

Business Management

Franchising

Your task is to research a franchise that you would like to start in Portage, Madison, or even Endeavor or Pardeeville! It can be any type of business you want. (e.g. Denny's, Culver's, Subway, Dollar Store, Papa John's, Best Western, Ace Hardware, etc.) Present your information in a PowerPoint or Google presentation. Graphics will enhance your presentation.

Research a company on the Internet and find out as much as you can. Some possible starting points are:

www.entrepreneur.com

www.franchising.com

www.franchising.org

www.franchiseadvantage.com

Specific company websites (ie www.mcdonalds.com, www.econolube.com www.tacobell.com)

Possible topics to find responses to include:

- ✓ What are the franchise fee/startup costs to open this business?
- ✓ What requirements do they have for the building?
- ✓ What other requirements do they have?
- ✓ What support will they give you?
- ✓ How much of your profits will you have to pay into the company?
- ✓ What qualifications should you have to open a franchise with this company?
- ✓ Is it possible to set up a franchise in Wisconsin, Iowa, or Illinois?
- ✓ Please include any other information you think is appropriate.
- ✓ What did you find interesting about this particular business?

You will present your franchise and findings to the class (no, you don't have to dress up).

Presentations will be: April 6 and 7

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Information	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Franchise fee/startup costs to open the business	Nothing stated	Said there is a fee but didn't say what it was	Listed the fee	Listed the fee, explained what it was for	
	0	4	6	8	
Building requirements	Nothing stated	Said there are requirements, but didn't explain	Explained the building requirements	Listed the requirements and provided descriptions	
	0	4	6	8	
Other franchise requirements	Nothing stated	Said there are requirements, but didn't explain	Explained the building requirements	Listed the requirements and provided descriptions	
	0	4	6	8	
Support offered	Nothing stated	Said there is/is not support	Explained the support offered	Explained in detailed the support offered	
	0	4	6	8	
How much of profits go to main corporation	Nothing stated	Said they have to pay the corporation	Explained how much has to be paid to the corporate office	Provided details and of profits to be paid to corporate office	
	0	4	6	8	
Qualifications to open a franchise	Nothing stated	Said there are qualifications, but didn't explain	Explained the qualifications required	Listed the requirements and provided descriptions	
	0	4	6	8	
What did you find interesting	Nothing Stated	Said it was interesting and that's it	Stated why it was interesting	Went into detail about why you chose this company and why it was interesting and provided details	

	0	4	6	8	
Other information shared	Nothing Stated	Just one item shared	Shared 3-4 items of information	Shared 3-4 items of information and explained why this was important to the presenter	
	0	4	6	8	