

FRANCHISES:

INSTA-BUSINESS? OR INSTA-HEADACHE?



CREATED BY: EMBER DORTCH

THE DETAILS...

- A franchise is a written contract that gives a business the right to sell products and services in a specific way within a given area.
- A wide variety of familiar businesses within your community operate as franchises, including fast-food restaurants, pizza shops, motels, commercial cleaning companies, and weight loss centers.
- **OBJECTIVE:**
 - RESEARCH **1 FRANCHISE BUSINESS** AND COMPLETE GRAPHIC ORGANIZER.
 - WRITE A PERSUASIVE PARAGRAPH AS TO WHETHER OR NOT I SHOULD BUY THIS FRANCHISE. (CONVINCE ME!)
- **SUGGESTED WEBSITES:**
 - <http://www.franchiseopportunities.com>
 - <http://www.franchisegenius.com>
 - <http://www.franchisedirect.com/investment1>

THE RUBRIC...

Name:	Hour:	
Franchise Research Project Requirements	Points Possible	Points Earned
Business Name and Type	5	
Basic Facts <ul style="list-style-type: none"> Minimum Cash Needed, Total Investment Amount, Number of Units, In Business Since, 3-5 Locations available 	5	
What do you get? <ul style="list-style-type: none"> List at least 3 services provided by the franchiser 	5	
What's required? <ul style="list-style-type: none"> List at least 3 requirements that the franchiser requires 	5	
Advantages <ul style="list-style-type: none"> List 3-5 advantages 	10	
Disadvantages <ul style="list-style-type: none"> List 3-5 disadvantages 	10	
Persuasive Paragraph <ul style="list-style-type: none"> Write a complete paragraph (5-7 sentences) persuading me to either buy or not buy this franchise. 	25	
Spelling and Grammar <ul style="list-style-type: none"> Paper is free from spelling or grammatical errors 	10	
TOTAL	75	

Franchises...

Insta-business? Or Insta-headache?

Business Name:

Business Type:

Basic Facts...

Minimum Cash Needed:

Total Investment Amount:

Number of Units:

In Business Since:

What do you get?

What's required?

Advantages:

Disadvantages:

What's your final opinion?

Name:	Hour:	
Franchise Research Project Requirements	Points Possible	Points Earned
Business Name and Type	5	
Basic Facts	5	
What do you get?	5	
What's required?	5	
Advantages	10	
Disadvantages	10	
Persuasive Paragraph	25	
Spelling and Grammar	10	
TOTAL	75	

Name:	Hour:	
Franchise Research Project Requirements	Points Possible	Points Earned
Business Name and Type	5	
Basic Facts	5	
What do you get?	5	
What's required?	5	
Advantages	10	
Disadvantages	10	
Persuasive Paragraph	25	
Spelling and Grammar	10	
TOTAL	75	