



ELITE FRANCHISE 100 2021 ENTRANT CRITERIA

The criteria below should provide you with everything you need to enter the Elite Franchise 100 2021. Please carefully read all of the supplied information and compose your answer accordingly, which will be marked out of ten by the judges. Good luck!

1. Longevity

This should detail the age of the franchise and its longevity in the marketplace. So we need the year your first franchisee came on board.

2. Financial performance

What we need here is the network's most recent turnover and profit for the last three financial years ending in April 2020, 2019 and 2018.

3. Network size

We want to know the number of franchisees your network currently has. This will only take into account the total number of franchisees within the network itself open and not the total number of outlets or branches within the business. The franchisee number should also be reflective of those in the UK specifically rather than overseas. The details should

include figures from the last three financial years ending in April 2020, 2019 and 2018.

4. Growth

This will determine the franchise's year-on-year growth both in terms of turnover and franchise network size. These figures will be a combination of what has been received in previous criteria in terms of financial performance and the size of the network.

For the following, more detail will need to be provided:

The word limit for each piece of criteria will be 350 words to ensure a fair and consistent way of judging as all answers will be of a similar length and format. For clarity, we have included an example to guide you on things to include.

5. Contribution (350 words)

This will observe the contributions your franchise makes to the community, inclusive of local and national initiatives and within the sector as a whole. More than just membership of the bfa or creating jobs, we're looking for signs that franchises are going above and beyond to make contributions to society overall. An entry that secures a full ten points will be engaged in multiple, well thought-out initiatives in each area, whether that be mentoring and supporting local businesses, mentoring of less experienced franchise brands and championing the interests of the industry or giving back to society through charity fundraisers and outreach.

Example: Detail if your franchise has a membership in the bfa. Perhaps you sit on the board? Explain how active the business is in organisations like EWIF for example. If you're supporting several charities, we want to know about them. List how the franchise actively organises and contributes to local business communities, show how it supports things like local jobseekers and mentoring schemes, aids students and backs things like local sport teams and events. 350 words maximum – bullet point structure advised

6. Support (350 words)

This should cover the comprehensive and ongoing training and support franchises provide to those in their network. Entrants will need to provide significant detail of how they supply support before a prospect has signed on the dotted line, as well as the comprehensive initial training, ongoing tutorials and long-term mentoring on offer. There should be meaningful development for franchisees whose businesses are well-established and who are in the later stages

of their franchising journeys and additional support mechanisms such as marketing, sales and HR support.

Example: How much access is there to existing members of the network when prospective franchisees are doing their due diligence? Entrants must discuss the support they provide in terms of helping would-be franchisees understand what's required from a financial perspective. What does the training consist of specifically? Tell us whether this is through webinars, calls, face-to-face meetings or otherwise. When franchisees are officially on board, do you support them with branding and marketing, location-finding, signage? Are mentors provided in the form of head office staff or buddies within other franchisees? Once they're up and running, do they receive support from a HR perspective to ensure they're up to speed on all things employee care and recruitment? How do they know what's required in terms of sales and client management? Are social media strategies and management techniques offered? All of these elements are what need to be discussed. 350 words maximum – bullet point structure advised.

7. Innovation (350 words)

How a franchise is making the most of new technologies, developing new products or services and what it does that sets it apart from other brands on the market. Not only should a franchise that scores ten points meaningfully engage in technology and provide solutions that allow its franchisees to work more efficiently and flexibly but it should also look to be constantly developing its products, services and processes to ensure it remains at the top of its game. A true winner in this category will also have processes in place

to utilise the innovations of its franchisees and reward and recognise their commitment to developing the future of the brand.

Example: What sets your franchise apart from others on the market? There are two key categories to consider here. How is technology being used to add or improve your services. So if you're a healthcare franchise, how is tech being used to enhance the service received by clients? Maybe you're a tutoring franchise that's embraced online learning. Are CRM systems at play to support clients or are you harnessing online forums where communications can take place between franchisees? For idea generation, how do you make sure you're moving with the times and not standing still? Do you receive suggestions from franchisees about technologies that can boost the company performance or are there internal processes to ensure that the head office teams regularly brainstorm and research? 350 words maximum – bullet point structure advised.

8. Future (350 words)

The franchises with the most ambitious plans for the future have the chance to shine here. Not only will a top-scoring franchise have ambitious growth targets nationally and

ideally internationally but should also identify a range of potential new opportunities they're looking to explore, with clear thought to how this will help grow their brand and boost the potential of their networks.

Example: Drawing upon previous and existing company performance from the past three years, we want to know where you see the franchise in the next five years? Will this be from a rebrand? Perhaps overseas opportunities will lead the way to your growth ambitions? If you're a mobile franchise, will you open in local centres to expand your reach? Is there a major marketing drive that you plan on embarking on? Will it be through a new range of products? Give us as much detail as possible to let us know how you will achieve your future goals using tangible evidence. 350 words maximum – bullet point structure advised.

Additional Information

In order to support your entry as best as possible, please do include any additional information you feel will help to strengthen your entry. This is located at the bottom of the application and should be a maximum of 350 words.