**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**

[<http://www.ftc.gov/bcp/conline/pubs/invest/buyfran.htm>][](#_bookmark0)