

20 Questions

Franchising is a partnership. It is critical for you to know you are choosing the right company, and for us to know we are selecting the right franchisees. The following questionnaire was developed by Professor John Stanworth of the University of Westminster's International Franchise Research Centre to help you, and us, evaluate whether franchising is the correct option for you.

Instructions

You have three choices for each question. **Circle** the response which best describes you. Answer the questions honestly and make a choice for each number.

1. **Are you regarded by those who know you as:**

- A. Generally a fairly self-contained person?
- B. Generally a rather gregarious person?
- C. Somewhere in between A and B?

2. **Are you regarded by those who know you as:**

- A. Frequently frustrated by tasks you find boring?

- B. Able to endure a reasonable amount of boredom and frustration?
- C. Generally good at concentrating on whatever tasks face you?

3. **Would you say that:**

- A. You possess an excess of mental and physical stamina and enjoy excellent health?
- B. You find that you tire easily if you work long hours and your health is not always of the best?
- C. You estimate that your health and stamina are about average for a person of your age?

4. **Would you say that:**

- A. You find mistakes and setbacks very demoralising?
- B. You feel that mistakes can be a very useful way of learning as long as they are not repeated?
- C. You try to learn from your mistakes but often find it easier said than done?

5. **Which of the following most accurately describes you?**

- A. You set yourself targets and almost obsessively chase after them?
- B. You get fed up if you find yourself 'on the go' all the time?
- C. You like to take life at a modest pace and respond to pressures as and when they arrive?

6. Would you say that:

- A. You find it almost impossible to make tough decisions, particularly if they involve people?
- B. You can make tough decisions when necessary but it takes a lot out of you emotionally?
- C. You see tough decisions as a fact of life – you don't necessarily enjoy them but, on occasions, see no alternative?

7. Would you say that:

- A. You do not suffer fools gladly and make little effort to hide your feelings?
- B. You have notable patience and self-control?
- C. You are somewhere in between A and B?

8. Would you say that:

- A. Your mood is very influenced by events?
- B. Your mood is very little influenced by events?
- C. You tend to adopt a policy of 'taking the rough with the smooth'?

9. Are you regarded by people who know you as:

- A. A person who needs to know exactly where they stand?
- B. A person who can live with uncertainty?
- C. A person who can endure a reasonable amount of uncertainty?

10. If you go into business would you:

- A. Resent people who appear to be telling you how to run your own business?
- B. Regard the views of others as a potential source of useful information and guidance?
- C. Be willing to listen to others when you had the time but likely to 'take it all with a pinch of salt'?

11. Would you say that your total personal assets and savings together:

- A. Exceed the full buy-in cost of the franchise?
- B. Exceed two-thirds of the full buy-in cost?
- C. Amount to less than two-thirds of the full buy-in cost?

12. Do you feel that your spouse or partner:

- A. Feels that how you earn a living is very much your own affair?
- B. Would prefer to see you doing something you enjoy?
- C. Is very keen on your taking a franchise and willing to back you very strongly?

13. Which of the following is true of you?

- A. There is no history of self-employment in your family involving either yourself or close relatives?
- B. Though you have not personally been self-employed previously, there is some history of self-employment in your family via close family and/or relatives?

- C. You have personally been self-employed previously?

14. Is your main reason for wanting to be a franchisee:

- A. To achieve a good standard of living?
- B. Because most of the alternative options for making a living appear closed?
- C. For the independence and autonomy involved in having your own business?

15. Do you feel that, in taking a franchise:

- A. You would have a tried and tested product/service, which would sell itself?
- B. No matter how good the product/service, customers will respond to sales effort?
- C. Selling would still be a key activity?

16. Is your prior work experience:

- A. Unrelated to the franchise in question?
- B. Very closely related to the franchise in question?
- C. Marginally related to the franchise in question?

17. In running your own business, would you:

- A. Prefer to stay small?
- B. Wish to grow as big as circumstances allowed?
- C. Just grow to a size where you could begin to take more time out of the business?

18. Do you feel that:

- A. To get a job done properly, you must do it yourself?
- B. Delegation allows you to spend more time doing what you are best at?
- C. Delegation is a necessary evil?

19. Do you feel that it usually pays to:

- A. Take a long-term view of things?
- B. Make hay whilst the sun shines?
- C. Adopt the medium term view?

20. Do you feel that:

- A. Your future lies largely in your own hands?
- B. You can at least partly influence your own future?
- C. The individual is merely a puppet on the end of a string and can do little to influence events?