



British Franchise Association Application Form

If you are unsure on which category of membership you will fit into, please call a member of the bfa team on 01235 820 470.



ABOUT YOU AND YOUR BUSINESS

1. **Company Name**

2. **Contact Name**

3. **Mobile**

4. **Telephone**

5. **Email**

6. **Website**

7. **Company Address**

8. **UK Company Registration Number**

9. **Trading Name of Franchise / Brand**

10. **Proposed (or existing) Method of Franchising in the UK**

We are the ultimate franchisor, and we are/will be awarding franchises direct

We are a Master Franchisee of a Master Franchisor based in _____ (Insert country)

11. **Do you have an interest in a company that acts as a supplier to your business?**



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ABOUT YOUR FRANCHISE

12. Please provide a description of your business
(e.g. *Domiciliary Care, Coffee Shop, Car Repairs, Children's Activities*)

13. What date did you start your business?

14. Do you have any franchisees?

Yes No

15. If yes, what date did you appoint your first franchisee?

16. How many companies owned units do you have now?

17. How many franchised units do you have now?

COSTS OF FRANCHISE PACKAGE TO THE FRANCHISEE

18. Initial franchisee fee

19. Management service (or royalty) fee

20. Do you make a mark-up on goods supplied to franchisees?

Yes No

21. Advertising or marketing levy

22. Any other continuing charges, such as IT licences etc. (Please specify)

23. On average, how long does it take a franchisee to pay back their total investment?



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COSTS TO YOU IN SETTING UP EACH NEW FRANCHISEE

24. How much do you spend to recruit a franchisee *(Take all of your marketing costs into account)*

25. Cost to provide the initial training to a franchisee? *(This could be an external trainer fee)*

26. How much do you spend on the initial marketing launch package for a new franchisee?

27. Are there any additional costs related to stock, equipment, uniform etc?

FRANCHISEE JOINERS AND LEAVERS

Please provide the following figures for each calendar year.

	Current Year 2021	Last Year 2020	Year Before 2019
How many new franchisees have you recruited?			
How many resales have you had?			
How many franchisees have left the network without reselling their business?			
How many franchisee disputes have you had? *			

*Only those disputes which have required intervention (through your solicitor, the franchisee's solicitor, or any of the British Franchise Association's dispute resolution procedures) should be recorded.



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FRANCHISE ADVICE

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.

Solicitor Firm

Name of Solicitor

Consultant name (if applicable)



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INFORMATION TO INCLUDE

- Current Audited Accounts**
If not available, please provide current management accounts signed by a director together with a statement that there are sufficient funds to secure the franchise operation for at least coming year.

- Operations Manual, Training and Support**
A copy of the contents page and a random page of your operations manual together with a summary of your initial training course and ongoing support that is offered to franchisees.

- Franchise Prospectus**
Any franchise brochures/prospectus and other promotional literature currently used.

- Financial Projections**
Include any examples of financial projections that are shown to prospective franchisees prior to signing the franchise agreement.

- Business Model**
Provisional Listing: *Provide a Profit & Loss account from a company owned outlet or pilot operation.*
Associate Member: *Provide one set of franchisee Profit & Loss account.*
Full Member: *Provide two sets of franchisee's Profit & Loss accounts.*

- For Associate or Full Member:**
Please provide details of your franchisees (Name, address and email address)

- For Provisional Listing:**
Please provide details of your sponsor (This must be an affiliated member of the British Franchise Association)

- Data Sharing Agreement**

- Franchise Agreement**

- Pre-Contract Deposit Agreement (if you have one)**



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DECLARATION & COMMITMENTS

- 1.** I can confirm the information provided in and with this application is a true representation of the facts and includes all information which might be reasonably regarded as pertinent to my acceptance by the bfa.
- 2.** We agree to be bound by the Association's complaints, disputes, conciliation, mediation and arbitration procedures and any amendments thereto agreed by the Association.
- 3.** We agree to be bound by the Association's disciplinary and appeals procedures, and to comply with any notices or instructions issued under those procedures and any amendments thereto agreed by the Association.
- 4.** We agree to comply with the Association's requirements and conditions for re-accreditation and any amendments thereto agreed by the Association.
- 5.** We agree to comply with the Association's Code of Ethical Conduct and any amendments thereto agreed by the Association.
- 6.** We agree to abide by the Advertising Standards Authority's Code of Advertising Practice.
- 7.** We agree that we will not sell, offer for sale, or distribute any product or render any service, or promote the sale or distribution thereof, under any representation or condition (*including the use of the name of a 'celebrity'*) which has the tendency, capacity or effect of misleading or deceiving purchasers or prospective purchasers.
- 8.** We agree to use our best endeavours to adopt best practice in franchising as agreed and published by the Association from time to time.
- 9.** We agree to notify the Association at the earliest possible opportunity of any material change in ownership, direction, financing or operation of our business and to provide a copy of any new Franchise Agreement.
- 10.** We agree to notify the Association immediately if any director or key manager, whether currently with the company or who may join in the future, should in the future meet any part of the disclosure requirements concerning theft, fraud, disqualification, bankruptcy etc., as set out earlier in this Application.
- 11.** We agree to comply with the Association's request for copies of non-confidential information to be held by the Association, to be open to inspection by your appointed officials.
- 12.** We agree to provide authorised full-time officials of the Association access to but not copies of confidential information reasonably required in accrediting or re-accrediting our company to membership but only on the basis that the Association contractually requires its full time officials to maintain the confidentiality of such information.
- 13.** We agree to pay our membership subscription fees within the bfa's credit terms.
- 14.** We agree to require any individual or organisation engaged by us to discharge any of our functions as a franchisor in the UK, to secure our compliance with the Association's requirements on us as members in their conduct and activities on our behalf.
- 15.** 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.
- 16.** 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.



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DECLARATION & COMMITMENTS

By signing below, you are confirming that you have read and agree with Declaration & Commitments document.

Signed

Print Name

For and on behalf of

Position Held

Date
