

# Franchising - Business Organization Assignment

---

## Overview

You are to select a franchise and use the list at [entrepreneur.com](http://entrepreneur.com) franchise list to answer questions about the franchise.

## Before you start

Before you begin this assignment, be sure you have completed the following items

1. Watch my video covering this section 4.5 of your textbook <https://youtu.be/fKg05-yRoLw> (8:00)
2. Read the section in your textbook [4.5 Franchising: A Popular Trend](#)

## Assignment

1. Take a look at franchises at <https://www.entrepreneur.com/franchise500>. Pick one franchise you might be interested in owning. Click on the franchise in the list and you will see detailed info about that franchise.
2. Use Google Docs or Microsoft Word and create a document named **Franchise - yourname**. In the document, provide brief answers to the following questions. Notes: 1) All the info should be found at the link at <https://www.entrepreneur.com/franchise500> 2) You should first copy and paste the following questions to your document. 3) If an item is not shown for your franchise, you should put "not specified" for that item.
  1. What is the name of the franchisor you selected? (for example, Great Clips)
  2. What is the link to the franchisor at Entrepreneur.com (for example, <https://www.entrepreneur.com/franchises/greatclips/282392>)
  3. What is the initial fee paid to the franchisor you selected to join their system?
  4. Fees:
    - a. What is the Royalty Fee for the franchisor you selected?
    - b. What is the Ad Royalty Fee for the franchisor you selected?
    - c. Let's say your franchise made \$100,000 for the year. What would be total Royalty fee you'd pay that year? What would be the total Ad Royalty fee you'd pay that year?
  5. What is the length of time your franchise agreement will last?
  6. How much classroom training is there for this franchise?
  7. How many employees are required to run the franchise
  8. Would you be required to actively work in the franchise and manage the day-to-day operations?
  9. Assuming you don't have the money right now, list some possible ways you could get the money to start the business? (other than robbing a bank :))
  10. Do you think it would be better to start this business as a franchise, or do you think it would be better to start it on your own? List possible advantages and disadvantages of purchasing a franchise vs. starting such a business by yourself (hint: look in your textbook and listen to my video for advantages and disadvantages of owning a franchise)
3. After completing the document, you will submit in Blackboard in Word format (if you save in Google Docs, you should download it as a Word document to submit in Blackboard).

## Submitting the Assignment:

1. In Blackboard, for the assignment **Franchising - Business Organization Assignment**, submit your document **Franchise - yourname**