and exit terms carefully before signing.

Companion documents

- Diagnostic Lab Setup Guide
- Diagnostic Centre Business Plan
- Diagnostic Model Selector
- Diagnostic Centre Feasibility Study
- Location & Catchment Analysis
- Lab Org Structure Planner

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.