《“发展式特许经营”用英语怎么说？》

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In some regions, McDonald's also has allowed ___. Under this arrangement, a local licensee owns the business, including the real estate, and uses his or her own capital and local knowledge to optimize sales.

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“???????”??**developmental licensing**????????????????????????????**directly operated restaurants**???????**traditional licensing**??????????

??????????????????**licensee**??building brand value and product quality????????????????

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