

Name: _____

Selecting a Franchise

Select two franchise opportunities that you would consider starting in your community. Research and record information about each business below. Some questions will be answered directly from the website, others will come from you.

After completing your research, use a highlighter marker to highlight features of each franchise that give it an advantage over the other.

	Franchise #1	Franchise #2
Franchise Name		
Products & Services		
Number of Locations		
Year Founded & Year Began Franchising		
Total Investment		
Franchising Fee		
Ongoing Royalty Fee		
Terms of Franchise Agreement		
Abilities and Interests <ul style="list-style-type: none"> ● Is this a business that you think you would enjoy over time? ● Do current franchise owners have any prior technical backgrounds or special training that helps them succeed? What is it? 		
Consumer Demand <ul style="list-style-type: none"> ● Is there a demand for the franchiser's products or services in your community? ● Is the demand seasonal? For example, lawn and garden care or swimming pool maintenance may be profitable only in the spring or summer. ● Is there likely to be a continuing demand for the products or services in the future? ● Does the product or service generate repeat business? 		

<p>Market Competition</p> <ul style="list-style-type: none"> ● What is the level of competition or the product or service, nationally? ● What is the level of competition in your community? ● How many franchised and company-owned outlets does the franchiser have in your area? ● How many competing companies sell the same or similar products of services in your area? ● Are these competing companies well established, with wide name recognition in your community? ● Do they offer the same goods and services at the same or lower price? 		
<p>Name Recognition</p> <ul style="list-style-type: none"> ● Is the company's name widely recognized? ● does the company have a reputation for quality products or services? 		
<p>Training and Support Services</p> <ul style="list-style-type: none"> ● What support does the franchiser provide? <ul style="list-style-type: none"> ○ Site selection ○ Building design and construction ○ Financing ○ Training ○ Ongoing supervision and management help ○ Advertising and other marketing ○ Bulk purchasing 		
<p>Other</p> <ul style="list-style-type: none"> ● Any other things you read that make this franchise stand out amongst others? 		