



### 1. Strategic Analysis

- Onsite visit
- Competitive analysis
- Gather financials and current marketing materials
- Focus meetings with senior mgt.
- Market analysis

### 2. Business Structure

- Model
- Buyer profile
- Support programs
- Personnel

### 3. Business Income Platforms

- Franchise fees
- Royalties
- Marketing/Advertising fees
- Product/Service dist./sales
- Other profit centers: finance, leasing, rebates

### 4. Business Plan

- Corporate plan
- Franchise plan
- Unit-Level plan
- Investment plan

### 5. Prototype/Construction Dev.

- Evaluate current design
- Upgrade current design
- Complete ground-up design build worldwide and turn-key

### 6. Legal Documentation

- Individual franchise agreement
- Area development agreement
- Sub-Franchise agreement
- Master franchise agreement
- International licensing agreement
- Conversion agreement
- Entity formation

- Intellectual property (trademarks, patents, copyrights, etc.)
- Licensing agreements between original parent and new franchisee.
- State filings and registrations

### 7. Operations Manual

- Full operating manual with all required forms and procedures
- Classroom curriculum for franchisee training
- Efficiency review

### 8. Marketing

- Identify market research requirements
- Conduct market research
- Branding assessment
- Corporate marketing plan
- Franchise marketing plan
- Unit-Level marketing plan
- Full nationwide and worldwide market studies
- Marketing automation

### 9. Three Day Franchise Training

- Closed sessions in a major hotel or Franchise Science HQ in Santa Barbara, CA
- Day-I: Franchise Marketing
- Day-II: Franchise Sales
- Day-III: Franchise Legal and Franchise Management 50/50

### 10. One Year Franchise Consulting

- Train new sales staff and senior management/mentor sales team
- Focused consultations regularly with senior management on franchise operations and dev.
- Industry-specific intelligence consultations with Franchise Science and outside industry experts in-category
- 24/7/365 consultation and support directly from senior consultants



Now there is a difference in franchise consultants. A scientific approach to your franchise success. By a team of **franchise scientists**.

No question, there is both an art and a science to successful franchising. The art derives from experience. Most franchise consultants have limited experience, never owning their own franchise business. Franchise Science is unique among consultants by virtue of both franchise experience, and our disciplined approach to franchise development. To be sure, the science in our name refers to our complete and detailed processes used for every franchise assignment, big or small.

Our experienced team is led by founder Harry Miller who brings deep expertise, and personally supervises each project along with our dedicated team of experts we call franchise scientists. From detailed financial projections to process automation, the Franchise Science team facilitates the complete end to end solution for scaling existing business operations to a national and global level.

Please consider Franchise Science for your multi-unit growth and learn about all aspects of franchising best practices from our education and training entity, The Franchise Growth Institute.

#### **List of services:**

[Franchise Consulting](#)

[Franchise Development](#)

[Strategic Planning](#)

[Franchise Operations](#)

[Legal](#)

[Design/Build](#)

[Process Automation](#)

[Restaurant Automation](#)

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