



FASA Awards Questionnaires 2010

FASA Entrepreneur - 2010

Category 8

INSTRUCTIONS

- Please read the following questions carefully before answering them
- Franchisors and Franchisees can enter the competition
- The questionnaire and Annexures should be submitted in a file which must clearly indicate the name of the franchisor or franchisee and category
- You will also have to attach relevant documentation as Annexures where applicable
- The Annexures should be clearly marked as Annexure A, B ext. after the questionnaire and not be an integrated part of the questionnaire – please use partitions for the Annexures
- Please note that the judges are not interested in right or wrong answers but rather what makes you unique as entrepreneur to win this award
- All information will be considered as strictly confidential
- Please make and send in 4 hard copies to the judges – no e-mails or faxes will be accepted.
- The judges will have the right to request a motivation from any Franchisee in this particular franchise on why they are of opinion that the nominated Franchisor should be considered for the award
- All material can be collected from FASA's offices one week after the awards ceremony. Any material not collected within the allocated time period will be destroyed. FASA will not be held responsible for any losses.

Part 1: Requirements

The objective of this award is to give recognition to the person that has contributed to the enhancement of entrepreneurship and therefore has shown its commitment to growth and overall contribution to the franchise industry and FASA.

Identification

a) Brand name

b) Franchisor's or franchisee's trading name

c) Contact person at franchisor or name of franchisee

d) Title

e) Cellular phone

f) Work phone

g) Postal address

h) Physical Address

i) E-mail address

Part 2 Questionnaire

1. Background

1.1 Type of industry

1.1 Stage of industry development (new; growing; mature)

1.2 Number of years in Franchising

1.3 Number of years FASA member

2. Why would you consider yourself ideal to be selected as franchise entrepreneur of the year?

	Admin use only
	Points awarded
	5 points in total

The following rubric serves as a guideline to assess:

1	2	3	4	5
A poor and minimal effort to motivate	A vague and incomplete effort to motivate	A satisfactory description and effort to motivate	A proficient description and effort to motivate	An excellent description and effort to motivate

3. What motivates you to achieve as an entrepreneur?

	Admin use only
	Points awarded
	3 points in total

The following rubric serves as a guideline to assess:

1	2	3
A poor and minimal effort to	A satisfactory effort to describe	An excellent effort to describe

describe the motivation	the motivation	the motivation
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4. Why would you consider your product or service to be a great and unique idea for enhancing the entrepreneurial culture

	Admin use only Points awarded
	3 points in total

The following rubric serves as a guideline to assess:

1	2	3
A poor and minimal effort to motivate the idea	A satisfactory description and effort to motivate the idea	An excellent description and effort to motivate the idea

5. What was the process you followed (How did you go about) to develop this innovative idea into a business?

	Admin use only Points awarded
	5 points in total

The following rubric serves as a guideline to assess:

1	2	3	4	5
A poor and minimal effort to motivate the process	A vague and incomplete effort to motivate the process	A satisfactory description and effort to motivate the process	A proficient description and effort to motivate the process	An excellent description and effort to motivate the process

6. What would you consider to be myths about entrepreneurs?

	Admin use only Points awarded
	3 points in total

The following rubric serves as a guideline to assess:

1	2	3
A poor and minimal effort to motivate the myths	A satisfactory description and effort to motivate the myths	An excellent description and effort to motivate the myths

7. What would you describe as typical attributes and characteristics of a successful entrepreneur?

	Admin use only
	Points awarded
	5 points in total

The following rubric serves as a guideline to assess:

1	2	3	4	5
A poor and minimal effort to describe attributes and characteristics	A vague and incomplete effort to describe attributes and characteristics	A satisfactory to describe attributes and characteristics	A proficient effort to describe attributes and characteristics	An excellent effort to describe attributes and characteristics

8. What are the five most important principles that an entrepreneur need to implement in order to become successful?

	Admin use only
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	Points awarded
	5 points in total

The following rubric serves as a guideline to assess:

1	2	3	4	5
A poor and minimal effort to describe the principles	A vague and incomplete effort to describe the principles	A satisfactory effort to describe the principles	A proficient effort to describe the principles	An excellent effort to describe the principles

9. What will you do to build an entrepreneurial culture in your business

	Admin use only
	Points awarded
	5 points in total

The following rubric serves as a guideline to assess:

1	2	3	4	5
A poor and minimal effort to describe the process	A vague and incomplete describe the process	A satisfactory effort to describe the process	A proficient effort to describe the process	An excellent effort to describe the process

10. How would you go about to select an entrepreneurial team?

	Admin use only
	Points awarded
	5 points in total

The following rubric serves as a guideline to assess:

1	2	3	4	5
A poor and minimal effort	A vague and incomplete	A satisfactory effort to	A proficient effort to	An excellent effort to

to describe the process	effort to describe the process	describe the process	describe the process	describe the process
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11. What is your approach in selecting resources (physical, financial and human) for an entrepreneurial venture

	Admin use only Points awarded
Physical (1 point)	3 points in total
Financial (1 point)	
Human (1 point)	

The following rubric serves as a guideline to assess:

1	2	3
A poor and minimal effort to describe the process	A satisfactory effort to describe the process	An excellent effort to describe the process

12. How would you create a typical entrepreneurial environment?

	Admin use only Points awarded
	3 points in total

The following rubric serves as a guideline to assess:

1	2	3
A poor and minimal effort to describe the process	A satisfactory effort to describe the process	An excellent effort to describe the process

13. Briefly describe how you would mentor and coach a new upcoming entrepreneur in the business? 3

	Admin use only Points awarded
	3 points in total

The following rubric serves as a guideline to assess:

1	2	3
A poor and minimal effort to describe the process	A satisfactory effort to describe the process	An excellent effort to describe the process

14. What will your turn around strategy be to improve your business if you have to do it?

	Admin use only Points awarded
	5 points in total

The following rubric serves as a guideline to assess:

1	2	3	4	5
A poor and minimal effort to describe the process	A vague and incomplete effort to describe the process	A satisfactory effort to describe the process	A proficient effort to describe the process	An excellent effort to describe the process

15. Include a copy of your logo and/or slogan and describe the meaning of it

	Admin use only Points awarded
	3 points in total

The following rubric serves as a guideline to assess:

1	2	3
Points will be given on the general creative impression and description of the logo and slogan		

16. What strategies do you use to manage your risk?

	Admin use only Points awarded
	3 points in total

The following rubric serves as a guideline to assess:

1	2	3
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A poor and minimal effort to describe the process	A satisfactory effort to describe the process	An excellent effort to describe the process
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17. Describe your unique marketing and promotion plan

	Admin use only Points awarded
	5 points in total

The following rubric serves as a guideline to assess:

1	2	3	4	5
A poor and minimal effort to describe the plan	A vague and incomplete effort to describe the plan	A satisfactory effort to describe the plan	A proficient effort to describe the plan	An excellent effort to describe the plan