



# British Franchise Association UK Developer Application

## ABOUT YOU AND YOUR OVERSEAS BUSINESS

1. Company Name

2. Contact Name

3. Mobile

4. Telephone

5. Email

6. Website

7. Overseas Company Details (*company number / trading dates etc*)

8. Overseas Director Details (*name and appointment date*)

9. Have you or any of your directors or key managers, ever been disqualified, 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

10. UK Company Registration Number (*If applicable*)

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



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## UK Developer

### Application

#### 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 open your first company unit?**

**14. How many current company units are in operation?**

**15. When did you open your first franchised unit?**

**16. How many franchisees do you have operating? (please separate if multiple countries)**

**17. Number of franchisees achieving expected standard?**

#### 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.

	<b>Current Year 2021</b>	<b>Last Year 2020</b>	<b>Year Before 2019</b>
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 REFERENCES

We will require references from both:

- (a) **The National Franchise Association(s)** *(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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## INFORMATION TO INCLUDE

### Overseas

- Franchisor accounts**  
*Showing Profit & Loss*
- X2 sets of franchisee accounts showing projections being achieved**
- Literature used** *(only if in English)*  
*Operations Manual, Prospectus*
- Overview of training**
- Franchise agreement** *(only if in English)*  
*If company is based in the USA, please send a copy of the FDD which should cover all the above*

### UK Evidence

- Management/Staff organisational structure for UK**
- Transfer of knowledge from overseas company incl. training plans**
- Expansion plans into the UK over the next 12 months**
- Name of Sponsor**  
*(bfa affiliate who we need confirmation from)*
- Legal Advisor for UK franchise agreement**
- Feasibility Study for UK**
- Cost Of Franchise Package to Franchisee in UK**



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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**

\_\_\_\_\_