Due at the end of class Thursday – Project Grade

I recently became extremely wealthy. Since I’ve always been interested in franchises, but don’t want the workload that comes along with being a franchisee, I want to invest my money in you to own/operate a franchise. I don’t want any ownership or reimbursement; consider it a thank you for being an awesome student. However, I don’t like uncalculated investments so you need to convince me that the return on investment is one that will bring you happiness, and income. You need to research franchise opportunities, choose a franchise to purchase, and submit a report to me on your research and the decision you have made. I will then decide if your decision is worthy of my monetary gift.

***MAKE SURE YOU ARE SAVING YOUR WORK TO YOUR H:DRIVE***

1. Access the following web site: <http://www.entrepreneur.com/franchises/index.html>
2. Choose three categories of franchise opportunities that interest you and/or you see good potential (example: Automotive, Retail, Health Care).
3. Choose two franchise businesses for each category that interest you and create a table in Word that includes the following:
   1. Company Name
   2. Description of product and services offered
   3. Franchise fees
   4. Average start-up cost
   5. Royalty fees
   6. Ranking according to “Entrepreneurs Franchise 500”
4. Create a graph comparing franchise fees and a separate graph comparing royalty fees.

Note: your best option may be to copy and paste your table into Excel, create the appropriate graphs, then copy and paste the graphs back into your Word document.

1. Choose one of the franchise businesses to purchase with my money. Compose a report that includes the following information:
   1. Copy of the company logo and the slogan (if they have one)
   2. Detailed description of the product(s) and service(s) offered
   3. Company background and history
   4. Current number of franchises in existence, and any relevant patterns of growth or decline over the past few years
   5. Financial Requirements
   6. Training offered
   7. Qualifications required beyond financing
   8. Location of your business
   9. Explanation why you chose this particular franchise and why you feel you would be able to run it successfully
2. Print (in color), staple and turn in. You should have your table and graph on one page. Your report should be composed on a separate page. Include proper headers and titles on each page.