

# Franchise Evaluation

You will be indentifying a franchise that *interests you and you believe could be successful* in Buchanan. Then you do some simple research about the franchise and answer the questions below.

- Choose a franchise, and then go to the business's franchise page. Read about the opportunity and evaluate it by using the questions below. Also try to find the business's official franchise page. Answer the questions below and provide a report answering all the questions below and state whether you think it would be a good business opportunity. Title your report "Franchise Evaluation for Buchanan".

## Franchise Evaluation Questions

1. What sort of products or services does the business provide?
2. When was the franchise founded?
3. How long has the firm been franchising?
4. How many franchises were there last year and has that number been increasing or decreasing?
5. What is the full initial investment and franchise fee?
6. What type of training is provided
7. What type of ongoing support is provided to franchisee?
8. What ongoing fees are paid to the franchiser after initial investment? (may need to find at official site)
9. Is the product or service being offered new or established?
10. Does the business require special skills or abilities that you may lack?
11. Do you feel strong motivation for producing the product or providing the service?
12. Does the product have a local demand? Why do you think it could be successful in Buchanan?
13. Who would be some of the franchise's competitors?
14. What kind of reputation does the product or service have? Or do people in this area know about the business?

## Answer the following with a paragraph

1. Explain why you chose the business and why your think it would be successful? Include where you would like to locate the business, what skills you bring that would help the business succeed, and what challenges your franchise would face.