

This business plan template is designed to be a helpful template for small business owners considering franchising their business. This template will help jump start your franchising business plan. It is a general summary to help you begin drafting a business plan to begin your franchise system, it does not represent legal advice and should not be relied upon as such.

Reidel Law Firm is *the* law firm for small businesses in Texas. We strive for excellence in the both the legal and business fields. Our firm offers advertising/marketing, public relations, and wealth/asset protection services in addition to solving the legal needs of small businesses. We focus our values of efficiency, accessibility, and excellence to help small business owners achieve prosperity and security in a fast paced, challenging economy. You can find out more about our services for small businesses at:

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**Franchise Business Plan Template**

**Sample Franchise Business Plan Template**

1. **Executive Summary**

**II. Background Information**

A. Ownership and Business Structure

B. Personal and Business History (include the original unit if applicable)

C. Franchisor

D. Industry Overview

E. Benefits of the Franchise System

F. Mission Statement, Principals, Etc.

G. Proposed Timeline

**III. Franchisor-Franchisee Relationship**

A. Support Provided by the Franchisor

B. Obligations and Responsibilities of the Franchisee

**IV. Products & Services**

A. Overview

B. Description of Product or Service by Category

Unique Selling Position

Pricing Strategy

Value to Customer

Growth Potential

**V. Management, Staffing, Partners, Etc.**

A. Management Team (including an organizational chart here is helpful for investors)

B. Staffing

C. Strategic Partners

D. Agents or other Third Parties (disclose sales agents or franchise consultants or attorneys who will be an integral part of your franchise system)

**VI. Marketing Plan**

A. Target Demographic (include market research)

B. Distribution

C. Competitive Environment and Positioning

D. Marketing Strategy and Tactics

**VII. Financial Summary**

A. Key Objectives and Financial Review

B. Start-Up Costs

C. Projected Sales

D. Balance Sheet Projection

E. Break-Even Analysis

**Appendix A: Typical Business Start Up Costs**

**Office Space:**

Rent

Improvements/Build Out

**Personnel:**

Salaries/Wages

Payroll Expenses

**Equipment and Supplies:**

Equipment Leases

Furniture

Supplies

Inventory

**Business Promotion:**

Advertising

Public Relations

Website Expenses

**Utilities:**

Telephone

Internet

Water/Sewer/Trash

Electricity

**Legal and Other:**

Licenses/Permits

Insurance

Accounting Fees

Legal Fees

**Other Expenses:**