



FASA Awards Questionnaires 2010  
Most Promising Black Franchisee of the Year

Category 7

INSTRUCTIONS

- Please read the following questions carefully before answering **them**
- 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 strictly confidential
- There are 2 parts to this category that need to be completed. PART 1 should be completed by the FRANCHISOR and PART 2 by the FRANCHISEE
- Please make and send in 4 copies to the judges – no e-mails or faxes will be accepted
- All marketing material should be collected not later than 1 week after the awards from FASA's offices. Any material not collected within the allocated time period will be destroyed. FASA will not be held responsible for any losses.

PART 1 NOMINATION – MUST BE COMPLETED BY FRANCHISOR

The objective of this award is to give black franchisees the opportunity to compete for excellence in the franchise industry.

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

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Contact details

Tel No
Fax
Cell
Email

Number of years that the franchisee is in operation

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Number of staff employed

--

Number of years a FASA member

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How many Franchisees have been nominated and entered for 2007 by the Franchisor for this category

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MOTIVATION - TO BE COMPLETED BY THE FRANCHISOR



	raised	raised	issues raised	
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**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 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. Only one issue or event was	Not to well and vaguely motivated by the franchisee. Only two events or	Well and satisfactory motivated by the franchisee. At least three events or	Very well and proficiently motivated by franchisee. There were four good	Excellent and exceptionally motivation by franchisor. Five or more issues or events could

raised	issues were raised	issues were raised	events or issues raised	be raised
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2. Innovation

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

Yes 1	No 0	ADMIN USE ONLY 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 POINTS AWARDED
	5
	POINTS
	IN
	TOTAL

The following rubric will serve as a guideline

1	2	3	4	5
One creative	Two creative	Three creative	Four creative	Five creative

idea. The ideas are not at all creative	ideas. The ideas are slightly creative	ideas. The ideas are creative.	ideas. The ideas are very creative	ideas. The ideas are extremely creative
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### 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 POINTS SCALE: 0 – 10% = 1 11 – 20% = 2 21 – 30% = 3 31 – 40% = 4 41% + = 5

### 4. Communication

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

- 4.1 How well does the franchisee comply with internal systems and controls as implemented by the franchisor?
- 4.2 How often does the franchisee participate in initiatives implemented by the franchisor?

Frequency	4.1 Internal systems and controls	4.2 Participation in initiatives	ADMIN USE ONLY POINTS AWARDED Exception = 4
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			Above average = 3 Average = 2 Poor = 1
Exceptional			
Above average			
Average			
Poor			

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

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

Communication	4.3 Yes (√ if participated)	4.4 Number during past year NO MARKS	ADMIN USE ONLY POINTS AWARDED Yes = 1 point No = 0 points
Conferences			
Workshops			
Intranet postings			
Bulletin boards			
Meetings at franchisor			
Meetings at franchisee			
Franchise council			
In house newsletter			

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

	ADMIN USE ONLY POINTS AWARDED
	3

	POINTS
	IN
	TOTAL

The following rubric will enable the judges to determine the score

1	2	3
Poorly and minimally motivated by the franchisee. Only one issue or event was raised	Well and adequately motivated by the franchisee. At least two events or issues were raised	Excellent and exceptionally motivated by franchisee. Three or more issues or events could be raised

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

4.6.1 Participation in buddy system

4.6.2 Making facilities available for training of employees from other franchises

4.6.3 Amount of time given to new franchisees for training

4.6.4 Other

	ADMIN USE ONLY POINTS AWARDED
4.6.1	8
	POINTS
	IN
	TOTAL
4.6.2	(2 points per item)

4.6.3	
4.6.4	

## 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 POINTS AWARDED
	4
5.1.2 Needs	POINTS
	IN TOTAL
	(2 points per item)

5.2 Market strategy and how current tactics support that strategy

5.2.1 Long term strategy	ADMIN USE ONLY POINTS AWARDED
	4
	POINTS
5.2.2 Current tactics supporting strategy	IN TOTAL

	(2 points per items)

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

	ADMIN USE ONLY POINTS 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 POINTS 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 POINTS AWARDED
	3
	POINTS
	IN TOTAL

	(general impression into colour, phrases ext.)

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

	ADMIN USE ONLY 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. Only one issue or event was raised	Not to well and vaguely motivated by the franchisee. Only two events or issues were raised	Well and satisfactory motivated by the franchisee. At least three events or issues were raised	Very well and proficiently motivated by franchisee. There were four good events or issues raised	Excellent and exceptionally motivation by franchisor. Five or more issues or events could be raised

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

	ADMIN USE ONLY POINTS AWARDED
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	5
	POINTS
	IN TOTAL

The following rubric will serve as a guideline

1	2	3	4	5
Poorly and minimally motivated by the franchisee. Only one issue or event was raised	Not to well and vaguely motivated by the franchisee. Only two events or issues were raised	Well and satisfactory motivated by the franchisee. At least three events or issues were raised	Very well and proficiently motivated by franchisee. There were four good events or issues raised	Excellent and exceptionally motivation by franchisor. Five or more issues or events could be raised

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

	ADMIN USE ONLY POINTS AWARDED
	5
	POINTS
	IN TOTAL

The following rubric will serve as a guideline

1	2	3	4	5
Poorly and	Not to well and	Well and	Very well and	Excellent and

minimally motivated by the franchisee. Only one issue or event was raised	vaguely motivated by the franchisee. Only two events or issues were raised	satisfactory motivated by the franchisee. At least three events or issues were raised	proficiently motivated by franchisee. There were four good events or issues raised	exceptionally motivation by franchisor. Five or more issues or events could be raised
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5.5.5 Were any efforts generated by way of word of mouth - Describe

	ADMIN USE ONLY POINTS AWARDED
	2
	POINTS
	IN TOTAL

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

	ADMIN USE ONLY POINTS AWARDED
	5
	POINTS
	IN TOTAL

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

	ADMIN USE ONLY POINTS AWARDED
	2

	POINTS
	IN TOTAL

5.5.8 What was the extent of direct marketing

	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 events	A vague and incomplete description of events	A satisfactory description of events	A proficient description of events	An excellent description of 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 Tick Yes Yes/No	6.2 % Franchisee employees participated in course	ADMIN USE ONLY POINTS AWARDED Yes = 1 point 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 1	No 0	ADMIN USE ONLY 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	No	ADMIN USE ONLY
1	0	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
	POINTS
	0-20%= 1 point
	21-40% = 2 points
	41-60%= 3 points
	61-80%= 4 points
	81-100%= 5 points

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

	ADMIN USE ONLY
	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. Only one issue or event was raised	Not to well and vaguely motivated by the franchisee. Only two events or issues were raised	Well and satisfactory motivated by the franchisee. At least three events or issues were raised	Very well and proficiently motivated by franchisee. There were four good events or issues raised	Excellent and exceptionally motivation by franchisor. Five or more issues or events could be raised

8. Community work

Are you actively involved in the neighbouring community?

Yes 1	No 0	ADMIN USE ONLY POINTS

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

	ADMIN USE ONLY POINTS AWARDED
	5
	POINTS
	IN
	TOTAL

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The following rubric will serve as a guideline

1	2	3	4	5
Poorly and minimally motivated by the franchisee. Only one issue or event was raised	Not to well and vaguely motivated by the franchisee. Only two events or issues were raised	Well and satisfactory motivated by the franchisee. At least three events or issues were raised	Very well and proficiently motivated by franchisee. There were four good events or issues raised	Excellent and exceptionally motivation by franchisor. Five or more issues or events could be raised

9. Awards

9.1 Please list the awards related to the Franchise business that you have received

	ADMIN USE ONLY POINTS AWARDED
	3 points

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

Yes	No	ADMIN USE ONLY POINTS
10	0	

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 3	No 0	ADMIN USE ONLY 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 3	No 0	ADMIN USE ONLY POINTS

11. Wealth creation

Does the business invest its profits from time to time

Yes 3	No 0	ADMIN USE ONLY POINTS

12. Employee benefits

Does the business provide for retirement benefits for its employees?

Yes 3	No 0	ADMIN USE ONLY POINTS