UNIT 1: Business Fundamentals

CHAPTER 2: Types of Businesses

E-ACTIVITY: Franchises

Activity: Information bulletin and oral presentation
Prepare a one page information bulletin on a franchise and make an oral presentation.

Assume you have been invited to attend a Canadian franchising show. You will have an opportunity to choose a franchise from those profiled and will have to interest your classmates in your selection. What franchise will you choose? What type of products or services does the franchise sell?

Research a franchise and prepare a one page information bulletin. Use images to enhance your presentation. Present your franchise to the class. After all the class franchise presentations are complete, hold a vote to determine which franchise would be the best investment opportunity.

1. Visit the [Canadian Franchising Association website](https://www.canadianfranchiseassociation.ca) to find out more about franchising. Use the search feature and conduct a search by category. Select a category and then profile a particular franchise. Include the answers to the following questions in your presentation:

   a) What is the name of your franchise?
   b) How many of these franchises already exist in Canada?
   c) What is the franchise fee?
   d) How much capital is required?
   e) How long has the franchise operated in Canada?
   f) Is there training available? If so, how long is the training period?
   g) Where is the head office of your franchise located?
   h) Highlight the nature of the franchise using the description provided.
   i) What is the corporate slogan?
   j) How long has the franchise been a member of the Canadian Franchise Association?

2. Go to the corporate website for your selected franchise:

   a) Describe the products or services sold by your franchise.
   b) Select any other information from the corporate website that you think would interest potential investors.