

# Franchise Project

In Chapter 4 we've discussed licensing. Licensing includes **franchising**. You should all be familiar with multiple types of franchises. For this project you are going to research a franchise opportunity that interests you and construct a short PowerPoint Presentation on your findings.

## HOW TO EVALUATE A FRANCHISE

- Study the opportunity before committing.
- Study financial information.
- Talk to other franchisers.
- Work for someone who owns a franchise.



# Assignment Sheet

## Franchise Opportunity

1. You are an entrepreneur looking for a business to start up. Assume that you have financial backing and the educational and business experience needed for this venture.
2. Research and evaluate a franchise opportunity that is of interest to you.
3. Create a short PowerPoint Presentation with your findings. Use some of the ideas below in your presentation. I understand that you may not be able to find all of the information below on your business but you should be able to give me a comprehensive overview of how to start a franchise and what the details entail.

- *What does the initial franchise fee cover? Does it include a starting inventory of supplies and products?*
- *How are royalties calculated and paid?*
- *Are all trademarks and names legally protected?*
- *Who selects the location of your business?*
- *Are you assigned an exclusive territory?*
- *If the territory is not exclusive, does the franchise have the right of first refusal on additional franchises established in nearby locations?*
- *Is the franchisee required to purchase equipment and supplies from the franchisor or other suppliers?*
- *Under what conditions can the franchisor and/or the franchisee terminate the franchise agreement?*
- *Who provides and pays for advertising and promotional items?*

### Conclusions:

Now that you have researched this company, do you think that buying this franchise would be a viable option for you?

Your PowerPoint should have at least 10 slides and should address the franchise completely. You should have photos and it should be well put together.

# Assessment

- Research 15 points-- Does the presentation answer the questions and address the franchise completely?
- Presentation 15 points – Is the presentation clear and concise?
- Initiative/Effort 15 -- Did the student do just enough to get by? Make a little extra effort? Go the extra mile?

45 points