

Is your business ready for franchising?

This questionnaire is designed to give us a quick assessment of your company's franchisability. Just enter your information here and forward it back to us by return email and Business Unlimited franchise expert will get back to you soon.

1	Name:
	Company Name:
	Address:
	Phone:
	E-mail:
2	Please describe briefly your business. <i>You may use a separate sheet or an attachment to this question</i>
3	What are your company <u>vision and mission</u> ? <i>You may use a separate sheet or an attachment to this question</i>
4	What are the <u>greatest challenges</u> you will/may face in the next 2 years? <i>You may use a separate sheet or an attachment to this question</i>
5	What is <u>going well</u> for your company? <i>You may use a separate sheet or an attachment to this question</i>
6	What are your company's <u>strengths</u> ? <i>You may use a separate sheet or an attachment to this question</i>
7	Do you have any <u>business plan</u> for your business? <input type="checkbox"/> Yes <input type="checkbox"/> No
8	Do you have a profitable operating <u>prototype</u> ? <input type="checkbox"/> Yes <input type="checkbox"/> No
9	How many <u>units</u> do you have in operation? <input type="checkbox"/> 1 Location <input type="checkbox"/> 2 Locations <input type="checkbox"/> 3 Locations <input type="checkbox"/> 4 Locations <input type="checkbox"/> 5 or More Locations <input type="checkbox"/> No Locations opened
10	How long has your business been in <u>operation</u> ? <input type="checkbox"/> Not in operation yet <input type="checkbox"/> Less than 6 months <input type="checkbox"/> 1 Year <input type="checkbox"/> 2 Years <input type="checkbox"/> 3 Years <input type="checkbox"/> 4+ Years
11	To what degree is your business <u>distinctive</u> from its competitors? <input type="checkbox"/> Not very distinctive <input type="checkbox"/> Somewhat distinctive <input type="checkbox"/> Very distinctive <input type="checkbox"/> Unique
12	How much would it <u>cost to open</u> one of your locations, not including franchise fees? <input type="checkbox"/> \$400,000 or more <input type="checkbox"/> \$200,000 to \$399,000\$ <input type="checkbox"/> 100,000 to \$199,000 <input type="checkbox"/> \$50,000 to \$99,000 <input type="checkbox"/> Less than \$50,000
13	The <u>market</u> for your business or service is: <input type="checkbox"/> Local <input type="checkbox"/> Regional <input type="checkbox"/> National <input type="checkbox"/> International
14	<u>Competition</u> for the products or services you sell is: <input type="checkbox"/> High <input type="checkbox"/> Moderate <input type="checkbox"/> Minimal
15	How <u>systemized</u> is the business? <input type="checkbox"/> Very little <input type="checkbox"/> basic policies and/or handbooks <input type="checkbox"/> Very well documented <input type="checkbox"/> Computerized
16	How long would it take you to <u>teach</u> someone how to operate your business? <input type="checkbox"/> Special certification needed first <input type="checkbox"/> 2-6 months <input type="checkbox"/> 1-2 months <input type="checkbox"/> 1-3 weeks <input type="checkbox"/> Less than 1 week
17	How do your business' <u>sales compare</u> to those of other businesses in your industry? <input type="checkbox"/> Much Lower <input type="checkbox"/> Somewhat Lower <input type="checkbox"/> About the Same <input type="checkbox"/> Somewhat Higher <input type="checkbox"/> Much Higher
18	What <u>budget</u> you have planned to expand your business? <input type="checkbox"/> \$400,000 or more <input type="checkbox"/> \$200,000 to \$399,000\$ <input type="checkbox"/> 100,000 to \$199,000 <input type="checkbox"/> \$50,000 to \$99,000 <input type="checkbox"/> Less than \$50,000
19	<u>Comments if any.</u>