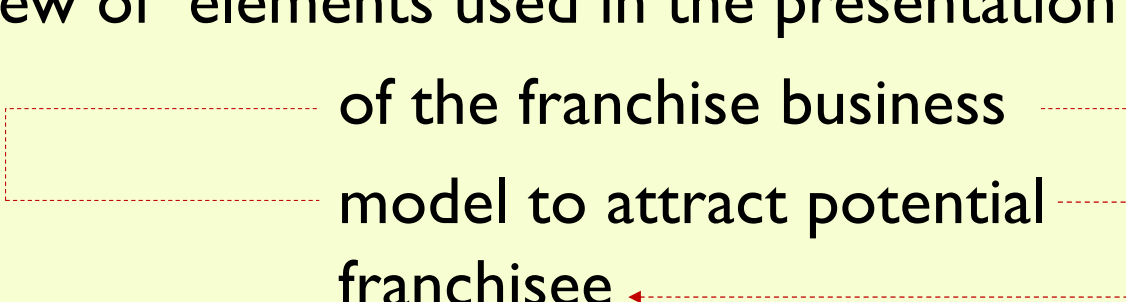


What you need to pitch for your franchise brand to potential franchisee

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An overview of elements used in the presentation
of the franchise business
model to attract potential
franchisee



Brand story

- What is the brand stands for in the market
- Success still now in the retail space
- How the brand make a presence in the market

Unique Selling Propositions

- What is the one or few thing that differentiates your franchise brand

Competitor and entry barriers

- Who are your direct and indirect competitors?
- What is your brand competing with another brand – price, product, scale, experience, etc.

Revenue model

- Do you have the right franchise revenue model?
- Forward looking statement (financial numbers)
- How good is your model to attract investors?

Target Market

- What is the size of the market of your product or service?
- Who are your customers?
- Define your customers ?
- What is your go to market strategy of your franchise?

Achievements so far

- Milestones if any?
- Achievements of being successful franchise?
- What is your vision for next growth stage?

Management team

- The team behind the franchise brand
- What is your support strategy for franchisee (local or national level)?

Store pictures

- Ideal stores
- Location wise store pictures
- Anything striking ?

This deck is the beginning

- There are many other things to cover such as:
 - > Legal support
 - > Marketing support
 - > Operation support
 - > Recruitment support

Best wishes!

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