**BBI2O**

***Fabulous Franchise Fair Assignment***

**Due Date: TBD**

**Activity:** The goal of this activity is to make your peers more knowledgeable about franchises

that are available ***in Canada*.** You will try to convince the class that your franchise is the

best investment opportunity!

You will be working individually to create a short oral **presentation** (maximum 3 minutes!) about a franchise of your choice. You are expected to only create a visual (1 slide using PowerPoint) with the most important information for investors.

You should do some preliminary research into a few franchises in order to see how much information you can find – don’t do a profile of a franchise for which there isn’t a lot of information out there. There will be no overlap of franchises permitted.

While you are presenting your franchise to the class, students will individually complete a franchise analysis tracking sheet, outlining the key aspects of at least 10 franchises. After all the class franchise presentations, students must determine what franchise they think is the best investment opportunity and submit a paragraph explaining their reasoning. The class will vote on which franchise they think is the best investment opportunity.

**Getting Started:**

Visit the **Canadian Franchising Association website (**[**www.cfa.ca**](http://www.cfa.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:

* What is the name of your franchise?
* A ***brief*** history of your franchise
* How many of these franchises already exist in Canada? rest of the world?
* What is the franchise fee? Explain the term, franchise fee.
* How much capital (initial investment $) is required? What is it used for?
* What ongoing fees are there, if any?
* How long has the franchise operated in Canada? When was the first franchise opened?
* Is there training available? If so, how long is the training period?
* Is there other support provided by the franchisor?
* Where is the head office of your franchise located?
* Highlight the nature of the franchise: what is the franchise about, what does it do? Describe the products and/or services sold by your franchise.
* Sales/revenue information for franchises
* Pictures of product/service; packaging; promotional materials; other?
* Investigate and describe one additional feature of the franchise which you think is interesting or unique that would interest potential investors. Be sure to visit the corporate website for your selected franchise.
* Analyze whether your chosen franchise would be a good investment or not. Be sure to explain your reasoning. **Remember: you are trying to convince the class that your franchise is the best investment opportunity.**

**Fabulous Franchise Rubric**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Franchise: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **SUCCESS CRITERIA** | **LEVEL 4**  **8 – 10 marks** | **LEVEL 3**  **7 – 7.5 marks** | **LEVEL 2**  **6 – 6.5 marks** | **LEVEL 1**  **5 – 5.5 marks** | **LEVEL R**  **0 – 4.5 marks** | **Mark** |
| **Knowledge/ Understanding**  Demonstrates knowledge and understanding of selected franchise. | Demonstrates thorough knowledge and understanding of selected franchise. | Demonstrates considerable knowledge and understanding of selected franchise. | Demonstrates some knowledge and understanding of selected franchise. | Demonstrates limited knowledge and understanding of selected franchise. | Insufficient evidence of knowledge and understanding of selected franchise. | **/ 10** |
| **Thinking**  Demonstrates ability to research and gather information; analyze investment opportunity and select information that is most important to a potential investor. | Demonstrates excellent ability to research and gather information and to analyze investment opportunity; excellent reasoning. | Demonstrates considerable ability to research and gather information and to analyze investment opportunity; good reasoning. | Demonstrates some ability to research and gather information and to analyze investment opportunity; some reasoning. | Demonstrates limited ability to research and gather information; analysis of investment opportunity missing. | Insufficient evidence demonstrated of research. Analysis of investment opportunity missing. | **/ 10** |
| **Communication**  Expression and organization of ideas and information in oral and written forms: headings, sub-headings, font.  Use of conventions (spelling, grammar, references, business vocabulary) and creativity.  Adheres to page/time limits as noted.  **References included.** | Expresses and organizes ideas and information  with a high degree of effectiveness.  Uses conventions, and demonstrates creativity with a high degree of effectiveness.  Student used a clear voice and correct, precise pronunciation of terms, appropriate word choice, excellent eye contact with audience, no reading. | Expresses and organizes ideas and information  with considerable effectiveness.  Uses conventions, and demonstrates creativity with considerable effectiveness.  Student's voice is clear. Student pronounces most words correctly, appropriate word choice, good eye contact with audience, little reading. | Expresses and organizes ideas and information  with some effectiveness.  Uses conventions, and demonstrates creativity with some effectiveness.  Student incorrectly pronounces terms. Audience members have difficulty hearing, few inappropriate word choices, some eye contact, some reading. | Expresses and organizes ideas and information  with limited effectiveness.  Uses conventions, and demonstrates creativity with limited effectiveness.  Student mumbles, incorrectly pronounces terms, and speaks too quietly, some inappropriate word choice, little eye contact, too much reading. | Insufficient evidence of effective communication, creativity and use of conventions.  Student mumbles, incorrectly pronounces terms, and speaks too quietly, many inappropriate word choice, eye contact missing, just reading. | **/ 10** |
|  | | | | | | **/30** |