

MKE 410A – Franchising in the US and Canada Group Project

Progress Report Due: March 2, 2015
Worth 5 points/30 points for the project



Team Members' Names:

Franchise Category:



Please list the names of the franchises you are investigating (include at least 2 franchises from Canada and 2 from the US):

1. _____
2. _____
3. _____
4. _____

Prepare a table like the one below in which you compare at least 4 franchises in your category on the following information. You should cut and paste the table and then expand it to a full page.

| Comparative Factors | Franchise #1 | Franchise #2 | Franchise #3 | Franchise #4 |
|---|--------------|--------------|--------------|--------------|
| Franchise Fee | | | | |
| Royalty % or Amount | | | | |
| Advertising Fund % or Flat Fee Amount | | | | |
| Range of Initial Investment & Suggested Amount of Working Capital | | | | |
| Number of Company-owned Outlets and Franchised Outlets | | | | |
| Year Company was Established | | | | |
| Year Company Began Franchising | | | | |
| Length, Location, & Cost of Training Program | | | | |

Methods by which you might obtain information about your franchises:

- ___ 1. Writing or calling or e-mailing franchisors
- ___ 2. Contacting franchisees personally in your hometown, here at school, or elsewhere
- ___ 3. Contacting franchisees/ors who may have Internet websites or e-mail addresses
- ___ 4. Contacting a franchisee association
- ___ 5. Finding newspaper, magazine, journal, Internet or book sources of information
- ___ 6. Speaking with experts or consultants in the field
- ___ 7. Speaking with competitors of the franchises you are investigating

Read An Introduction to Franchising, by B. Beshel, "How Do You Investigate a Franchise?" - pages 18-21! (includes criteria for selecting a franchise)

Final Project – All group projects Due Friday, May 8, in class

Purpose: The purpose of this project is to learn about the franchises available in a specific category of franchises, conduct an evaluative comparison of the franchises, and make a recommendation to purchase the best franchise in the category.

To achieve this, groups should:

- investigate a minimum of four franchises in the same category
- develop an extensive list of important selection criteria (You decide which selection criteria are important in your franchise category)
- become experts on the franchises under investigation (use a minimum of 28 sources, which must be footnoted)
- prepare a written report and a presentation to the class that details the comparison of the franchises and makes a solid case for the purchase of one of the franchises.

a. **The written report** should be prepared in a professional manner. It should have a cover, cover page, introduction, presentation of list of selection criteria, comparative section, and recommendation with strong evidence why one franchise is being recommending, and list of references/sources properly cited. The use of subheadings is required.

Worth 20 points/30 points for the project

Minimum: 15 pages, double-spaced, 1-inch margins

Due: May 8, 2015 in class

b. **The class presentation** may include a multi-media presentation. Examples of media include: PowerPoint, Whiteboard, Posterboard(s), handouts, training or advertising videos/audiotapes from franchisors, videos you produce, products/packaging of the franchisors, etc., etc. You are not limited in your media selection. Approach this portion as if it is a sales presentation. Present all the facts to the class and make a persuasive argument as to why we should buy one of the franchises. Presenters should be dressed professionally in clothing appropriate for a professional sales presentation. Clothes (and shoes) should be clean, unwrinkled, and presentable.

Worth 5 points/30 points for the project.

Minimum: 20 minutes

Maximum: 25 minutes

Presentation Dates: May 1, 4, 6, and 8. Two Groups will present each day. A lottery will be held to select presentation dates for the groups, unless any groups would like to sign up for the May 1 time slots.

d. Get started right away gathering information and locating resources for this project. Try extremely hard to obtain the FDD for your franchises. This is difficult, but not impossible. Be persistent. Start right now! The FDD will enable you to do the very best job on this project!

Don't Hesitate to Ask Questions about the Project as you go through the research process!
Good Luck!!