

7.02- Franchise Opportunity

You have decided to invest in a franchise opportunity. Using The Franchise Zone website - <http://www.entrepreneur.com/franchises/index.html> research a franchise opportunity from the Top 50 Franchises. You may have to use additional resources to compile your data. Record the information below.

History of the Company

1. Which franchise did you choose?
2. Summarize the backstory of this franchise.
3. How many units (stores) are currently open in the United States?
4. Does this company have international franchise units? If so, where?

Startup Costs, Ongoing Fees and Financing

5. What is the total investment needed for this franchise?
6. What is the franchise fee?
7. What does the initial franchise fee cover?
8. Does it include a starting inventory of supplies and products?
9. What is the ongoing royalty fee for this franchise? Explain what that means.
10. What is the term of the franchise agreement?
11. Are there any incentives for veteran franchisees?
12. What are the financial requirements for a potential franchisee?
13. How many employees are needed for one unit?

How This Franchise Supports Franchisees

14. What training is available for new franchisees?
15. Is there ongoing support? If so, provide examples.
16. Does the franchise offer any type of marketing support? If so, explain.

Frequent Franchise Questions

17. Are all trademarks and names legally protected?
18. Who selects the location of your business?
19. What is an exclusive territory? Does your franchise have exclusive territory rights?
20. If the territory is not exclusive, does the franchise have the right of first refusal on additional franchises established in nearby locations?
21. Is the franchisee required to purchase equipment and supplies from the franchisor or other suppliers?
22. Under what conditions can the franchisor and/or the franchisee terminate the franchise agreement?
23. Can the franchise be assigned to heirs?

List resources used to compile your information.

Conclusion

Now that you have researched this company, do you think that buying this franchise would be a viable option for you? **Complete the conclusion in a one page double spaced report.**

Additional Websites

www.franchisedirect.com
www.franchise.com
www.franchisesolutions.com