

FRANCHISE BUSINESS MODEL WORKSHEET

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KR 1. Graphography/Feedback Results (FUNCTIONAL)

Left side JTDB: GOALS (check the most applicable)

- What you wanted to gain from this course
- Independence and control
- Balance
- Personal Satisfaction
- Personal Time
- Fulfillment
- Financial Security
- Income
- Create and Build Something
- Own an Asset Equity
- Get Away from Corporate Life
- Contribute to Community
- Growth
- ROI
- No Layoff
- Family Involvement
- Other

PERSONAL BUSINESS PREFERENCES (FEELING)

KR 2. Venue

Professional Office, Home Office, Store front

KR 3. Location

Willing to Relocate, Willing to Travel, Only around here

KR 4. Employees

Professional, Skilled, Unskilled, Many, Few, Work alone

KR 5. Investment (how much capital is available - KP)

How much money are you willing to put at risk?

KR 6. Time Frame

Looking to the future or needing to act now

KA 1. Your Role as Owner

Involved in day-to-day operations, Hire managers, Active/Passive

KA 2. Your Hours

Monday – Friday, Nights, Weekends, Flexibility

KA 3. Your Environment

Professional – Casual – Work attire with logo

KA 4. Your Growth Plan

Grow locations, Grow Sales Force, Grow Service Fleet, Networking, Direct campaigns

CHANNEL. How you sell

Total Inbound (Asset), Inbound with outbound component, Warm Calling, Cold Calling, Networking, Managing sales force.

CR 1. Your Image

From your customer's Point of View

CR 2. Structure

Established in market, Recognized name, Newer emerging

VP/CS. Popular Franchise Business Categories

Asset-based Channel businesses have a busy location and name recognition that attracts customers. This location is costly, either to purchase or lease. **Contact-based Channel businesses** require the business to reach-out to the market to attract customers. They are much less costly to start but require a continual sales effort. This can be from the owner, a distribution network, or through a sales staff.

Asset-based Channels

- Automotive
- Food
- Retail (can also include Services from a location)

Contact-based Channels

- Business to Business
- Residential Services
- Personal Services
- Children's Services
- Healthcare Services
- Seniorcare Services