**Your Name**



**Selecting a Franchise**

*Select two franchise opportunities that you would consider starting in your community. Research and record information about each business below. Use a colored marker to highlight features of each franchise that give it an advantage over the other.*

|  |  |  |
| --- | --- | --- |
| **Franchise name** | **#1** | **#2** |
| **Product or service** |  |  |
| **$ Needed to start** |  |  |
| **Annual royalty and advertising fees** |  |  |
| **Number of existing franchises** |  |  |
| **Years franchiser has been in operation** |  |  |
| **Location of franchise headquarters** |  |  |
| * **Abilities and Interests** * 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? |  |  |
| * Do you have a similar background? |  |  |
| * Do you have any other skills or abilities that can help this franchise succeed? |  |  |
| **Consumer Demand**   * 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? |  |  |
| * **Market Competition** * What is the level of competition for 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 or 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? |  |  |
| **Name Recognition**   * Is the company's name widely recognized? |  |  |
| Does the company have a reputation for quality products or services? |  |  |
| **Training and Support Services**   * What support does the franchiser provide?   + Site selection   + Building design and construction   + Financing   + Training   + Ongoing supervision and management help   + Advertising and other marketing * Bulk purchasing * Other |  |  |
| * + Does the franchiser has sufficient financial assets and staff to support the franchisees? |  |  |

**Which of these franchises would you choose to start near where you live or go to school?** On a separate sheet of paper, write one or two paragraphs telling your choice. Cite at least three reasons for your decision.

\*Questions adapted from the Federal Trace Commission publication, **A Consumer Guide to Buying a Franchise**

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