

2017 Annual Convention

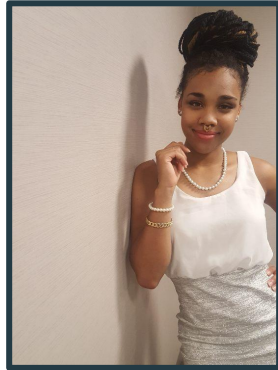
*Presented by Adam El Alami, Luke Armstrong, Robyn
Blanchard, Koty Hoesman, James Kramer, Shana Noblitt,
DeAndre Williams*



Meet The Team



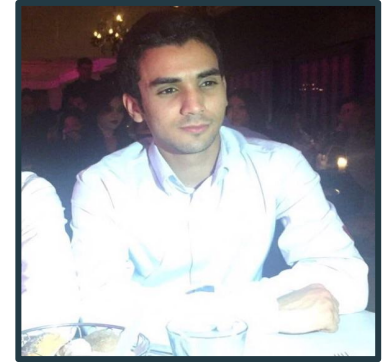
Jak Kramer
Major: Insurance and Risk Management
Minor: Sales and Negotiations



Shana Noblitt -
Major: Business Administration
Minor: French & Martial Arts



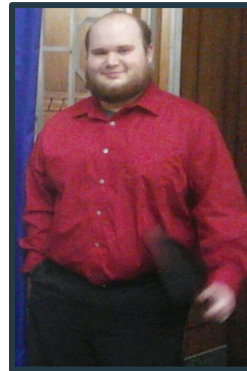
Luke Armstrong
Major: Finance



Adam El Alami
Major: Business Marketing



DeAndre Williams
Major: Accounting and Finance *w/ concentration in investment planning*



Koty H. Hoesman
Major: Accounting



Robyn Blanchard
Major: Marketing Mgmt

Background Information

- *2017 Annual Convention Report*
- *200 franchisee directors*
- *Questions such as recruitment, desirable characteristics, and involvement*
- *Recommendation into selection and support*



Who's the Best Franchisee/Franchisor?

QUIZ



Successful Selection Of Franchisees

DESIRABLE QUALITIES TO LOOK FOR

Five Major Key Qualities

- Coachability
- Business Skills
- Motivation
- People Skills
- Financial Stability

Coachability or following the system as Eddy Goldberg translates it, states “ The franchisor’s operating system has been developed, refined, tested and proven over time in may locations” (n.d.).

Being self-**motivated** and knowing why open a franchise should be important for the franchisor when considering and looking for franchisees.

It important to be relatable to the employees and customers making them feel valued to return back and recognize the franchise (Goldburg, n.d.).

“Some systems require a regular marketing fund. This means you need to ensure you have enough funds for the initial cost plus working capital to meet your other financial obligation to the franchisor for their support and expertise” (7 Traits of a Great Franchise, 2016).

Franchisees Recruitment

1. *Define qualifications profile and criteria*
2. *Promote the position and search for the candidate*
3. *Initial the primary contact with the candidate*
4. *Request for consideration*
5. *Interview*
6. *Validate the franchisee*
7. *Application, approval, granting of franchise license.*
8. *Franchise fees paid and franchisee agreement signed.*
9. *Franchisee training.*
10. *Franchisee's initial unit opens.*

Expectations Of Franchisees And Franchisors

Franchisees

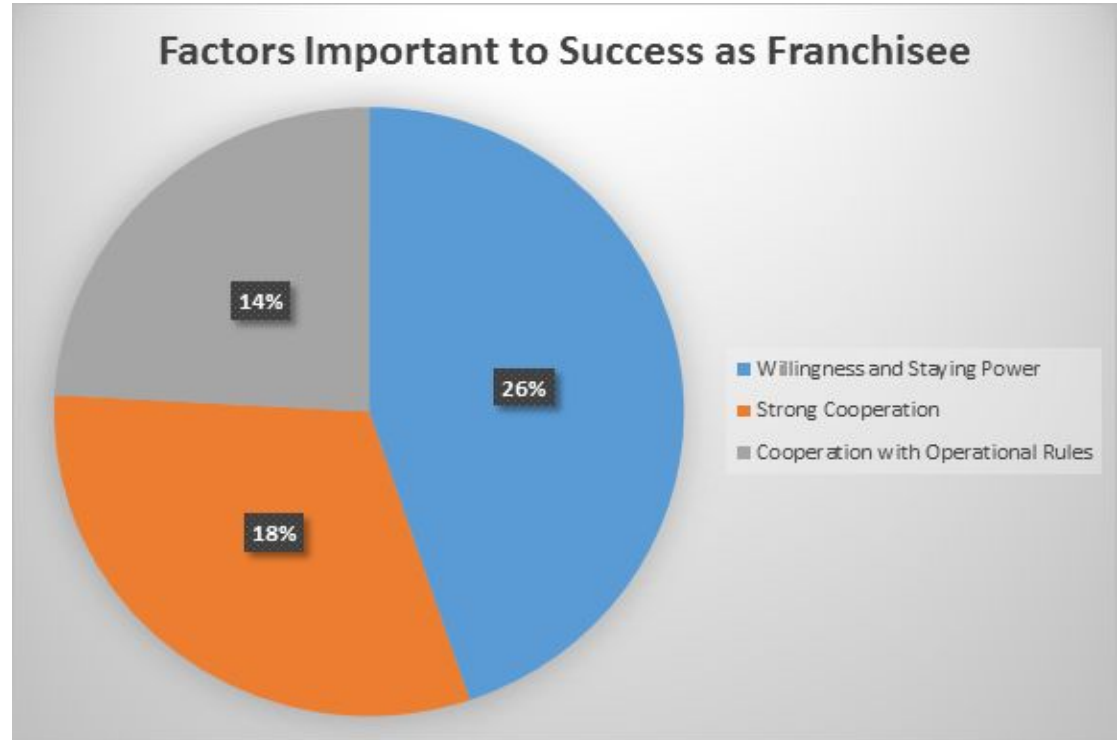
- ❖ Follow the franchise's system and operations
- ❖ Manage the success and growth of the franchised business
- ❖ Marketing and upholding the brand's image
 - (TapSnap)

Franchisors

- ❖ Business advisory and supportive role
- ❖ Focus on ongoing business expansion and innovation
- ❖ Be a well-oiled machine
- ❖ Brand reputation management and growth
 - (TapSnap)

FACTORS IN A SUCCESSFUL FRANCHISE

- ❖ **Willingness to learn**
- ❖ **Being a team player**
- ❖ **Being Committed**
- ❖ **Having patience**
 - (Hemenway)





Effective Franchisees and Making the Leap

Importance of Effective Franchisees

- Crucial decision making skills
- Protect the franchised brand
- Ability to build a strong, loyal customer base
- Ensure proper employee training (Daszkowski)

When to Franchise?

- Ability to sell franchises
- Ability to duplicate the business
- Ability to provide all necessary guidance for franchisees
- Never be spread too thin (Siebert)

Benefits of Franchising

- Increasing capital
- Speed of growth
- Reduced risk

Interviews

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J. Gumbo's

Recommendations

Coachability



People Skills



MOTIVATION



Business Skills



Financial Resources



IT'S YOUR BRAND

- Here's what it takes...
- Here's where you need to be...
- Here's how to do it!

References

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