



# Part I | Application

## EVIDENCE IN REGION

This section asks for questions and information solely on your experience operating a franchise overseas. Please do not include information on any UK operation in this section, this will be dealt with later on.

## ABOUT YOU AND YOUR OVERSEAS BUSINESS

1. Contact name

2. Telephone

3. Mobile

4. Email

5. Website

6. Address

7. Registered name of applicant company

8. Date company established/incorporated

9. Trading name of franchise/brand

10. Names of registered directors

Name

Date of Appointment

11. Have you or any of your directors or key managers, ever been disqualified, or convicted of theft or fraud, or been declared bankrupt, or been a director of a company that had gone into receivership, liquidation, or entered into an arrangement with its (or your) creditors?

Yes | No

(if Yes, please enclose separately details of any convictions or declaration and any Certificates of Discharge)

12. Does any of your senior team have any previous franchise experience?

13. Name of parent or holding company (if any)

14. Names of subsidiary companies (if any)

15. Do either your parent, holding or subsidiary companies act as a supplier to your business?

16. Do any of your directors have an interest in any company that acts as a supplier to your business?

Yes | No

17. Please provide the company names of the following:

Bankers -

Accountants -

Franchise Consultant (if any) -



# Part I | Application

*Continued*

## ABOUT YOUR OVERSEAS FRANCHISE MODEL

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**18. Nature of franchised business (e.g. retail sandwich bar, mobile automotive repairs etc.)**

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**19. Type of franchise (please tick/denote)**

Investment

Management

Retail

Single Operator/Manual

Single Operator/Executive

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**20. Did your company first operate through company owned outlets?**

Yes | No

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**21. If Yes, from what date?**

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**22. Prior to franchising, did you operate a freestanding and/or company owned outlet specifically to be an 'arm's length' pilot scheme for franchising? (i.e. in the same size, scale and format as the franchise business model)?**

Yes | No

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**23. If Yes, from what date?**

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**24. Please state the number of company-owned units, if any, operating at present**

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**25. When did you open the first franchised unit?**

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**26. Number of franchised units operating at present?**

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**27. Number of franchised units achieving expected standard**

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**28. Number of new franchised units you intend to open in the next...**

**12 months**

**5 years**

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# Part I | Application

*Continued*

## **COST OF FRANCHISE PACKAGE TO FRANCHISEE**

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**Initial franchise fee**

**Franchisee's total investment (including working capital)**

**Management service (or royalty) fee**

**Do you receive an income from your franchisees by way of a mark-up on goods supplied to them?  
Please estimate the % return for you on your franchisees' turnover**

**Advertising or marketing levy**

**Any other continuing charges? (If so please specify)**

**Estimated time period for a franchisee to reach break-even**

**Estimated time period for a franchisee to recover total initial investment?**

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## **COSTS TO YOU IN SETTING UP EACH NEW FRANCHISEE**

In the table below, please summarise the average or typical costs to you (or charged by a third party provider) that you incur per new franchisee prior to and during their set up and opening.

**Average cost of recruiting each new franchisee (e.g. marketing, magazine or web advertising, exhibitions)**

**Cost (to you) of putting on training courses (per attendee)**

**Cost of initial marketing launch**

**Stock, materials, and equipment, if applicable**

**Other items - please specify**

**Total cost of finding and setting up each new franchisee**

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# Part I | Application

Continued

## FRANCHISEE JOINERS AND LEAVERS

Please provide the following figures, in confidence:

	Current Year	Last Year	Year Before
(a) Franchise starts (excl. resales)			
(b) Franchise failures (forced exit)			
(c) Franchise withdrawals (voluntary exit)			
(d) Resales arising (b) and (c)			
(e) Franchise disputes*			

\*Only those disputes have required intervention (through your solicitor, the franchisee's solicitors, or the Association's conciliation, mediation or arbitration schemes) should be recorded.

## FRANCHISE AGREEMENT

Your franchise agreement will be reviewed as part of our process, please provide the following information together with the latest copy of your franchise agreement (ideally in English):

**Solicitor firm**

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**Name of solicitor**

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**Term of franchise agreement**

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## REFERENCES

We will require references from both:

- (a) the National Franchise Association (which itself should be a member of the World Franchise Council) of which you are already a member and;
- (b) a franchisee in the region in which you operate (we will send you a form to send on to the franchisee)

Please confirm the National Franchise Association of which you are currently a member and the following details so that we may request a reference:

**Association name**

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**Contact name**

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**Contact email address**

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# Part 2 | Application

## EVIDENCE IN UK

This section asks for questions and information solely on your experience operating the business in the UK and your plans for the UK franchise model. Please do not include information on any overseas operation in this section, this is dealt with in the section above.

### ABOUT YOU AND YOUR UK BUSINESS

1. Contact name

2. Telephone

3. Mobile

4. Email

5. Website

6. Address

7. Registered name of UK company (if any)

8. UK company registration number (if any)

9. Date company established/incorporated

10. Trading name of franchise/brand in the UK

11. Date of first use of name in the UK (if different from above)

12. Proposed (or existing) method of franchising in the UK

- (a) We are the ultimate franchisor, and we are/will be awarding franchises direct.
- (b) We are a Master Franchisee of a Master Franchisor based in \_\_\_\_\_ (insert country) and we have the license to award franchises in the UK
- (c) We are a Regional Master franchisee, one of \_\_\_\_\_ (insert quantity) proposed in the UK
- (d) We are seeking a Master Franchise to operate the franchise in the UK.
- (e) We are seeking \_\_\_\_\_ (insert quantity) Regional Master Franchisees to operate the franchise in the UK.
- (f) Other (please describe):

13. Names of registered directors

Name

Date of Appointment

14. Have you or any of your directors or key manager, ever been disqualified or convicted of theft or fraud, or been a director of a company that had gone into receivership, liquidation, or entered into an arrangement with its (or your) creditors?

Yes | No

(if Yes, please enclose separately details of any convictions or declaration and any Certificates of Discharge)



## Part 2 | Application

*Continued*

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**15. Does any of your UK senior team have any previous franchise experience?**

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**16. Name of parent or holding company (if any)**

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**17. Name of subsidiary companies (if any)**

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**18. Do either your parent, holding or subsidiary companies act as a supplier to your business?**

**Yes | No**

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**19. Do any of your directors have an interest in any company that acts as a supplier to your business?**

**Yes | No**

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**20. Please provide the company names of the following for the UK:**

**Bankers -**

**Accountants -**

**Franchise Consultant (if any) -**

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### **ABOUT YOUR UK FRANCHISE MODEL**

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**21. Nature of franchised business in the UK (e.g. retail sandwich bar, mobile automotive repairs etc.)**

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**22. Type of franchise in the UK (please tick/denote)**

**Investment Management**

**Retail**

**Single**

**Operator/Manual**

**Single Operator/Executive**

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**23. Has your company operated in a style and scale similar to the franchise business model in the UK, prior to considering franchising?**

**Yes | No**

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**24. If so, from what date?**

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**25. Did you or will you operate a freestanding and/or company owned outlet specifically to be as an 'arm's length' pilot scheme for franchising in the UK? (i.e. in the same size, scale and format as the franchise business model)?**

**Yes | No**

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**26. If so, from what date?**

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**27. Number of company-owned units, if any, operating at present in the UK**

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**28. Have you already operated with a fully-fledged franchised unit in the UK?**

**Yes | No**

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# Part 2 | Application

Continued

29. If so, from what date?

30. Is this unit still in operation?

Yes | No

31. Number of franchised units, if any, operating at present in the UK

32. Number of franchised outlets, if any, in the UK achieving expected standard

33. Number of new franchisees units you are seeking in the UK over the next:

12 months

5 years

## COST OF FRANCHISE PACKAGE TO FRANCHISEE IN THE UK (in pounds)

Initial franchise fee

Franchisee's total investment (including working capital)

Management service (or royalty) fee

Do you receive an income from your franchisees by way of a mark-up on goods supplied to them?  
Please estimate the % return for you on your franchisees' turnover

Advertising or marketing levy

Any other continuing charges? (If so please specify)

Estimated time period for a franchisee to reach break-even

Estimated time period for a franchisee to recover total initial investment?

## COSTS TO YOU IN SETTING UP EACH NEW FRANCHISEE IN THE UK

In the table below, please summarise the average or typical costs to you (or charged by a third party provider) that you incur per new franchisee prior to and during their set up and opening.

Average cost of recruiting each new franchisee (e.g. marketing, magazine or web advertising, exhibitions)

£

Cost (to you) of putting on training courses (per attendee)

£

Cost of initial marketing launch

£

Stock, materials, and equipment, if applicable

£

Other items - please specify

£

Total cost of finding and setting up each new franchisee

£



# Supporting Evidence Checklist

16. We, the applicant company declare, to the best of our knowledge and belief, that the franchise system we offer is based on sound business principles and provides a viable and ethical business opportunity for the franchise and a genuine end-product or service for the consumer. It is our belief that the systems we operate satisfactorily protect both the franchisee and the consumer and accordingly we hereby apply for membership of the British Franchise Association.

17. We agree to supply current details of all franchisees and keep these regularly updated as required by the bfa in order that the bfa may contact them directly from time to time.

18. We understand that companies are only entitled to UK Developer with the Association until the first year has been proven in the UK, before being assessed for Provisional or Associate Membership.

**SIGNED**

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**PRINT NAME**

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**FOR AND ON BEHALF OF**

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**POSITION HELD**

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**DATE**

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