

FRANCHISE BUSINESS PLAN RUBRIC

Student Name(s): _____ Business Name: _____

Section Name & Description	LITTLE / NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	How to earn MEETS EXPECTATIONS score:
I. Executive Summary 1-3 page description of the business model				Executive Summary gives a clear, compelling overview of the business model. Student utilizes charts, graphs, and/or other visuals to support overview as well as a brief summary of each section listed below.
II. Business History, Background, & Objectives See far right column for description				In A, student thoroughly describes the business; this description should include, but is not limited to: brief outline of the business model, when/where the business was started, who it was started by, business mission and/or vision statement, number and location(s) of current franchises, and map of current locations. In B, student identifies and briefly describes at least 2 short-term objectives and 2 long-term objectives. All objectives should specify a timeline and at least 1 should be related to profit. In C, student identifies and briefly describes at least 3 notable franchise achievements to date. In D, student identifies and briefly describes any challenges or obstacles the franchisee may face and/or any general challenges or obstacles the franchisor faces. In E, student thoroughly outlines and describes the rights to franchise the business, showing a deep understanding of the process.
III. Business Environment See far right column for description				Student describes how at least 2 environmental factors may affect the business. These factors could include, but are not limited to: the local, national, or international economy; changes in population; interest rates; changes in levels of employment, etc.
IV. Products and/or Services List and describe the products/services offered				Student lists and describes each product and/or service the business offers. Student provides a simple chart outlining each product/service offered, as a visualization tool for the reader. If needed, student can group products/services into categories.
V. Present Market See far right column for description				In A, student identifies and thoroughly describes the business' target market(s). This should include, but is not limited to the demographic, psychological, and/or geographic information about the target market(s), supported by research (citing all sources). In B, student thoroughly describes the opportunity for growth in the chosen market. This could include geographic, economic, and/or demographic growth (citing all sources). In C, student identifies and describes the franchise's current pricing policy, including the prices of all products/services offered. In D, if the business is seasonal, student identifies the seasonal factors and thoroughly describes an effective plan to adjust to them.
VI. Competition See far right column for description				In A, student identifies 3-5 primary competitors in the market, organizing them into an organized chart. Student also lists at least 2 strengths and 2 weaknesses of each competitor. In B, student thoroughly describes at least 2 advantages the business has over its competitors. In C, student thoroughly describes at least 2 disadvantages the

				business has compared to its competitors, and explains how the business will make up for them.
VII. Marketing Plan See far right column for description				In A, student thoroughly describes the company's existing marketing techniques, strategies, and tools. This could include, but is not limited to: radio, TV, online, print, email, and event marketing/advertising. In B, student thoroughly describes the additional marketing techniques, strategies, and tools that will be used to promote the business. This could include, but is not limited to: radio, TV, online, print, email, and event marketing/advertising. Student uses visuals in sections A and B as needed to help enhance reader's understanding of marketing tactics.
VIII. Management & Organization See far right column for description				In A, student describes the franchise's management team and its strengths and weaknesses. For strengths, this should include resources and support tools provided to franchisees to find success; for weaknesses, this should include resources and support tools that are lacking (citing all sources). In B, student thoroughly describes the plan to further develop management team. This should include all hiring plans and number of employees to be hired. In C, student briefly describes the management succession plan. Student should answer: who will take over in the event of the incapacity or continued absence of any owner or key employee? In D, student briefly describes the need for, and plan to obtain, additional management personnel based on present sales and forecasted sales over the next 2 years.
IX. Business Resources See far right column for description				In A, student lists the major operating equipment that you will purchase or lease. Student includes all fixed asset purchases in the Fixed Assets & Depreciation sub-model, accurately and realistically estimating purchase costs, life in years, and salvage value. In B, student lists major suppliers of inventory, including brief description of supplier's location and payment terms. In C, student identifies other outside resources used or needed to fulfill customer requirements; this could include any tools or resources not provided by the franchisor. In D, student describes quality control procedures. This could include, but is not limited to: franchisee's plan to uphold the franchisor's standards, adherence to FDA standards, the use of high-quality ingredients, etc. In E, student describes the availability of skilled labor to meet the business' needs. This could include but is not limited to: the availability of skilled labor in the chosen city, current employee turnover rate, minimum wage requirements, etc (citing all sources). In F, student thoroughly describes the type and extent of necessary training that will be required to upgrade the skills of labor and administrative employees and the estimated cost of doing so. This should include training provided by the franchisor and/or the franchisee. In E, student accurately and realistically projects number of full-time and part-time employees needed. This should include a brief description of each employee's role and duties. In F, student inserts a realistic organizational chart for the franchise. Student also includes the employee payroll sub-model and payroll taxes & benefits sub-model. Wages/salaries in these 2 sub-models

				should be accurate and realistic; tax rate should be 9% and benefits rate should be 50%.
X. Financial Plan & Data See far right column for description				In A, student describes the franchisor's overall sales and profit trends (citing all sources). Student also includes the revenue, cost of goods sold, and gross profit sub-models, projecting accurate and realistic conservative/likely/aggressive figures for 2020. Student also includes a 2-year sales forecast for the new franchise location, projecting accurate and realistic figures for each identified revenue stream. In B, student outlines the strategy and timing for obtaining capital. This should include the identification of: loan amount, interest rate, term, and start date. Student also includes a payment schedule, which identifies annual principal and interest paid, as well as remaining loan balance each year. In C, student provides a two-year projected income statement; student realistically projects all sources of business revenue and expenses. In D, student provides a one-year projected cash flow statement; student realistically projects all sources of cash inflows and cash outflows. Figures in the income statement and cash flow statement come from the financial sub-models listed throughout rubric. Student realistically projects 2021 growth rates.
XI. Conclusion Specific request for financing, summary of key points supporting the financial request				Student re-addresses the dollar amount needed for financing, explaining how the chosen loan amount will contribute to the business' prosperity.
XII. Bibliography				Student includes a list of all the sources of information used in the written document.
Teacher Comments				

GRADING BREAKDOWN:

- A: 95% ('meets expectations' for all sections)
- B: 85% ('meets expectations' for only 70-80% of all sections, and the rest of the sections earn 'below expectations' scores; no sections earn 'little to no value' scores)
- C: 75% ('meets expectations' for less than 70% of all sections, and the rest of the sections earn 'below expectations' or 'little to no value' scores)