

Franchise Feasibility Test

Of course during the initial planning stages you will mainly be concerned with the feasibility of operating one hot dog cart, yet alone a hot dog cart franchise. But as touched upon previously in our business guide, it is important that you set specific goals in connection with your hot dog cart. It is possible that your goal is to make a living operating one successful hot dog cart. It is also possible that you have the long term goal of operating multiple hot dog carts. In connection with this you may have the future goal of converting your hot dog cart business into a franchise. Even though it may be a long term goal, having this goal clearly in focus, will help determine which short term goals to set.

This form can be helpful in determining the type of goals you can set in turning your hot dog cart into a franchise. When the time comes, you can also use this form to help you determine the feasibility of your business as a franchisable concept. Answer each question along the left-hand side of the form assigning a rating of 1-5 for each question, with 5 being the strongest. Total each column after you've finished, then add all five columns together for a grand total. The higher the score, the more potential the concept has of becoming a successful franchise.

	1	2	3	4	5
1. Does your business have an established track record of more than five years?					
2. Do you and/or any of your partners have experience in the business greater than the period of time your business has been in operation?					
3. Does your business have 10 or more locations?					
4. During the time your business has been in operation, has it maintained average net profits in each location of more than \$200,000?					
5. Does the business generate repeat customers on a frequency greater than two times per month?					
6. Does the business attract customers from a 5 mile radius or greater?					
7. Do you have more than \$250,000 to invest in the development of your franchise concept?					
8. Do you and/or any of your partners have business management experience greater than 10 years?					
9. Will the start-up requirements for franchisees be less than \$25,000?					
10. Are training requirements less than three months?					
11. Does your business have international adaptability?					
12. Rate the competitiveness of your industry.					
13. Have you received more than 10 franchising inquiries in the last year?					
Total Of Each Column					
Total Score					

