



FASA Awards Questionnaires 2010

Franchisee of the Year

Category 5

INSTRUCTIONS

- Please read the following questions carefully before answering it
- The questionnaire and Annexures should be submitted in a file which must clearly indicate the name of the franchisor, 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
- All information will be considered as confidential
- There are 2 parts to this category that needs to be completed. PART 1 should be completed by the FRANCHISOR and PART 2 by the FRANCHISEE

PART 1 NOMINATION – MUST BE COMPLETED BY FRANCHISOR

Please forward subsequent sections to franchisee to be completed. Franchisor must also attach a written motivation (NOT MORE THAN 1 PAGE)

FRANCHISEE DETAILS

Name

Company name

Number of outlets

Location/s

|  |
|--|
|  |
|  |
|  |

Trading name for certificates and trophies

Postal address

|  |
|--|
|  |
|  |
|  |
|  |
|  |

Physical Address

|  |
|--|
|  |
|  |
|  |
|  |
|  |

Contact person

Contact details

|        |
|--------|
| Tel No |
| Fax    |
| Cell   |
| Email  |

Number of years that the franchisee is in operation

Number of staff employed

Number of years a FASA member

How many Franchisees have been nominated and entered for 2009 by the Franchisor for this category

Region (important as first stage of the competition is regional in nature)

| Region                  | PLEASE TICK<br>REGION |
|-------------------------|-----------------------|
| Gauteng (Inland)        |                       |
| Eastern Cape (Coastal)  |                       |
| KwaZulu Natal (Coastal) |                       |
| Western Cape (Coastal)  |                       |

MOTIVATION - TO BE COMPLETED BY THE FRANCHISOR



|                     |                              |                              |                                   |                           |
|---------------------|------------------------------|------------------------------|-----------------------------------|---------------------------|
| or event was raised | events or issues were raised | events or issues were raised | four good events or issues raised | or events could be raised |
|---------------------|------------------------------|------------------------------|-----------------------------------|---------------------------|

PART 2: TO BE COMPLETED BY FRANCHISEE

1. Motivation

Please provide an explanation as franchisee as to why you believe that you deserve to win this award. The answer needs to include reference to efforts undertaken to ensure the success of the business over the past year. Your answer should be no longer than 200 words by completing the space provided or a separate page attached as ANNEXURE B

|  |                                  |
|--|----------------------------------|
|  | ADMIN USE ONLY<br>POINTS AWARDED |
|  | 5                                |
|  | POINTS                           |
|  | IN                               |
|  | TOTAL                            |
|  |                                  |
|  |                                  |
|  |                                  |
|  |                                  |
|  |                                  |
|  |                                  |
|  |                                  |

The following rubric will serve as a guideline

|   |  |  |   |  |
|---|--|--|---|--|
| 1   | 2  | 3  | 4   | 5  |
| Poorly and minimally motivated by the franchisee. | Not to well and vaguely motivated by the franchisee. | Well and satisfactory motivated by the franchisee. | Very well and proficiently motivated by franchisee. | Excellent and exceptionally motivation by franchisor. Five |

|                                    |                                       |   |  |  |
|------------------------------------|---------------------------------------|---|--|--|
| Only one issue or event was raised | Only two events or issues were raised | At least three events or issues were raised | There were four good events or issues raised | or more issues or events could be raised |
|------------------------------------|---------------------------------------|---|--|--|

## 2. Innovation

Is there space for any new innovations and creative ideas within your franchise business? Tick in the relevant space.

|          |         |                          |
|----------|---------|--------------------------|
| Yes<br>1 | No<br>0 | ADMIN USE ONLY<br>POINTS |
|          |         |                          |

If "Yes" explain and indicate what creative initiatives have you as a franchisee taken in order to improve on the selling of your service or product

|  |                                  |
|--|----------------------------------|
|  | ADMIN USE ONLY<br>POINTS AWARDED |
|  | 5                                |
|  | POINTS                           |
|  | IN                               |
|  | TOTAL                            |
|  |                                  |
|  |                                  |
|  |                                  |
|  |                                  |
|  |                                  |
|  |                                  |

The following rubric will serve as a guideline

| 1  | 2   | 3   | 4  | 5   |
|--|---|---|--|---|
| One creative idea. The ideas are not at all creative | Two creative ideas. The ideas are slightly creative | Three creative ideas. The ideas are creative. | Four creative ideas. The ideas are very creative | Five creative ideas. The ideas are extremely creative |

### 3. Growth

Percentage growth during the most recent financial year (sales) – Add evidence to ANNEXURE C

|  |  |
|--|--|
| % Franchisee growth for previous to current financial year | ADMIN USE ONLY<br><b>POINTS</b><br>SCALE: 0 – 10% = 1<br>11 – 20% = 2<br>21 – 30% = 3<br>31 – 40% = 4<br>41% + = 5 |
|  |  |

### 4. Communication

Communication and response to franchisor (PLEASE INDICATE WITH A TICK IN THE TABLE PROVIDED)

- 4.1 How often does the franchisee respond to emails or requests for information by the franchisor?
- 4.2 How well does the franchisee comply with internal systems and controls as implemented by the franchisor?

4.3 How often does the franchisee participate in initiatives implemented by the franchisor?

| Frequency     | 4.1<br>Email/ request<br>for info<br>response | 7.2<br>Internal<br>systems and<br>controls | 7.3<br>Participation<br>in initiatives | ADMIN USE ONLY<br>POINTS<br>AWARDED<br>Exception = 4<br>Above ave = 3<br>Average = 2<br>Poor = 1 |
|---------------|---|--|--|--|
| Exceptional   |   |  |  |  |
| Above average |   |  |  |  |
| Average       |   |  |  |  |
| Poor          |   |  |  |  |

4.4 Please detail, in the table below, the communication forums in which you actively participate

4.5 Please provide the number of such communication forums you have taken part in the past year

| Communication          | 7.4<br>Yes<br>(√ if<br>participated) | 7.5<br>Number<br>during past<br>year<br>NO MARKS | ADMIN USE ONLY<br>POINTS<br>AWARDED<br>Yes = 1 point<br>No = 0 points |
|------------------------|--------------------------------------|--|---|
| Conferences            |                                      |  |   |
| Workshops              |                                      |  |   |
| Intranet postings      |                                      |  |   |
| Bulletin boards        |                                      |  |   |
| Meetings at franchisor |                                      |  |   |
| Meetings at franchisee |                                      |  |   |
| Franchise council      |                                      |  |   |
| In house newsletter    |                                      |  |   |

4.6 Have you given any new ideas to the franchisor that have been adopted? Please outline

|  |                                  |
|--|----------------------------------|
|  | ADMIN USE ONLY<br>POINTS AWARDED |
|  | 3                                |
|  | POINTS                           |
|  | IN                               |
|  | TOTAL                            |
|  |                                  |

4.7 Please explain the degree of support given to franchisee through areas such as

4.7.1 Participation in buddy system

4.7.2 Making facilities available for training of employees from other franchises

4.7.3 Amount of time given to new franchisees for training

4.7.4 Other

|       |                                  |
|-------|----------------------------------|
|       | ADMIN USE ONLY<br>POINTS AWARDED |
| 4.7.1 | 8                                |
|       | POINTS                           |
|       | IN                               |
|       | TOTAL                            |
| 4.7.2 |                                  |
|       |                                  |
|       |                                  |
|       |                                  |
| 4.7.3 |                                  |
|       |                                  |
|       |                                  |
|       |                                  |
| 4.7.4 |                                  |
|       |                                  |

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|--|--|
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## 5.MARKETING INITIATIVES

5.1 Indicate what the main target market and the needs of the market was during the time period. Please attach any relevant market research (ANNEXURE D)

|                     |                                  |
|---------------------|----------------------------------|
| 5.1.1 Target market | ADMIN USE ONLY<br>POINTS AWARDED |
|                     |                                  |
|                     | 5                                |
| 5.1.2 Needs         | POINTS                           |
|                     | IN TOTAL                         |
|                     |                                  |
|                     |                                  |

5.2 Market strategy and how current tactics support that strategy

|   |                                  |
|---|----------------------------------|
| 5.2.1 Long term strategy                  | ADMIN USE ONLY<br>POINTS AWARDED |
|   |                                  |
|   | 5                                |
|   | POINTS                           |
| 5.2.2 Current tactics supporting strategy | IN TOTAL                         |
|   |                                  |
|   |                                  |
|   |                                  |
|   |                                  |
|   |                                  |

5.3 What was the brand marketing campaign plan and brand communications selected for the award (such as media, message etc)

|  |                                     |
|--|-------------------------------------|
|  | ADMIN USE ONLY<br>POINTS<br>AWARDED |
|  | 5                                   |
|  | POINTS                              |
|  | IN TOTAL                            |
|  |                                     |
|  |                                     |
|  |                                     |
|  |                                     |

| 1  | 2  | 3   | 4  | 5  |
|--|--|---|--|--|
| A poor plan and no brand communications were named or used | The plan was vague or incomplete and only a few brand communications were used | The plan was described satisfactory and relevant brand communications were used | The plan was well described. Sufficient brand communications were used | The plan was exceptionally described and brand communications were used extremely well |

5.4 What was the marketing plan implementation process

|  |                                     |
|--|-------------------------------------|
|  | ADMIN USE ONLY<br>POINTS<br>AWARDED |
|  | 5                                   |
|  | POINTS                              |
|  | IN TOTAL                            |
|  |                                     |
|  |                                     |

|  |  |
|--|--|
|  |  |
|  |  |

|  |   |  |   |   |
|--|---|--|---|---|
| 1  | 2   | 3  | 4   | 5   |
| The process to implement the plan was poor | The process to implement the plan was incomplete and not to well done | The process to implement the plan was complete and well done | The process to implement the plan was complete and very well done | The process to implement the plan was extremely well done |

### 5.5 Brand Tools

5.5.1 Types of media used – below and above the line. (Please attach relevant evidence and promotion material such as pamphlets, cd's, dvd's photos to ANNEXURE E if possible or refer to the material and include)

|  |                                  |
|--|----------------------------------|
|  | ADMIN USE ONLY<br>POINTS AWARDED |
|  | 5                                |
|  | POINTS                           |
|  | IN TOTAL                         |
|  |                                  |

5.5.2 Describe any local marketing campaigns held and attach evidence e.g. pictures ext. to ATTACHMENT F

|  |                                  |
|--|----------------------------------|
|  | ADMIN USE ONLY<br>POINTS AWARDED |
|  | 5                                |
|  | POINTS                           |
|  | IN TOTAL                         |
|  |                                  |

|  |  |
|--|--|
|  |  |
|--|--|

5.5.3 Refer to promotion activities held and attach evidence to ATTACHMENT G

|  |                                     |
|--|-------------------------------------|
|  | ADMIN USE ONLY<br>POINTS<br>AWARDED |
|  | 5                                   |
|  | POINTS                              |
|  | IN TOTAL                            |
|  |                                     |
|  |                                     |
|  |                                     |

5.5.4 What expo activities were held (Attach evidence to ANNEXURE F)

|  |                                     |
|--|-------------------------------------|
|  | ADMIN USE ONLY<br>POINTS<br>AWARDED |
|  | 5                                   |
|  | POINTS                              |
|  | IN TOTAL                            |
|  |                                     |
|  |                                     |
|  |                                     |
|  |                                     |

5.5.5 Were any efforts generated by way of word of mouth - Describe

|  |                                     |
|--|-------------------------------------|
|  | ADMIN USE ONLY<br>POINTS<br>AWARDED |
|  | 2                                   |
|  | POINTS                              |
|  | IN TOTAL                            |
|  |                                     |

5.5.6 What customer events were held? (Relationship marketing) (Attach any evidence to ATTACHMENT I)

|  |                                     |
|--|-------------------------------------|
|  | ADMIN USE ONLY<br>POINTS<br>AWARDED |
|  | 5                                   |
|  | POINTS                              |
|  | IN TOTAL                            |
|  |                                     |

5.5.7 Were any customer rewards made (list) – evidence attached to ANNEXURE G

|  |                                     |
|--|-------------------------------------|
|  | ADMIN USE ONLY<br>POINTS<br>AWARDED |
|  | 5                                   |
|  | POINTS                              |
|  | IN TOTAL                            |
|  |                                     |

5.5.8 What was the extent of direct marketing

|  |                                     |
|--|-------------------------------------|
|  | ADMIN USE ONLY<br>POINTS<br>AWARDED |
|  | 5                                   |
|  | POINTS                              |
|  | IN TOTAL                            |
|  |                                     |
|  |                                     |

The following rubric serves as a guideline to assess:

|            |             |                |              |             |
|------------|-------------|----------------|--------------|-------------|
| 1          | 2           | 3              | 4            | 5           |
| A poor and | A vague and | A satisfactory | A proficient | A excellent |

|   |  |                          |                          |                          |
|---|--|--------------------------|--------------------------|--------------------------|
| minimal effort<br>to describe the<br>events | incomplete<br>description of<br>events | description of<br>events | description of<br>events | description of<br>events |
|---|--|--------------------------|--------------------------|--------------------------|

## 6 Training

6.1 Please tick the courses in which you have trained your staff, in the column below

6.2 Please provide in percentage of the number of staff who have attended these courses

| Course                       | 6.1<br>Tick Yes<br>Yes/No | 6.2<br>% Franchisee<br>employees<br>participated in<br>course | ADMIN USE ONLY<br>POINTS AWARDED<br>Yes = 1 point<br>No = 0 points |
|------------------------------|---------------------------|---|--|
| Management development       |                           |   |  |
| General financial management |                           |   |  |
| Product knowledge            |                           |   |  |
| Customer satisfaction        |                           |   |  |
| Personal motivation          |                           |   |  |
| Computer training            |                           |   |  |
| Accounting                   |                           |   |  |
| Sales                        |                           |   |  |
| Promotion                    |                           |   |  |
| Stock management             |                           |   |  |

6.3 Do you participate in any learnership initiatives

|  | Yes<br>1 | No<br>0 | ADMIN USE<br>ONLY<br>POINTS |
|--|----------|---------|-----------------------------|
| Launched by the franchisor                       |          |         |                             |
| Launched by outside institutions                 |          |         |                             |
| Launched internally by the franchisee themselves |          |         |                             |

6.4 Do you participate in learnerships for previously disadvantaged individuals?  
(PLEASE TICK)

|          |         |                          |
|----------|---------|--------------------------|
| Yes<br>1 | No<br>0 | ADMIN USE ONLY<br>POINTS |
|          |         |                          |

6.5 If "Yes" how many (%) of these learners were gainfully employed after completion of the learner ship? (PLEASE TICK)

|                     |  |
|---------------------|--|
| % learners employed | ADMIN USE ONLY<br>POINTS<br>0-20%= 1 point<br>21-40% = 2 points<br>41-60%= 3 points<br>61-80%= 4 points<br>81-100%= 5 points |
|                     |  |

7. Describe your employee retention strategy briefly in 5 bullet points

|  |                                  |
|--|----------------------------------|
|  | ADMIN USE ONLY<br>POINTS AWARDED |
|  | 5                                |
|  | POINTS                           |
|  | IN TOTAL                         |
|  |                                  |
|  |                                  |
|  |                                  |

8. Community work

Are you actively involved in the neighbouring community?

|          |         |                             |
|----------|---------|-----------------------------|
| Yes<br>1 | No<br>0 | ADMIN USE<br>ONLY<br>POINTS |
|          |         |                             |

Please name the nature of the community service work in which you have participated (bullets)

|  |  |
|--|--|
|  | ADMIN USE<br>ONLY<br>POINTS<br>AWARDED |
|  | 5                                      |
|  | POINTS                                 |
|  | IN                                     |
|  | TOTAL                                  |
|  |  |
|  |  |

9. Awards

Please list the relevant awards that you have received

|  |  |
|--|--|
|  | ADMIN USE<br>ONLY<br>POINTS<br>AWARDED |
|  |  |
|  |  |
|  |  |
|  |  |

|  |  |
|--|--|
|  |  |
|  |  |

9.2 Were you a finalist in the Franchisee of the year awards during 2009 awards?

|           |         |                             |
|-----------|---------|-----------------------------|
| Yes<br>10 | No<br>0 | ADMIN USE<br>ONLY<br>POINTS |
|           |         |                             |

## 10. Business continuity

10.1 Is there any agreement that determines what happens to the business if you as a franchisee or your partner dies or get disabled?

|          |         |                             |
|----------|---------|-----------------------------|
| Yes<br>3 | No<br>0 | ADMIN USE<br>ONLY<br>POINTS |
|          |         |                             |

10.2 Does the business have any plans ready for the financing of key persons? (a key person could be any person in the business that will make it almost impossible for the business to continue if that person passes away, resign ext. e.g. a chef in a restaurant that makes the best food in town or the person that has all the know how of a particular product or manufacturing process)

|          |         |                             |
|----------|---------|-----------------------------|
| Yes<br>3 | No<br>0 | ADMIN USE<br>ONLY<br>POINTS |
|          |         |                             |

## 11. Wealth creation

Does the business invest its profits from time to time

|     |    |                   |
|-----|----|-------------------|
| Yes | No | ADMIN USE<br>ONLY |
|-----|----|-------------------|

|   |   |        |
|---|---|--------|
| 3 | 0 | POINTS |
|   |   |        |

12. Employee benefits

Does the business provide for retirement benefits for its employees?

|          |         |                             |
|----------|---------|-----------------------------|
| Yes<br>3 | No<br>0 | ADMIN USE<br>ONLY<br>POINTS |
|          |         |                             |