

Franchise Comparison Work Sheet

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Use this work sheet to help you determine the attractiveness of each franchise you are considering. Assign each franchise a column number. Answer each question along the left-hand side of the form, assigning a rating of 1-3, with 3 being the strongest. Total each column after you've finished. The franchise with the highest score will be the most attractive.

The Franchise Organization	Franchise 1	Franchise 2	Franchise 3
Does the franchisor have a good track record?			
Do the primary leaders of the franchise have expertise in the industry?			
Rate the franchisor's financial condition.			
How thoroughly does the franchisor check its prospective franchisees?			
Rate the profitability of the franchisor and its franchisees.			
Column Totals			

The Product Or Service	Franchise 1	Franchise 2	Franchise 3
Is there a demand for the product or service?			
How seasonal is the product or service?			
Are industry sales strong?			
Rate the product or service in comparison to the competition.			
Is the product or service competitively priced?			
What is the potential for industry growth?			
Column Totals			