

# FRANCHISE FEASIBILITY TEST

The purpose of this form is to help you determine the overall feasibility of your business as a franchisable concept. Along the top of the form are strength factors that range from 1 to 5, 5 being the strongest value. Answer each question along the left - hand side of the form by applying an appropriate strength factor. Total your score to determine the, overall feasibility of your business concept. The higher the total score, the more potential your concept has of becoming a successful franchise.

## FRANCHISE FEASIBILITY QUESTIONS

**1   2   3   4   5**

|  |  |  |  |  |  |
|--|--|--|--|--|--|
| 1. Does your business have an established track record of more than 5 years?   |  |  |  |  |  |
| 2. Do you and/or any of your partners have experience in the business greater than the period of time your business has been in operation? |  |  |  |  |  |
| 3. Does your business have 10 or more locations?   |  |  |  |  |  |
| 4. During the time your business has been in operation, has it maintained average net profits in each location of more than \$200,000?     |  |  |  |  |  |
| 5. Does the business generate repeat customers on a frequency greater than two times per month?  |  |  |  |  |  |
| 6. Does the business attract customers from a 5 mile radius or greater?  |  |  |  |  |  |
| 7. Do you have more than \$250,000 to invest in the development of your franchise concept?   |  |  |  |  |  |
| 8. Do you and/or any off your partners have business management experience greater than 10 years?  |  |  |  |  |  |
| 9. Will the start-up requirements for franchisees be less than \$25,000?   |  |  |  |  |  |
| 10. Are training requirements, less than 3 months?   |  |  |  |  |  |
| 11. Does your business have international adaptability?  |  |  |  |  |  |
| 12. Rate the competitiveness of your industry.   |  |  |  |  |  |
| 13. Have you received more than 10 franchising inquiries in the last year?   |  |  |  |  |  |
| <b>TOTAL OF EACH COLUMN</b>  |  |  |  |  |  |
| <b>ADD TOGETHER COLUMN TOTALS</b>  |  |  |  |  |  |