25TH

WESTPAC

NEW ZEALAND FRANCHISE AWARDS

2019

FANZ

FRANCHISE ASSOCIATION OF NEW ZEALAND

Home & Lifestyle Franchise System of the Year

Entry Questionnaire

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IMPORTANT INFORMATION

This award is open to businesses that primarily supply private individuals a product/ service in, around or for the home e.g. Renovating, House Cleaning, Building, Lawns etc.
Or
Businesses which are not retail nor fixed location Hospitality. These businesses will offer products or services to individuals, which may often be a lifestyle or convenience choice etc. e.g. Education Services, Pet Care, Financial Advice, Mobile Food and Drink Carts, etc.

Multi-Brand franchise systems will need to complete separate entries for each brand that they wish to enter in the awards.

The following award framework is designed so that all entrants are judged under the same criteria.

A guide for the length of your main entry, answering the sections below would be to submit a maximum of 14 pages.

The use of diagrams, tables and graphs throughout your application is strongly advised, particularly in the performance section.

You must submit an electronic version of your entry via email to awards@franchise.org.nz by 5pm Monday, 5th August 2019.

Winners from the Franchise System Business Category awards are eligible for the supreme awards, in which case you will gain automatic entry.

BUSINESS BACKGROUND

We recommend your business background should be no more than 2 pages.

General

- Describe your product and/or service?
- How long has your business been running?
- How long has your business been a franchise?
- How many franchise areas do you have?
- How many franchisees do you have?

Vision & Structure

- State your organisational vision, mission and values.
- Describe or show a diagram of your franchise structure.
- List and describe your key suppliers, partners and any other stakeholders.

Business Environment

- Who are your competitors?
- What are your key challenges?
- List your key regulatory requirements.
- Briefly list the principal factors determining your success relative to your competitors.
- How do you foster/ensure employment law compliance within your franchise system?

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ENTRY QUESTIONNAIRE

Section 1: Leadership & Planning
(15 points)

1.1 Explain or demonstrate with a diagram how you went about Business Planning in the last 12 months. If relevant, consider your use of internal and external specialists, franchisee involvement, and how you monitor and review the plan.
Think about (if relevant to you):

- Who was involved in developing the plan, and reviewing progress? What roles did they fulfil?
- What formal and informal methods are used in your planning?
- What research did you undertake and how was it used?
- What are your key objectives for the business?
- How your vision and values relate to your objectives
- How you assess that your support staff and franchisees understand the vision
- How you monitor and review the plan

1.2 How did you go about developing and implementing your **Marketing Plan**?
Think about (if relevant to you):

- Who was involved in developing and reviewing it?
- What key strategies did you identify?
- How you evaluated marketing actions
- Steps you took to educate key stakeholders

Section 2: Customers (10 points)

2.1 Describe your different types of customers (e.g., end-user customers, franchisees)

2.2 How do you know what your customers want?

Section 3: Performance Information
(10 points)

3.1 List and describe the areas and measures that you regularly monitor relating to key areas of your franchise system.
Think about (if relevant to you):

- Customers
- Franchisees
- Your staff
- Franchisor business
- Any others

3.2 How is this data/information captured and used?

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Section 4: People & Capability (10 points)

4.1 What key roles does your business have and how you do you monitor your franchisor staff performance?

4.2 What training and development do you provide for your franchisor business staff, but also franchisees and their staff?

4.3 How do you foster your franchisor business staff satisfaction and franchisee satisfaction?

Section 5: Franchising Operational Processes (15 points)

5.1 Briefly describe your methods for attracting and selecting quality franchisee candidates?

5.2 Describe and/or demonstrate with a diagram your franchise support calendar (e.g., field visits, conference, franchise assessments etc)

5.3 Outline what financial information you collect and monitor from franchisees, and the process, reports, people and tools you use to do so.

5.4 Describe how you support franchisees to grow business sales and profit?

Section 6: Franchise System Performance (40 points)

Section 6 examines the data and information that provides evidence of performance and improvement in 4 key areas:

- Financial
- Customers
- People & Capability
- Business Health

Please provide evidence (results data and / or information), which demonstrate that your business is successful and sustainable. Where possible, provide data and information that indicates trends in performance over a significant time span. For example, 1 year's data is good, but 2 or 3 years' data is better. Where possible try to present the data in graphs and charts.

Financial

6.1 How has the franchisor business performed financially over the past three years?

Your answer could include, but does not need to be limited to, financial performance in specific revenue streams (such as royalties, up-front fees, wholesale margin and rebates), profitability and turnover in relation to projections.

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6.2 Please provide a current debt to equity ratio or similar KPI for the franchisor business.

6.3 Describe how your franchisees have performed financially? Your answer could include, but does not need to be limited to, financial performance in the areas of sales, gross profit, and profitability.

Customers

6.4 Outline the marketing results you have achieved.

6.5 Describe your current performance levels and trends for end-user customer satisfaction.

People & Capability

6.6 Describe your franchisor employee satisfaction.

6.7 Describe your franchisee satisfaction and engagement in your franchise system.

Business Health

6.8 Please provide any further evidence of franchising health. You might consider openings, closures, franchisee tenure, disputation rates etc.

6.9 Please provide an example of an improvement you have made to the business over the last two years and what this has achieved for key stakeholders?

6.10 Over the last 12 months, how has your company involved itself or contributed to:

- The franchise sector
- Community groups or worthwhile causes
- Reducing negative impact on the environment