**Franchising Assignment**

Task: Google Slides and Oral Presentation (individually or in partners (2))

Assume you are a professional franchising consultant and have been hired to attend the Canadian franchising show to “pitch” potential franchisees. You will represent a franchise from those profiled and will have to interest your classmates (the franchisees) in the franchise you are pitching. What franchise will you choose? What type of products or services does the franchise sell? How will your pitch convince franchisees to choose your franchise over others?

Research a franchise and prepare a Slides presentation. Use images to enhance your presentation. You will be pitching to the class. After all the class franchise presentations are complete, we will be holding a vote to determine which franchise would be the best investment opportunity.

# Slides Set-Up

* Your presentation must consists of a minimum of 8 slides
* Your presentation must include a title slide with your franchise, a picture of the franchise, and your name(s)
* **You must have a bibliography page**
* Presentations are mandatory and will be held during class on Tuesday & Wednesday, April 9 & 10

Visit the [Canadian Franchising Association website](http://www.cfa.ca/) to find out more about franchising. You can also Google “Franchise 500” and get information on [www.entrepreneur.com](file:///\\NSSDCVS01\STAFF\CBRINCAT\Downloads\www.entrepreneur.com). You will want to visit your company’s corporate website.

Include the answers to the following questions, ***the best you can based on available information***, in your presentation:

* History of the Franchise
  + How long has it been around
  + Who started the franchise
  + How many are there in the world
  + Where is the Head office
  + What is the Corporate Slogan
  + Describe the product or services sold by your franchise.
  + Select any other information from the corporate website that you think would interest potential investors (training, perks, costs, advertising, etc.)
* Associated Franchise Costs
  + Initial Franchise Fee
  + Start Up Fees
  + Other Fees
* Product Purchasing Issues
  + How do you purchase their products for your franchise
  + Minimum costs associated with these purchase (How much do the products cost?)
  + What products must be purchased from the franchisor or designated supplier?
* How To Select Locations
  + Who determines location
  + What factors go into this location
  + Who gets first choice of location
  + Is your franchise territory exclusive? If not exclusive, is there any territorial protection?
  + Will the franchisor choose the site or assist you in selecting the appropriate one for your business.
  + Does the franchisor build the premises? If not, does the franchisor specify the design of the premise’s layout and displays?
* Other items to consider
* How does the franchisor select prospective franchisees?
* How does the franchisor monitor franchisee operations? Does the franchisor periodically inspect all of the franchisees?
* Is there training available? If so, how long is the training period?
* Is there a deposit? How much is refundable? Under what circumstances?
* What continuing management assistance will you receive?
* Has your franchise received a platinum or gold rating?
* The following franchises are suggestions as information is widely available.:
  + McDonald’s
  + Tim Horton’s
  + Wendy’s
  + Subway
  + Burger King
  + A&W

You may select one that is not listed; however, you must ensure that information is available. Below is a further list of other franchises in Canada.

7-Eleven

Avis Rent-a-Car

Advantage Rent-a-Car

Applebee’s

A&W Restaurants

Baskin Robbins

Ben & Jerry’s

Boston Pizza

Burger King

Booster Juice

Century 21 Real Estate

Cold Stone Creamery

Coldwell Banker Real Estate

Curves

Dairy Queen

Denny’s

Domino’s Pizza

Embassy Suites Hotels

FreshCo

Hard Rock Café

Hilton Hotels

Jiffy Lube

Kentucky Fried Chicken

Kelsey’s

Mac’s Milk

Manchu Wok

McDonald’s

Montana’s

Motel 6

Mr. Sub

Outback Steakhouse

Pizza H

ut

Pita Pit

Play It Again Sports

Quizno’s

Radisson Hotels

Ramada

RE/MAX

Second Cup

Sobey’s

Subway

Swiss Chalet

Super 8 Motels

Taco Bell

Tim Horton’s

Travelodge Hotels

Two Men and a Truck

UPS Stores

Wendy’s

Western Union

Yogen Fruz