

A solid yellow right-angled triangle pointing towards the top-left corner.

**BLOGS**  
Diversity

## Increasing Diversity in Franchising – Scaling Minority Business Enterprises Through Franchising

Lathrop GPM's *Increasing Diversity in Franchising* initiative was launched in October 2021 to help increase ownership and participation in franchising within underrepresented racial and ethnic groups.

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Recognizing that minority business enterprises (MBEs) are essential to the continued economic success of the U.S. economy, due to among other things, their proximity and existing relationships with underrepresented and under-championed communities, it is imperative to have much greater MBE ownership and participation in the franchising space.

Accordingly, for this month's publication, Lathrop GPM Partner Carlos White, who also serves as the Franchise Impact Ambassador for Mayor Eric Johnson's Franchise Initiative, writes in a [Franchise Journal article](#) on how franchising can be a viable growth strategy for MBEs.

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