



elitefranchise

TOP
SUPPLIER OF THE YEAR
TOP

2 0 2 5



OFFICIAL AWARDS
SUPPORTER

SUPPLIER OF THE YEAR ENTRANT CRITERIA

The criteria on the following pages should provide you with everything you need to enter the **Elite Franchise Supplier of the Year Award**. Please carefully read all of the supplied information and compose your answer accordingly.

Good luck!

CEMG

WHO CAN ENTER?

The Elite Franchise Supplier of the Year Award is open to a wide range of businesses that provide essential support and services to the franchising industry. For this award, the term 'supplier' encompasses any business or individual that contributes to the success and operation of franchise businesses. This includes, but is not limited to:

HOW DOES IT WORK?

The internal team scores the entries. We shortlist the Top 5 which are then voted for by the EF100 winners ahead of the Elite Franchise Awards Ceremony.

- 1. Consultancy firms:** Offering expertise in franchise development, strategy, and operations.
- 2. Legal services:** Specializing in franchise law, contracts, and compliance.
- 3. Financial services:** Providing accounting, funding solutions, and financial planning for franchises.
- 4. Technology providers:** Offering software, hardware, or digital solutions tailored for franchise operations.
- 5. Marketing and advertising agencies:** Specializing in franchise brand promotion and lead generation.
- 6. Training and development companies:** Delivering programs for franchisors and franchisees.
- 7. Product suppliers:** Manufacturing or distributing products used by franchise businesses.
- 8. Service providers:** Offering operational support such as cleaning, maintenance, or logistics.
- 9. Recruitment agencies:** Specializing in franchise personnel placement.
- 10. Property and real estate services:** Assisting with location selection and lease negotiations.

Eligible entrants should have a proven track record of working with franchise businesses and demonstrating a significant positive impact on the franchising sector. Both established companies and innovative newcomers are encouraged to apply, provided they can showcase their contribution to the franchise industry's growth and success.

Entry Criteria is focused on 4 core areas, these are listed below:

- 1 CONTRIBUTION (600 words max)**
This section will assess the contributions your business makes to the franchising community, including local and national initiatives, and to the sector as a whole. We're looking for evidence that suppliers are going above and beyond to make meaningful contributions to the franchising industry and society overall. You will demonstrate engagement in multiple, well-thought-out initiatives in various areas. This could include mentoring and supporting franchise businesses, championing the interests of the franchising industry, supplying technology to advance franchise brands or giving back to society through charity fundraisers and outreach programs.

Example: Detail your company's involvement in franchising organisations. Are you a supplier member of the British Franchise Association (bfa) or similar bodies? Do you hold any leadership positions in these organisations? Explain how active your business is in franchise-focused groups. If you're supporting charities, particularly those relevant to the franchising sector, we want to know about them. Remember to provide specific examples and, where possible, quantify the impact of your contributions. We're looking for suppliers who demonstrate a genuine commitment to the growth, development, and positive reputation of the franchising industry.

- 2 SUPPORT (6000 words max per answer/box)**

This section should cover the comprehensive and ongoing support and services you provide to franchises and the broader franchising community. Entrants need to provide significant detail on how they support franchises at various stages of their journey, from initial engagement through to long-term partnerships. Describe your approach to supporting franchises before they become clients, your onboarding process, and your ongoing support mechanisms. There should be evidence of meaningful, evolving support for established franchise clients and those at different stages of their franchising journeys.

Example: Explain your approach to supporting potential clients during their decision-making process. How do you help franchises understand your services and their potential impact? Detail your onboarding process for new clients. What does your initial engagement look like? Describe any training, workshops, or resources you provide to help clients maximise the value of your products or services.

For ongoing support, discuss your communication channels and response times. Do you offer regular check-ins, performance reviews, or strategy sessions? Explain how you adapt your support as your clients' needs evolve. If applicable, describe how you help franchises with aspects like branding, marketing, location strategy, or operational efficiency. Detail any additional support services you offer. This might include access to industry insights, networking opportunities, or specialised consulting. If you provide technology solutions, explain your update processes and user support systems. For service providers, describe how you ensure consistent quality across franchise networks.

3 INNOVATION (350 words per answer/box) This section should showcase how your business is leveraging new technologies, developing innovative products or services, and differentiating itself in the franchise supplier market. You will need to demonstrate meaningful engagement with technology, providing solutions that allow franchises to operate more efficiently and flexibly. You should highlight how you're constantly developing your offerings and processes to remain at the forefront of your field.

As a brand discuss your approach to Corporate Social Responsibility (CSR) and Environmental, Social, and Governance (ESG) initiatives within your business model. What new changes or initiatives have you implemented this year? How are you increasing diversity within your team? A standout entry will also demonstrate processes for encouraging and rewarding innovation within your own organisation, showing how you're shaping the future of franchise support.

Example: What sets your business apart from other franchise suppliers? Consider how you're using technology to enhance or improve your services. For instance, if you're a franchise legal service, how are you leveraging tech to streamline contract processes? If you're a marketing agency, are you employing AI-driven analytics to boost franchise performance? Describe any proprietary systems or platforms you've developed. How do you encourage and implement new ideas, both from within your organisation and from your franchise clients? Highlight any internal processes for regular innovation brainstorming and research.

4 FUTURE (350 words per answer) This section gives suppliers with ambitious plans for the future a chance to shine. You will need to demonstrate not only ambitious growth targets nationally and potentially internationally, but also identify a range of new opportunities you're looking to explore. Clearly articulate how these plans will help grow your brand and enhance your ability to support the franchise industry. It's crucial to be realistic and demonstrate how this growth will be achieved.

Example: Based on your company's performance over the past three years, outline your vision for the next five years. Will growth come from expanding your service offerings? Are you planning to enter new markets or support franchises in new sectors? Perhaps you're developing innovative technologies that will revolutionise franchise operations? Describe any plans for major marketing initiatives, partnerships, or acquisitions. If applicable, discuss how you plan to scale your operations to meet growing demand. Provide specific, measurable goals and explain the strategies you'll employ to achieve them. Use tangible evidence and market insights to support your projections.

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. Feel free to include one link to a video of your choice if you feel it will support your application. We're happy to hear from one of your clients. This is located at the bottom of the application and should be a maximum of 350 words.