

## Proposal;

These sections deal with the background of the franchise, what they are offering, how they are offering and at what price

## Price comparison;

This section will basically compare the asking price of the franchise with its near competitors or franchises in the same market sector or entry price.

<b>SECTION E</b>	Opinions and reasoning
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### STAR RATINGS

We have rated 'FRANCHISE NAME' with: ★★★★★ A very good franchise model. Franchisor's business model shows both viability and sustainability. Minimal risk exposure.

1 STAR : FRANCHISE FAILED TO SHOW OR OBTAIN MINIMUM STANDARDS TO OFFER VIABILITY OR SUSTAINABILITY. A HIGH RISK VENTURE.

2 STAR: FRANCHISE IS ON BODERLINE TO STANDARDS. IMMEDIATE RISK INVOLVED.

3 STAR: FRANCHISOR AND BUSINESS SHOW VIABILITY AND ARE TO A SATISFACTORY LEVEL. RISK EXPORSURE IS LOW TO MEDIUM.

4 STAR: A VERY GOOD FRANCHISE OPPORTUNITY. FRANCHISOR'S BUSINESS MODEL SHOWS BOTH VIABILITY AND SUSTAINABILITY. MINIMAL RISK EXPOSURE

5 STAR: AN EXCELLANT BUSINESS OPPORTUNITY. FRANCHISOR'S BUSINESS MODEL SHOWS VIABILITY AND PROLONGED SUSTAINABILITY. MINIMAL RISK EXPOSURE.

### OPINIONS:

#### **PRICING**

This part you will talk about the price of the franchise in comparison to similar franchises of industry.

#### **BRANDING**

What you think and feel about the brand name and logo inline with the core activity of the franchise

#### **FRANCHISE PACK**

The franchise pack is given to each franchisee, you will need to find out what they give initially. The franchise pack may contain media such as leaflets/ stationary starter packs. Training and level of the same.

#### **CONCERNS**

Voice concerns you have about the franchise, i.e. does their website look good/ are there missing links... Would prospective franchisees face trouble getting finance to purchase the franchise. How high does the franchise rate for their products/ services on search engine such as Google, Yahoo or Bing?

These are mainly concern a franchisee would have.

## **CUSTOMER REVIEWS**

Ask the main franchisor or look on their website for customer reviews and speak with them/ email them.

## **BUSINESS MODEL with VIABILITY and SUSTAINABILITY**

Will a prospective franchisee make money? This section answers that. Does the franchise have solvency? This can normally be found by rating the cost/quality of the franchisors product in comparison to at least 2 other like/similar products on the open market.

Find below an example:

We found the business model and plan to be of good substance. Their BDM does seem to have a firm grasp of the markets and is very apt to change to market conditions. We also found their training program was of good quality with their trainers being from energy markets some having worked for public sector organisations with many years experience. When we examined the viability we obtained quotes for a 2Kwp system (system E of 'company name' and most enquired product) with 3 other local companies. The quotes we obtained were £12,000, £11,300 and £9,800 The quote we obtained from 'company name' was £8900. A considerable 19% less than the average quote. We also examined and referenced the government incentive called 'FIT'. It is our understanding that the scheme is valid for the next 25 years and hence the question of sustainability is answered.

## **FINAL REMARKS**

Conclusion report

Report Compilation date: This is the date report was finished.

Franchise Name rated: ★★★★★ A very good franchise model. Franchisor's business model shows both viability and sustainability. Minimal risk exposure.

### **Franchise detective**

For full Terms and Conditions of this report please visit: [www.franchisedetective.co.uk](http://www.franchisedetective.co.uk)

For all queries related to this franchise, please contact the franchisor directly on their registered contact details. For any queries with this report or if you wish to report material changes, please email: [info@franchisedetective.co.uk](mailto:info@franchisedetective.co.uk).