

ARE YOU READY TO **FRANCHISE?**

Complete Ice Miller's quick Franchisor Assessment and submit to the team at franchise@icemiller.com to begin your journey.



Brand Recognition & Market

1. Has anyone inquired whether you are franchising your concept?

☐ Yes ☐ No

2. Have you created a brand for your business concept?

☐ Yes ☐ No

3. Do you have a federally-registered trademark for your brand name?

☐ Yes ☐ No

4. Do you have regional brand recognition?

☐ Yes ☐ No

5. Do you have national brand recognition?

☐ Yes ☐ No

6. Do you have more than one location for your concept?

☐ Yes ☐ No

7. If you have more than one location:

Are they consistent in appearance and brand recognition?

☐ Yes ☐ No

Do they offer the same products and services?

☐ Yes ☐ No

Could one of your locations be used for training new franchisees?

☐ Yes ☐ No

8. Is there a market for your business concept in other locations?

☐ Yes ☐ No

9. Have you conducted any market studies for growth?

☐ Yes ☐ No



Operations

1. Do you have systems in place that can be standardized and taught to other people?

☐ Yes ☐ No

2. Do you have an employee handbook?

☐ Yes ☐ No

3. Do you have an operations manual in which you explain how your business operates?

(e.g., what products/inventory and services are required, how marketing is to be done, how products/services are to be sold to customers, how sales are to be recorded, etc.)

☐ Yes ☐ No

4. Do you have a training manual?

☐ Yes ☐ No

5. Are your operational processes different from those of your competitors?

☐ Yes ☐ No

6. Do you have designated suppliers?

☐ Yes ☐ No



Investment & Growth

1. Do you have a business plan for growth?

☐ Yes ☐ No

2. Do you have capital to:

Develop the legal documents associated with franchising?

☐ Yes ☐ No

Market your concept to potential franchisees?

☐ Yes ☐ No

Hire sales people to sell franchises?

☐ Yes ☐ No

Provide training and ongoing support to franchisees?

☐ Yes ☐ No

3. Do you know the costs associated with replicating your concept?

☐ Yes ☐ No

4. Do you have audited financial statements?

☐ Yes ☐ No

5. Do you have internal capability to create a corporate franchise development team and to provide support and resources to franchisees, such as franchise sales, training, marketing and ongoing support services?

☐ Yes ☐ No

6. Do you have designated individuals with experience selling franchises?

☐ Yes ☐ No

Submit your completed form to the team at franchise@icemiller.com

FRANCHISE AND DISTRIBUTION PRACTICE

Ice Miller's Franchise attorneys have experience with state-level regulations throughout the country. Ice Miller's Franchise team represents franchisors, franchisees, franchisee associations, and investors. Our depth of experience representing franchise clients allows us to take an efficient and results-oriented approach that puts our clients' needs at the forefront.

MEET OUR TEAM



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