

Name \_\_\_\_\_

# Franchise Project

**PART ONE:** Acquaint yourself with the web, franchises, and ideas for part two.

1. Visit <http://www.franchiseemporium.com>. List five of the featured food franchises and **describe the food they serve**.
  - a.
  - b.
  - c.
  - d.
  - e.
  
2. Using <http://www.entrepreneur.com/> , click on Franchises, then Franchise 500. List the top 5, in order.
  - a.
  - b.
  - c.
  - d.
  - e.
  
3. Using the same website, select Fastest Growing and list the top five fastest growing franchises.
  - a.
  - b.
  - c.
  - d.

- e.
- 4. Using the same website, you will need to do a little digging. Find out what the suggested total investment or start up cost range is for the following companies:
  - a. McDonald's:
  - b. I9 Sports:
  - c. Jimmy John's:
  - d. Jackson Hewitt Tax Service:
  - e. Dippin' Dots:

***Please turn in PART ONE when done and move on to PART TWO.***

**PART TWO:** Research a franchise and present. – 45 points

1. Select your company. Please notify Mrs. Largo so no two students are working on the same franchise.
2. Create a document in Microsoft Word that answers the following questions. Please use complete sentences and format this professionally. For easier reading, please group and label each section clearly.
  - a. INDUSTRY: What industry is your company involved in? (food, travel, entertainment, auto repair) (2 points)
  - b. FACTS: Present some history and facts about the company. (10 points)
  - c. START UP: What are the start-up requirements? Franchise fee? Royalty fee? Advertising fee? Monthly costs? You are not limited to this list. Some of these may not be available either—list as many as you can find! (5 points)
  - d. REQUIREMENTS: What are the personal financial requirements needed to be an owner of the company's franchise? Liquid assets? Net worth? Total investment \$\$ needed? Background check? (5 points)
  - e. LOCATION: Where would you locate your franchise? Be realistic and specific. Explain why you chose this location. (5 points)
  - f. OTHER: List any other useful information you find that you feel is necessary for someone to ACTUALLY start up this franchise.
  - g. WORKS CITED: List all websites used! (3 points)
  - h. Overall quality of report (5 points)
3. Prepare a 3 minute presentation about your company and the information you have found. Please learn the company's website and show us around during your presentation. Feel free to create a PowerPoint presentation, poster, or any other visual aids to accompany your presentation. (10 points)

**IF YOU WORK WITH A PARTNER, YOU WILL NEED TO EITHER DO TWO VISUAL AIDS OR ONE VISUAL AID AND ONE ACTIVITY WITH THE CLASS!**