

Name: _____

Franchise Opportunity

You are an entrepreneur with \$500,000 to invest in a franchise. Assume you have the educational and business experience needed for this venture.

Using the Internet, research and evaluate a franchise opportunity that is of interest to you.

- 1) Complete a **one page Franchise Informational Sheet** that includes the following information. Check each item as you complete it.
 - a. _____ - Picture/Logo/Slogan/Trademark
 - b. _____ - A brief history about the company. Be sure to include the year it was founded and the year that it was franchised.
 - c. _____ - The number of US and foreign franchises as well as the company owned franchises that were operating in the last 3 years.
 - d. _____ - List the areas where the company is seeking franchisees.
 - e. _____ - List or chart the franchise fee, ongoing royalty fee (if applicable), term of agreement and total investment for the company.
 - f. _____ - List the qualifications needed.
 - g. _____ - List the training and support that is available to the franchisees.

You may use other websites to gather information.

Your Franchise Informational Sheet should be as neat as possible and creative. Be sure to include all of the information on the list above arranged in a format that would grab a person's attention. You can design your informational sheet in Microsoft Word, Publisher, or any program which you are comfortable with.

- 2) Write a **2 page double spaced analysis** of the business to include answers to the following questions. Check each item as you complete it.
 - a. _____ - Why did you choose this franchise? Be sure to mention why you think this is a good company and opportunity.
 - b. _____ - Did you find anything that was discouraging or disappointing about the franchise? Are there any areas of concern? (*i.e. current events, news media, etc.*)
 - c. _____ - What information did you discover about the company that you did not know before?
 - d. _____ - What would you propose to the corporate office as a new product/service that could be offered?
 - e. _____ - Do you think this is a business that you would want to work in before investing your money? Why or Why not?
 - f. Evaluation:
 - i. Compare and contrast the advantages and disadvantages of owning a franchise. From the information that you researched, why do you think this is a good or bad option for investing and starting this, or any, franchise. Think about where you believe this company is heading in the future.

Name: _____

**Franchise Opportunity
RUBRIC**

Points Earned	Point Value	ITEMS
		Franchise Information Sheet <i>(40 Points)</i>
	5	Picture/Logo/Slogan/Trademark
	6	History of the franchise including the year it was founded and franchised.
	5	Total number of franchises over the past three years.
	5	Areas where franchises are needed.
	5	Fees and terms of agreement.
	5	Qualifications
	5	Available training and support.
	4	Neatness & Creativity
		Franchise Information Sheet Total out of 40
		Franchise Analysis <i>(60 Points)</i>
	6	Rationale for choosing this franchise.
	6	Interesting facts about the franchise
	7	New product innovation
	6	Work experience suggestion.
	6	Prior experience recommendation.
	7	Evaluation: Advantages and Disadvantages
	7	Evaluation: Investment Option
	7	Evaluation: Future Projection(s)
	4	Grammar and Spelling
	4	Formatted correctly
		Franchise Analysis Total out of 60
	TOTAL 100	Comments: